CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Human beings are created as social creatures as well as individual ones. As individual's creatures, people need to express their feeling and thought; while as social creatures, people need to interest with others, language is media that could covered both needs. Language has an important role in human's life. People tend to behave in fairly regular ways when it comes to using language since they are members of social groups and follow general pattern of behavior expected within the group (Yule, 1996:4)

Human communication fulfills many different goals at the personals and social levels. People communicate information, ideas, beliefs, emotions, and attitudes to one another in daily interactions. They construct and maintain their positions within various social contexts by employing appropriate language forms and performing speech activities to ensure solidarity, harmony, and cooperation or to express disagreement or displeasure when called for. The acquisition of communication skill in one's first language is a lifelong process, but the basic skills are acquired early in life (Murcia and Olshtain 2000:3). Therefore, when learning another language, we have to add and readjust our native language strategies to fit the new language and culture.

Language is the chief means by which people communicate (Mey, 1993:42). Language is one of the society instituition provides many functions.

Brown and Yule (1983: 1) define two major functions, transactional and interactional. Transactional covers the function of language in the expression of content; while interactional involves the function of language in expressing social relation and personal attitudes. Because of many function of language, people can deliver any messages to others.

When people communicate by delivering a massage to others, they have to think not only about the content of massages but also consider about how to deliver them. In a conversation, the speaker mostly expects a certain act or reaction of the hearer when he/she delivers an utterance, for example when one says *I am hungry*, it could be interpreted in many conditions such as an invitation to have lunch, a request for money, or if it is said by young child it could be a request for attention. Because of this, sometimes "how people say" is important than "what people say".

In everyday life, there are many ways to convey messages. Different speakers may express the same message differently, for example when person wants someone to open the window, his/her intention can be conveyed directly by saying *please, open the window!* Or directly by stating *it's hot here*. Because of this condition, speaker should employ appropriate strategy to express his intention delivering the message or expressing the remark in order not to offend or embarrassed the hearer. If it happens, it will ruin the relationship between both participants.

From the explanation above, it can be concluded that there are some factors outside the language itself that must be taken into account when people want to deliver their intention. Yule (1996:56) claims that people must concern with various factors related to social distance and closeness so as to make sense of their speech. Those factors involve the social status relationship of the participants, such as power and age, and also degree of friendliness. So, it is necessary to conduct the interaction in polite way so as to not impose lessen and offend others.

Discussing about being polite or impolite, one must relate to the politeness strategy. Politeness appears naturally in every conversation and other face-to-face interaction Brown and Levinson (1987:41). Politeness is the terms refer to 'face' concept. Hence, politeness is a means of showing awareness of other's face (Yule, 1996:60). In view of the above fact, it can be acknowledged that politeness has a very important role in conversation especially the oral one. The use of a proper politeness strategy will determine the continuation of the conversation.

Brown and Levinson assume that every individual has two types of face, Positive and Negative. Positive face is defined as the individual's desire that her/ his wants be appreciated and approved of in social interaction, whereas negative face is the desire for freedom of action and freedom from imposition. Richard (2003: 86)

Due to its importance in communication, the writer is interested in exploring some aspects of the politeness strategies. In this case, a cartoon movie

entitled "Despicable Me 2" is choosen to become the object of the study. Despicable Me 2 is a 2013 American 3D computer-animated comedy film and the sequel to the 2010 animated film Despicable Me. Produced by Illumination Entertainment and distributed by Universal Pictures, both films are directed by Pierre Coffin and Chris Renaud, and written by Cinco Paul and Ken Daurio.

Despicable Me 2 continues the successful animated film Despicable Me in 2010. This film tells about Gru and the Minions yellow creatures or forces shaped like a capsule that works for him. Gru who is a former hardened criminals who can steal the moon repent and become good people. His heart is captivated three orphaned children. They are Agnes, Edith, and Margo. In this latest sequel, the story opens with the appearance of other criminals are able to steal the developer lab hazardous substances. The large building was sucked up a giant magnet, disappeared in the sky. At the same time, Gru preoccupied with the hassles of caring for the three children that he adopted. Meanwhile, the Minions and Dr. Nefario who used to make weapons for Gru, occupied with the trial production of jams that never successful. The opportunity back into the action when Gru recruited by AVL anti-crime agency to find out who the criminals and arrested. This is an interesting story because Gru falls in love with Lucy as his assigned agent. Accompanied by Lucy, Gru's adopted children, and the minions, they will save the world.

The writer chooses this movie become an object of study because of some reasons. First, this movie is quite representitive to the problem that the writer will discuss about the contains of many simple daily conversations. Second,

Despicable Me 2 cartoon movie not only very fascinating one in the aspect of story itself but also some conversation conducted by the characters in this movie contain positive and negative strategies, for the example:

> "Thank you, Gruzinkerbell! You're the best fairy princess ever!" said Agnes.

The above example take place in the garden during Agnes's birthday party. Agnes gave her gratitude **"Thank you"** to Gruzinkerbell who attends and entertains in her party. Although, she knew that Gruzinkerbell is Gru who become the fairy princess. It can be seen that Agnes'utterace above contains positive politeness especially Give gift to Hearer (Strategy 15), and also she used Positive politeness Exaggerate (strategy 2) in the sentence **"You're the best fairy princess ever!",** She looks absolutely sympathy with Gruzinkerbell as the fairy princess who had she never seen.

In addition, the writer chose politeness strategies in this study because politeness have important rule in social interaction or daily conversation to make a good relationship with other people and we can see some of the examples social interaction each characters in this cartoon movie and also the writer have never seen this study which analyzed by another writer before.

Based on the explanation above, the writer considers and interesting to analyze the politeness, especially positive and negative politeness strategies among the characters and give the title: **A Study of Politeness Strategies applied by the Characters in *Despicable Me 2*.**

1.2 Statement of the Problems

Based on the background of study above, the writer formulates the problem of the study as follows:

1.2.1   What are positive and negative politeness strategies applied by the speakers in their conversation?

1.2.2   What are the intentions of positive and negative politeness strategies applied by both characters of conversation?

1.3 Objectives of the study

From the problem statement mentioned above, the writer has the following the objectives of the study:

1.3.1   To describe the positive and negative politeness strategies applied by the speakers in the conversations.

1.3.2   To explain the intentions of positive and negative politeness strategies applied by both of the characters in the conversation.

1.4 Significance of the study

This study is hopefully can be a positive knowledge for himself and the readers especially the students of "UIN Sunan Ampel" Surabaya about language variety. The writer would like to give approaching to the readers about the variety of language and how to stay calm and attract the audience to pay attention to us.

Finally, this study will give good assumption on the readers to choose their own style in using language.

1.5 Scope and Limitation of the Study

This study will be linguistic study that only focuses on politeness strategy. According to Brown and Levinson 1987 there are four kinds of politeness strategies. They are Bald on record, Positive politeness, Negative politeness and off record but the writer applied the study only positive and negative politeness strategies used by the main characters in *Despicable Me 2*.

1.6 Definition of Key terms

1.6.1   Pragmatics   : Pragmatics is the study of the speaker meanings. (Yule,1996:3)

1.6.2   Positive Strategy   : The positive politeness strategy is redress directed to the addressee's positive face, his perennial desire that his want should be thought of as desirable (Brown and Levinson,1987:101)

1.6.3   Negative Strategy   : A face facing act which is oriented to the person's negative face will tend to show deference, emphasize the importance of the other's time or concern (Yule, 1996: 62)