CHAPTER I

INTRODUCTION

1.1 Background of study

Communication is one of the important roles in our lives because through communication we can interact with other people. In doing communication, people use language to say or express their ideas and opinions, and provide information to others. There are many ways of communication; they are Direct and Indirect communication. Direct communication is communication that is performed by two or more persons without an intermediary. For example, chat or discussion. And indirect communication is communication through intermediaries that is by sending a massage or Email.

Communication is the closest thing to us. Communication can be interpreted to share information and knowledge. Any activity carried out by a person with the aim of conveying a message to others is the purpose of communication. Such communication is done when humans interact with other people, one of them through spoken language.

Usually, communication could not be successful because of misunderstanding between speaker and hearer during the conversation. It is important to consider someone's attitude when they were doing or saying something. If the speaker decided to say something, it meant that she or he has already thought about the way and

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choice of words which was used during the conversation. In this case, politeness played an important role in human life.

However, cummunication is not enough only by interaction, because when people interacting with other people, they might have their own purpose that they want to achieve. Their purpose could be to command, to inquire or to inform. Different purpose of communication has different way to express it. And this could be sometimes influenced by cultures or norms where the speakers or the hearers live in. For example, some cultures require speaker to speak politely when speaking to elders or vice-versa for some different cultures. From the example given, some cultures stress on politeness when they communicate with other people. According to Ogierman (2009) who stated different cultures focused on different aspect of politeness when they interact with other people.

Communication process becomes something essential for people in building a social relationship. The existence of other people will be nothing without communication. It will be impossible for people to create a friendship with other without communication. Actually, maintaining a relationship itself becomes one of communication function. One of the prime purposes of communication is to develop and maintain relationship with others, through communication people share their ideas, feelings, and information with others.Thus a relationship is finally constructed among them.

People deliver ideas, feeling and information to others in different ways. Your friend, teachers and parents have their own ways in conveying ideas. They take some consideration in selecting certain language before uttering something. Jess and Gregory (2008) stated "unique characteristics will give both considerately and individually to a person behavior". In other words, it is true that people's utterance reflect their real characteristics people who are aware of social value, will not speak rudely to another. Conversely, they who do not have the awareness of social value will speak impolitely to other people.

In communication process, the use of polite language becomes something significant. By speaking politely, it can be meant that a person appreciated his hearer. According to Yule (2006) "someone her shown awareness of and consideration for another person's face when he speaks politely". Face in this discussion can be seen as the reflection of someone's emotion. It is used to show someone feeling. For example, a person will show his excitement expression when his talking partner treats him well by speaking politely. That excitement expression describes not only his feeling of being respected but also his appreciation to his talking partner. There will be no misunderstanding between the speaker and the hearer in a communication process because they appreciate each other. Hence, other people will treat a polite person as well as he treats them.

Politeness in process communication also brings a good relationship in a society, the use of polite language will show how well the relationship between the speaker and the hearer. The harmonious of speaker and hearer's relationship can be seen

when they use polite language for communication. In the contrary, when the relationship between the speaker and hearer has a distance, the use of language seems to be rude. Wardhaugh, (2006) explained "certain linguistic choices a speaker make indicate the social relationship that the speaker perceives to exist between him and the listener", it means polite speaking is important to do in order to create a good relationship in a society. The more polite the speaker and hearer speak, the better relationship they will have.

The existence of process communication and social relationship cannot be separated each other. If there is society, there will be a communication. It is shown not only in the real life but also in a story in the movie. As one of watching, movie owns some characters that play certain role in the story. The writer make the characters talk each other and conduct dialogue to create the story. That is what known as society and communication. Movie is a type of visual communication which use moving pictures and sound to tell stories or inform (help people to learn).

The writer considers it is important to analyze the factor influencing of politeness strategy used in Divergent movie. Divergent is an American science fiction action film directed by Neil Burger, based on the novel of the same name by Veronica Roth. This movie tells about human identity, searching of human soul when to be teenagers.

In this study there are some reasons of the research. there are many politeness strategies in requesting would be found in Divergent movie, the research based on two theories, it based on Brown and Levinson theory that politeness was the expression of the speakers intention to mitigate face threats carried by certain face

threating acts toward another.Brown and Levinson, politeness theory has since expanded academia's perception of politeness. Politeness is the expression of the speakers' intention to mitigate face threats carried by certain face threatening acts toward another (Mills, 2003)

The writer chooses this movie because this movie is different with other movie. This movie takes theme identity of soul searching and human identity as a teenager. The theme is considered to be one version a very popular movie. The story taken from juvenile novel, with some predefined the theme of survival and self affirmation. So that the writer interest to analyze this movie becomes the proper subject to analyze in the study of politeness.

1.2 Statement of the problem

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

1. What are the types of positive politeness strategies used by the main characters in *Divergent* movie?

2. What are the factors that influence the choice of using positive politeness strategies in *Divergent* movie?

1.3 Objective of the Study

The purposes of the study having looked at the problems above, the research objective focused on:

1. To analyze the types of positive politeness strategies used in *Divergent* movie.

2. To analyze the factors that influences the choice of using positive politeness strategies in *Divergent* movie.

1.4 Significance of the Study

The findings of this research are expected to be able to give contribution theoretically in politeness strategy used by Divergent movie.

1. The writer expects this study can inform the readers more about positive politeness strategies, so that the readers can apply those strategies in daily conversation. Besides the writers also hopes this study will be useful for English Literature departement's student of the state Islamic University Sunan Ampel Surabaya who want to study more about politeness strategies and use this study as a reference for their studies.

2. The writer also hopes this study provides a method or technique for other researchers to conduct further research on positive politeness and factors of using the certain strategies in the social interaction.

3. The writer hopes this research will be useful for the readers in learning about Literature, especially in Linguistic. It helps the readers in understanding pragmatics field, especially politeness strategy in requesting.

4. And the last the writer hopes this study can help the writer to improve the knowledge aboute positive politeness strategies.

1.5 Scope and Limitation

The scope of this study is pragmatics. The writer limits this study only on positive politeness strategies. The writer analyzes what the types of positive politeness strategies that used by the main characters in "Divergent" movie and explain the factors that influence of using positive politeness strategies.

1.6 Definition Of Key Terms

In order to avoid misinterpretation about the use of terms, it is important for the researcher to give the suitable of the key terms are defined as follows:

- Politeness is systems of interpersonal relations designate to facilitate interaction by human interaction by minimizing potential conflict and confrontation inherent in all human interchange (Yule, 1996).

  It means the strategy of communication by polite in order to more tighten of relationship.

- Politeness strategy is the expression of the speaker's intention to mitigate face threats carried by certain face threatening acts toward another (Mills, 2003).

  Is a battery of social skills whose goal to ensure everyone feels affirmed in a social interaction

- Positive politeness is techniques to imply common ground or sharing of Wants for the purpose of the interaction, it indicates   that the

speaker wants for to gain closer relationship with the hearer (Brown and Levinson, 1987).

- Negative politeness is techniques to satisfy the hearer's negative face, in which his behavior is expected to respect (Brown and Levinson, 1987).

  The hearer's must technique in order to the step is respectful.

- Face is the self image that every person wants to claims for himself. (Brown and Levinson, 1987)

- Positive face is the need to be appreciated and accepted, to be treated as the member of the same group, and know that his or her wants are shared by others.

- Negative face is the desire to have freedom of action, freedom of imposition, and not to be impeded by others.

- Movie is a recording of moving images that tells a story and that people watch on a screen or television.