CHAPTER I

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 needs to interest with others. Language is the media that could cover 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 personal and social levels. People communicate information, ideas, beliefs, emotion and attitude to another in daily interaction. They construct and maintain their position 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 people communicate by deliver 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 deliver an utterance. For example when someone says, *I am hungry,* it could be interpreted in many conditions. Such us an invitation to have

1

dinner, 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 saying *it's hot here*. Because of this condition, speaker should employ appropriate strategy to express his / her intention to delivering the message or expressing the remark to hearer.

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. These factors involve the social status relationship of the participants, such as power and age. 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 related to the politeness strategy. Politeness appears naturally in every conversation and other face to face interaction. In case of communication, the speakers will choose the strategies to have polite conversation. People use politeness strategies in order to get their conversation run well and go smoothly. Brown and Levinson (1987) states that

recognizes what people are doing in verbal exchange (e.g. requesting, offering, criticizing, complaining, etc) not so much by what they overtly claim to be doing as in the fine linguistic details of utterances. It means that not only speaking in fine linguistics but also considering other's feeling are important. In other word, speaking politeness involves taking account of the other's feeling and being polite person means that he should make others feel comfortable.

Being polite is complicated matter in any language. It is difficult to be learned because it involves understanding not only the language but also the social and the cultural values of the community. Language cannot be separated from the community who use it. Moreover, using language must be appropriate with the social context of the speaker.

Politeness can be defined as a means employed to show awareness of another person's face. There are four types of politeness strategies which are described by Brown and Levinson that summarize human behavior: Bald on Record, Negative Politeness, Positive Politeness and Off-Record-indirect strategy.

The significances of politeness strategies in communication do not only occur in the real society. Those can also be found in the forms of literary works such as novels, movies and dramas. They are as the imitation and portrayal of social life.

Regarding those phenomena, the writer interesting to analyze politeness strategies in the Sense and sensibility Movie" by applying politeness strategies

suggested by Brown and Levinson (1978) which focuses on positive politeness. This thesis focuses on analysis positive politeness strategy that used by one of women character in the sense and sensibility movie, that is Elinor.

"Sense and sensibility" is movie from a novel written by Jane Austen. In 1811 sense and sensibility novel become the first published novel by jane austen, a fiction romantic literary work. Sense and sensibility take place in southwest England between 1792 & 1797. This story is about life and love story between Elinor dashwood and Marianne Dashwood. This movie tells about two young girls in their new house, a cottage where they feel love and broken heart there. There are some version of this movie. First on 1975, 2008 and 2011. But the writer chosen the version of movie on 2008.

"Sense and sensibility" movie is chosen because the most characters in this movie are female and the writers want to analyze a female character, because according to Brown Levinson (1987).

"Female are related to politeness strategy". In addition, "Males and females have different perceptions of politeness, where women consider politeness to be of great importance, whilst in general, men appear to feel politeness is dispensable between intimates in private and in some public spheres, men seem to regard politeness as unnecessary" (Holmes 1995).

So, it can be conclude that females are more tend to use politeness rather than males.

The writer choose to analysis Elinor . She is nineteen-year-old oldest daughter of Mr. and Mrs. Henry Dashwood and the heroine of Austen's novel. Elinor is composed but affectionate, both when she falls in love with Edward Ferrars and when she comforts and supports her younger sister Marianne. In the drama, Elinor is a kind character. After the writer watching the movie, I found some conversation between Elinor and the others character that can be analyzed by politeness strategy, especially positive politeness strategy.

The topic of politeness is not new in linguistics. Several years ago there were two previous studies about politeness strategies in University Airlangga entitled *The politeness strategy used by The host of Empat mata to his female guests.* In her thesis, the writer investigates the politeness strategies in Empat Mata talk show which is related to language and gender and also gender and media. Another study is from ika puspita wati, student of University Airlangga entitled politeness strategies used in the "today's dialogue" talk show. In her study she was conducted in order to figure out the politeness strategies behind the utterances by the conversant in Today's dialogue talkshow.

This study is different from those two previous studies because it is uses movie as the source of data and focuses on the female character (Elinor

Dashwood) utterances while communicating with other characters. The previous studies show the used politeness strategies in talk show. So, this study wants to complete the existence of politeness strategies in a movie, and want to describe the using politeness strategies by female character.

1.2 Statement of the problem

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

1. What are the positive politeness strategies used by Elinor Dahwood in "Sense and Sensibility" Movie 2008?
2. What are the factors of positive politeness strategies used by Elinor Dashwood in "Sense and Sensibility" movie 2008?

1.2 objectives of the study

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

1. To describe the positive politeness strategies are used by *Elino*r in "*sense and sensibility" movie 2008.*
2. To identify the factors of positive politeness strategies are used by Elinor Dashwood in "*sense and sensibility"* movie 2008.

1.3 . Significance of the Study

The writer hopes that the result of this research can beneficial for those who want to understand about the movie, and in analyzing the movie from other aspects. Hopefully, the result of this research can help readers to have a better understanding about positive politeness, including the types of each strategy and the factors that usually influence the choice of certain strategy. Moreover, the result of this research is hoped to be able to help readers realize how important positive politeness in social life to interact with other people. It can minimize the threat and misunderstanding which occur in social interaction. It can maintain the relationship with others.

1.4 Scope and Limitations

The scope of this study is Pragmatics. The writer limits this study only on positive politeness strategies. The writers analyze what are the types of positive politeness strategies used by Elinor in "Sense and Sensibility" movie 2008 and explain the factors of using positive politeness strategies.

1.5 Definition of Key Terms

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

- Pragmatics : the study of the relation between language and context that are basic an account of language understand. (Levinson:1985:21)

- Face : The self image that every person wants to claims for himself. (Brown and Levinson 1987)

- Positive face : the want that every member wants to be desirable to at least some others. (Brown and Levinson 1987:65)

- Negative face : The want that every members want to be freedom. . (Brown and Levinson 1987:65)

- Face Threatening Act (FTA) : The act that infringes on the hearers need to maintain their esteem and their need to be respected (Brown and Levinson 1987)

- Politeness Strategies : The strategy is used to minimize the face threatening act (FTA) that a speakers makes (Brown and Levinson 1987)

- Positive politeness : Repressive action directed to the addressee's positive face, his perennial desire that his wants should be thought of as desirable (Brown and Levinson, 1987)

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