#### **CHAPTER 1**

#### INTRODUCTION

### 1.1 Background of Study

Language is a system of communication in speech and writing that is used by people of a particular country (Hornby, 2000: 721). As social creatures, we need language to communicate with other people to make interaction. Without any language, we cannot communicate effectively and it can make misunderstanding both the speaker and the hearer. By language, people can express their feeling, opinion, ambitions, willing etc. In other words; it means that language is one of ways to explore people's idea that relates to the real life in their daily communication.

Communication process becomes something esential for people in building a social relationship. The existence of other people will be nothing without any communication. It will be impossible for people to create a friendship with others without communicating. Actually, maintaining a relationship itself becomes one of communication functions. Steinberg (1994) argued that one of the prime purposes for communication is to develop and maintain relationship with others(p.25). Through communication, people share their idea, feeling, and information with others. Thus, a relationship is finally constructed among them.

When people communicate by delivering a message to others, they have to think not only about the content of messages 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".

According to Brown and Levinson (1987:65), certain kinds of acts intrinsically threaten face, namely those acts that by their nature run contrary to the face wants of the hearer and / or of the speaker. For example, the hearer's positive face will damage when the speaker insults the hearer, and also the hearer's negative face will damage when the speaker orders the hearer. It also could damage the speaker's own positive and negative faces for example, when the speaker admits that he has failed in his job and when the speaker offers help to the hearer. FTAs are acts that infringe on the hearer's need to maintain his or her self- esteem and be respected (http://en.wikipedia.org./wiki/pragmatics).

In order to avoid or minimize the possibility of damage to the hearer's face or to the speaker's own face, he or she may adopt certain strategies. In Islamperspective, politeness strategies become something important applying in daily conversation. As it is stated in the Al Qur'an Surah Al Hujuraat 3 verse as follow:

### The meaning:

"Indeed, those who lower their voices before the Messenger of Allah, they are the ones whose hearts Allah has tested for righteousness. For them is forgiveness and great reward".

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Syaikhul Islam Ibnu Taimiyah explained, 'those who louder their voices to others, so the intellect know that those are not honorable people. Ibnu Zaid said, 'if louder the voice (in speaking) is the good thing, so Allah will not make it into donkey's voice'. Abdurrahman As-Sa'di said, 'are not doubtful, that (those who) louder their voices to others are not polite people and do not respect others.'

That is why, the etiquette in speech in Islam is lower the voice in speaking.

Allah said SQ.Luqman 19:

## The meaning:

"Lower your voice, indeed, the most disagreeable of sounds is the voice of donkeys.

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Due to its importance in communication, the writer is interested in exploring some aspects of the politeness strategies. In this case, a movie entitled "Warm Bodies" is chosen to become the object of the study. Warm Bodies is movie that the initial assessment of the Warm Bodies by calling it 'another Twilight Saga' imitators 'epic romance Cullen and Swan', phon-phon love story or a variety of other names that ultimately linked the film moved from the novel of the same name written by Isaac Marion's with the best-selling franchise. Because in reality, in addition to the similarity theme float story of forbidden love between

humans and fantasy creatures, Warm Bodies is obviously very different from Twilight. Inspiration that serve as the basis for developing the story is legendary Shakespeare's masterpiece, Romeo and Juliet.

Movie Warm Bodies is a film tells about a zombie who falls in love with a human. The genre of this movie is horror romantic. The director, Jonathan Levine, was inspired by a novel by Isaac Marion. The film was officially released since the last date of February 1, 2013. This film tells the world about the Zombies' virus outbreak afflicted many cities and many people die because of it. The zombie named R, plays by Nicholas Hoult, hunts human brain to become self-sufficient life, he falls in love with a girl named Julie (Teresa Palmer). Moreover, Julie is always helped by R from another zombie attack and the relationship between the two is intertwined. Not for a long time, Julie realizes that R is a special figure. Due to the R point signal sign that he is not like the other zombies. Slowly but surely, R shows the human character, Julie then takes R to something that is an area inhabited by human populations that have not been infected with the zombie virus. But captain Grigio (John Malkovich), Julie's father was not happy look at the relationship between R and his daughter.

The writer chooses this movie become an object of study because of some reasons. First, this movie is quite represented to the problem thatthe writer will discuss about the contains of many simple dailyconversation. Second, the writer is interested in the story. Besides, the writer also understands utterances used in that story, so it will be easy for the writer to do a research.

In addition, the writer chooses 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 examples of social interaction for each characters in this movie and also the writer has never seen this study which analyzes by another writer before.

Based on the explanation above, in order to understand more about positive and negative politeness strategies and what factors influence the characters to employ the politeness strategy, the researcher intends to conduct a research entitled: *Politeness Strategies Used by Julie in Warm Bodies Movie*.

## 1.2 Statement of the problems

Based on the background of the study, the writer proposes the problem of the study as follow:

- 1.2.1 What kinds of positive politeness and negative strategies are used by Julie in the film entitled "Warm Bodies"?
- 1.2.2 What are the intentions of positive and negative politeness strategies used by Julie in the film entitled "Warm Bodies"?

## 1.3 Objective of the Study

- 1.3.1 To identify the kinds of positive and negative politeness strategies used by Julie in the film entitled "Warm Bodies".
- 1.3.2 To explain the intentions of positive and negative politeness strategies used by Julie in the film entitled "Warm Bodies".

#### 1.4 Significance of the Study

The significance of the study is to improve the reader's knowledge of understanding about politeness strategy and give contribution to larger body of knowledge and it is hoped to be useful for the reader especially to the students of Islamic university SunanAmpel who want to make the next research about Politeness Strategies Used By Julie (Teresa Palmer) In Warm Bodies Movie.

# 1.5 Scope and Limitation

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 only apply the study of positive and negative politeness strategies used by Julie in Warm Bodies Movie. The writer thinks, it is necessary to clarify the context of the utterance. This is accomplished because a unique discovery found within the movie.

## 1.6 Definition of Key terms

1.6.1 Politeness : Strategies that are used to avoid or minimize the

FTA that a speaker means (Brown and Levinson,

1987, p. 91)

1.6.2 Face : public self-image that every member of society

wants to claim for itself.

1.6.3 FTA (Face Threatening Act) : An act that threatens the positive or

negative Face of the hearer (Brown and

Levinson, 1987, p. 66).

1.6.4 Positive politeness : Techniques to imply common ground or sharing of

wants for the purpose of the interaction. It indicates

that the speaker wants to gain closer relationship

with the hearer. (Brown and Levinson, 1987: p.

103).

1.6.5 Negative politeness : Techniques to statisfy the hearer's negative face,

in which his behaviour is expected to respect.

(Brown and Levinson, 1987: p. 129).