

CHAPTER I

INTRODUCTION

A. Background of the Study

In this recent day communicative competence has become key concept in foreign language pedagogy. Thus the goal of language teaching is to develop communicative competence. Communicative competence incorporates grammatical competence, discourse competence, and sociolinguistic competence.

Basically, the sociolinguistic component refers to rules of speaking which depend on social, pragmatic and cultural elements. For example, when we utter a polite utterance in any language might depend on the social status of the speaker or hearer and on age, sex or any other social factor. In other words, a foreign language learner not familiar with contextual discourse constraints of English might produce with perfect pronunciation and perfect grammar, but fail to achieve the communicative purpose.

For students of English Department studying English not only studies about the form of the language but also studies about the culture of the place where the language comes from. Thus, the students not only knowing how to speak and write, but also how to behave linguistically. For example the student should know how to use politeness strategy when they speak politely in English, because politeness universally exists but is culturally bound. Therefore, the speakers and users of the language must be equipped with

politeness formulas in speaking and must be aware of how to use politeness in different communicative acts in their daily life. It purposes making them able to communicate with the right language like where the language comes from.

According to Brown and Levinson, politeness can be defined as a desire to protect self-image. A speaker must show awareness of the hearer's face and self-image through various strategies. To be successful in interaction, one has to follow some important strategies to be polite. According to Fauziati (2005: 193), in English, polite language may be characterized by the use of indirect speech, the use of form of address system like, *Sir, Madam*, or the use of formulaic utterances like, *please, excuse me, sorry, thank you*, etc. In Indonesia this politeness is usually called *tatakrama* (manners).

The language philosopher H.P. Grice proposes the rule in conversational implicature which is called by the Cooperative Principle consisting of Maxim of Quality, Quantity, Relevance and Manner. Another concept that served when people are talking is politeness principle which is developed by Geoffrey Leech. There are six maxims of politeness principle introduced by Leech tact maxim, generosity maxim, modesty maxim, agreement maxim and sympathy maxim. The center of this concept is effect of what is said on the people. So that, the speaker can speak untruth in order to make the hearer becoming pleasant.

The politeness strategy is interesting topic because it teaches us how to produce utterances that do not treat others' face. For example in one of maxim of politeness principle, the speaker is allowed to speak lie because in approbation maxim, it requires to minimize dispraise of other and maximize praise of other.

Persuasion is a movie adopted from Jean Austin's novel. This movie is directed by Adrian Shergold in 2007. The story tells about love story of Anne Elliot which takes setting of aristocratic society. *Persuasion* follows the story of young woman, Anne Eliot who is elite, educated and aristocratic that suffers failure of love life. She always failures to engage with some men. It is caused by persuasions from her godmother. Anne always follows everything which is suggested by her godmother, but after a long time she aware that she should have her own choice.

Persuasion movie is the rich source for finding polite utterances, especially in linguistics politeness used by Anne who is elite, educated and aristocratic. By using this movie the researcher wants to identify politeness strategy used by Anne as the MP (Model Person) especially in polite utterance, in order to study the form of politeness utterances from the native speaker. For example:

Mr. Elliot : Dearest Anne, I have been awaiting an opportunity to speak to you privately and now it seems to have come.

Anne : *I am sorry, sir, I'm not very good company.*

The dialogue happens when Mr. Elliot wanted to propose Anne, but Anne tried to utter the utterance to refuse his proposing before it was uttered.

The utterance from Anne shows the high style language of politeness of

refusing. According to Leech's theory of politeness, Anne used the strategy of modesty maxim. It can be proved by her utterance which minimize praise of self and maximize dispraise of self

Through the descriptive above, the researcher wants to analyze politeness strategy used by the main character of *Persuasion* movie by using Geoff Leech's theory in order to find the type maxim of politeness strategies used by the main character, the types of speech act which influence the type of maxims which are used and the pragmatics scale contributes to the measurement of the degree of politeness. That is why the researcher gives the title "A STUDY OF POLITENESS STRATEGIES USED BY THE MAIN CHARACTER IN *PERSUASION* MOVIE".

B. Previous Study

The researcher finds three studies which the object of study is politeness utterances. First, the study that is conducted by Wijayanto with his study entitled *An Analysis on Politeness Principle in the Expressive Act in the Movie of Pearl Harbor*. His study is aimed to analyze (1) the types of expressive utterances, (2) the intention of expressive utterances and (3) to classify the politeness principle of expressive in the *Pearl Harbor* manuscript with qualitative method of research. The results of this study are; (1) there are ten types of expressive act used in Pearl Harbor movie. They are apologizing, thanking, greeting, welcoming, blaming, complaining, praising, dispraising, rejoice, condoling and apologizing act has the highest intensity 20,8%, (2) the intentions are that they are ten types of expressive act, (3) there are five

politeness patterns used in Pearl Harbor movie, they are tact maxim, generosity maxim, approbation maxim, agreement maxim, sympathy maxim and tact maxim has the highest intensity 29,17%.

The second study is conducted by Fitri Hariana Oktaviani entitled, *The Politeness Strategy Used by the Characters of The Lord of the Rings*. The study aims at (1) how the strategy of politeness is used in a particular discourse, which is The Lord of the Rings movie, and (2) how the situation can influence the use of strategy by using qualitative research. The results show that politeness strategies are used in the movie as the work of fiction. The use of politeness strategy can be divided into four sub strategies which are (1) bald on record, (2) positive politeness, (3) negative politeness, and (4) off record. The results correspond to the model proposed by Brown and Levinson (1987). The degree of politeness is provisionally measured using Spencer and Oatey's Pragmatics Scale adapted from Irigiliati (2005). There are tendencies of the use of a certain strategy by certain types of characters. Politeness strategies in movies are used as a means to maintain conversation and as a tool to improve characterization of each character or to help building up the characteristics of certain created culture. The social parameters which influence the use of certain strategy are most determined by the status power of the speaker and also the crucial rate of imposition of the central topic of the story. In summary, as the strategy of politeness in the real world is culturally bound, the strategy of politeness in the work of fiction is based on the given characters.

The last is a study from Dina Rofi'atun Ni'mah, with the title *Maxim of Politeness Principle Found in "The Prince and Me" Movie*. This study focuses on maxim of politeness principle found in *The Price and Me* movie using Leech's theory. The research aims to answer the following questions: (1) What are the maxims of politeness principle used by the characters of *The Prince and Me* movie; and (2) How the characters of *The Prince and Me* movie use the maxims of politeness principle. The research is conducted by using qualitative method. The results of the study show that there are six maxims of politeness principle used in "The Prince and Me" movie. Among those six maxims are: (1) tact maxim, (2) generosity maxim, (3) approbation maxim, (4) modesty maxim, (5) agreement maxim, and (6) sympathy maxim. The dominant maxim that is used is tact maxim. Furthermore, the result shows that the characters of "The prince and Me" movie follow measurement of the pragmatic scales to express their politeness. Those pragmatic scales are the cost-benefit scale, the optionally scale, the indirectness scale, the power/authority scale, and the social distance scale.

The first previous study analyzes the types of expressive utterances, the intention of expressive utterances and classifying the politeness principle of expressive in the Pearl Harbor manuscript, while the recent study focuses not only on expressive utterances but also on the types of speech act. The second study will help in giving contribution the researcher in how to analyze the strategy of politeness used in a particular discourse, and how the situation can influence the use of strategy. While the difference of the recent study is

the previous study uses the different theory of politeness. The previous study uses Brown and Levinson's theory of politeness while the recent study uses Leech's. The previous study functions as the framework to extend the analysis on kinds of maxim in politeness strategy and the factors contribute to the choice of maxims with the pragmatic scale measurement.

C. Focus of the Study

In this study the researcher proposes a problem statement "What are the politeness strategies used by the main character in *Persuasion* movie and the factors contribute to the choice of politeness strategies?"

To specify the problem statement, the writer draws three subsidiary questions as follows.

1. What types of politeness strategy are used by the main character?
2. What types of speech act contribute to the choice of politeness strategy?
3. What pragmatics scales contribute to the determining the degree of politeness?

D. Objective of the Study

In general, the objective of the study is to determine the politeness strategies used by the main character in *Persuasion* movie and the factors contribute to the choice of politeness strategies. To answer three points of problem statement, the objectives of the study are specified as follows:

1. the study is directed to determine types of politeness strategy used by the main character,
2. the study is directed to describe types of speech act that contribute to the choice of politeness strategy,
3. the study is directed to describe the pragmatics scales that contribute to the determining the degree of politeness.

E. Benefits of the Study

The researcher really hopes that her study gives some benefits. The benefits of this study will be distinguished into two benefits:

1. Practical Benefit

- a. The study is intended to help the researcher understand more about politeness strategy used by native speaker in the movie.
- b. The study is intended to give the researcher knowledge how to use Leech's politeness theory and pragmatics scale as the analytical tools in the study of politeness.
- c. The study is intended to recognize politeness strategy in the dialogues of *Persuasion* movie.

2. Theoretical Benefit

The study is expected to be helpful in serving some more knowledge about polite utterances. The result of this study is expected to be a framework for the further study which going to analyze about politeness, especially according to Leech's theory of politeness. This study also

recognizes pragmatics scales as the tool in measuring the degree of politeness strategy for the other researcher who is going to do study of politeness.

F. Research Paper Organization

The researcher is going to organize this research in order to make easier to understand. This research is divided into five chapters:

Chapter I is introduction. This chapter is divided into six items, they are: background of the study, previous study, problem statement, objective of the study, benefits of the study, and research paper organization.

Chapter II is underlying theory. It consists of speech act theory, politeness theory and pragmatics scales.

Chapter III is research method. It consists of type of the research, object of the research, data and data source, method for collecting data, and technique for analyzing data.

Chapter IV is research finding and discussion. This chapter serves the research finding and discussion. The analysis covers types of politeness strategies, types of speech act which determines the choice of politeness strategies and pragmatics scale which determine the degree of politeness used by the main character. The next point is discussion.

Chapter V is conclusion and suggestion. This chapter serves the conclusion of the results of study and suggestion from the researcher related with her result of the study.