

CHAPTER I

INTRUDUCTION

A. Background of the Study

Politeness as one of the constraints on human interaction of which purpose is to consider other's feeling, establish levels of mutual comfort and promote rapport. Hill et al.'s definition of politeness sees it as a set of constraints, i.e. normative and perspective rules on how to interact with others, and its laudable goals are the establishment of mutual comfort and the promotion of rapport. Even mentioning these goals implies that there are others with others goals (Hill et al. in Watts, 2003: 51).

We can think of politeness in general terms as having to do with ideas like being tactful, modest and nice to other people. In the study of linguistic politeness, the most relevant concept is 'face'. Face, in pragmatics, is one's public self image. This is the emotional and social sense of self that everyone has and expects everyone else to recognize. In this sense, politeness can be defined as showing awareness of and consideration for another person's face (Yule, 2006: 119).

Lakoff (1977: 88) however argued that there are some other rules that govern human communication: the rule 'to get people through a cooperative transaction with a minimal amount of wasted effort or friction',

which is formulated into three (politeness) rules: (1) formality: don't impose, remain aloof—the (2) hesitancy: allow the addressee his / her options, and (3) equality or camaraderie: act as though you and an addressee were equal or make him feel good.

Politeness according to Brown and Levinson (1987: 61) is face saving strategy. According to Brown and Levinson face is basic want rather than a norm that is defined as “the public self image that every member wants to claim for himself” which consisted of negative face “the basic claim to territories, personal preserves, rights to non distraction i.e. to freedom of action and freedom from imposition” and positive face “the positive consistent self image or ‘personality’ (crucially including the desire that this self image be appreciated and approved of) claimed by interactants.”

According to Leech (1983: 107) politeness is adhering to maxims representing interlocutors' goals of achieving mutual understanding and maintaining good interpersonal relationships. Leech suggests scales that operate in his maxim of politeness. Cost-benefit scale is concerned with in cost and benefit for the speaker or the hearer. This scale impulses the speaker to measure amount of the cost and benefit to himself and amount of the cost and benefit to the hearer. Other scale is optionality scale which refers to the degree of directness of speakers' sending utterances and the amount of option in hearers' receiving. Less optional for the hearer, the utterance in favor of the hearer is

more polite. The indirectness scale measures the amount of work that was done by the hearer in interpreting the illocution of what the speaker said.

According to Leech (1983: 108) the higher the indirectness the higher the politeness. The authority/power scale represents the social status relationship between the participants. The various selected language shows whether the speaker see the person who is addressed is superior or equal. It means the way the speaker talks reflect his relationship to the hearer. For instance, the employee will call the superior “sir” while his superior calls him by his name. a person with higher position has authority to order a command to a person with lower position. The social distance scale indicates the degree of respectfulness depends on real factor, age, social class, sex, etc. This scale is used to show the difference, existence, or solidarity between group members. Leech also states that social distance represents the overall degree of familiarity between the speaker and the hearer.

There have some previous studies concerning politeness, for example Sholaikah (2011), Oktaviani (2006), Iragiliati (2006), Hardy (2007), Sa'diyah (2008), Istanti (2009). Nevertheless they mostly employed Brown and Levinson's politeness. Though Ni'mah (2009) studied Leech maxims of politeness, she only investigated how Leech maxims were observed by interlocutors. This present study examines speech acts which not only adhere to

Leech's maxim but also those which flout the maxims. Thus this study is meant to complete the previous studies.

This present research investigates how Leech's maxims were observed and flouted by the characters in *The Princess and the Frog* movie directed by John Musker and Ron Clements that tells about love story in animation world. Characters of this movie are not only observing maxims but also flouting them. For examples of data are as follow:

Charlotte : Daddy, Daddy, look at my dress. Isn't it pretty?

Big Daddy : Hah, hah, look at you.

Why, I'd expect nothing less from the finest seamstress in New Orleans.

The speech act in which the characters observed approbation maxim is praising act. The context of utterance is when Charlotte's dress is new and pretty. She asks to her Daddy about her dress and Daddy is praise her, she is so pretty like the finest seamstress in New Orleans. The utterance above is observing approbation maxim which is minimize dispraise of other and maximizes praise of other. Daddy praises her daughter's dress. Besides, the utterance has the intention in order to Charlotte's feels happy.

Charlotte : Yay! Read again, read again!

Eudora : *Sorry Charlotte, it's time for us to be heading home.*

Say good night, Tiana.

In the second example, the speech act in which the characters flouted the tact maxim is refusal act. The context of utterance is when Eudora finishes her story of Frog Prince to Charlotte and Tiana. Charlotte wants to repeat the story but she refuses it. The utterance above shows that Eudora's utterance is maximizing benefit to herself. Eudora refuses Charlotte's request to reread the story of Prince Frog so that she and Tiana can go to home. So, her utterance is flouting tact maxim. Then, it has the intention in order to Eudora and Tiana can go home soon.

Based on the background, the researcher would like to identify the kinds of Leech's maxims which observed and flouted by the characters of *The Princess and the Frog* movie script, the types of speech act that used, then the intentions of the speakers when they observe or flout Leech's maxim in *The Princess and the Frog* movie script. So, the research is entitled "A Pragmatic Analysis of Leech's Maxim Found in *The Princess and the Frog* Movie Script."

B. Limitation of the Study

In this research paper, the writer only focuses on maxim of politeness principle of Leech (1983) found in *The Princess and the Frog* movie script. The research investigated the observant and the flout of the maxims by the characters. Observing maxim in this study means that characters follow or act according to the maxims proposed by Leech, while flouting means when speakers do not

adhere to or follow the maxims as he/she wishes to prompt the hearer to look for a meaning which is different from, or in addition to the expressed meaning.

C. Problem Statement

Based on the background of the study, the researcher formulates the following problems.

1. What kinds of Leech's maxim are observed by the characters in *The Princess and the Frog* movie script?
2. What kinds of Leech's maxim are flouted by the characters in *The Princess and the Frog* movie script?
3. What are the speech acts used by the characters in *The Princess and the Frog* movie script to observe and flout Leech's maxims?
4. What are the intentions of the speakers when they observe or flout Leech's maxims?

D. Objectives of the Study

Based on the problem above, the writer formulates the objective of study in the following:

1. To identify the kinds of Leech's maxim which are observed by the characters in *The Princess and the Frog* movie script.

2. To identify the kinds of Leech's maxim which are flouted by the characters in *The Princess and the Frog* movie script.
3. To determine the speech act used by the characters in *The Princess and the Frog* movie script.
4. To describe the intentions of the speakers when they observe and flout the Leech's maxims.

E. Significant of the Study

This study gives some contributions to the development of pragmatic field mainly of Leech's maxim in politeness principle. It also can be useful for other researchers as an additional reference to open the other analysis related to this research on pragmatic analysis especially in maxim of politeness principle and its contribution of English Department students particularly in pragmatic learning.

The writer hopes that this research can enrich the scientific knowledge on pragmatic study especially in the area of politeness. It also can be useful for additional information to the teacher in teaching learning process of pragmatics study.

Besides, the writer hopes that this study can useful as references and additional information in pragmatics study for the students or if they would like

to make the similar research future and comprehend anymore maxim of politeness principle.

The study of pragmatics is important to any people. It can be useful for language learners, researcher, teacher or students because it learns the language use in society. Every conversation needs politeness which is also learned in pragmatics involving the scales to measure politeness degree. So, this study is written to give donation to every people who wants to know more about pragmatics mainly maxim of politeness principle.

F. Research Paper Organization

The research paper organization is divided into five chapters.

Chapter I is introduction which consists of background of the study, problem statement, objective of the study, limitation of the study, benefit of the study and research paper organization. Chapter II is underlying theory which describes pragmatics, politeness principle, speech act, non observant maxim, pragmalinguistics and previous study. Chapter III is research method which consists of type of research, object of research, data and data sources, method of collecting data and method of analyzing data. Chapter IV is research findings and discussion. The research findings elaborates the kinds of Leech's maxim were observed and flouted by the characters, the use of speech act and the intentions of speaker. Chapter V is conclusion and suggestion.