

**POLITENESS STRATEGIES OF DIRECTIVE UTTERANCE
IN THE FILM OF *TOTAL RECALL* AND ITS SUBTITLE**



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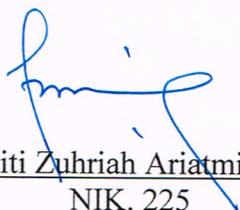
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Surakarta, 19 Maret 2014

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POLITENESS STRATEGIES OF DIRECTIVE UTTERANCE IN THE FILM OF TOTAL RECALL AND ITS SUBTITLE

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Abstract

This research aims at describing the equivalence of the illocution and the politeness strategies of directive utterances in the film of Total Recall and its subtitle. The type of this research is descriptive qualitative research which the writer uses documentation and observation method as the method of collecting data. The data of this research are sentences containing directive utterances and their subtitle. The data sources are films manuscript in both English and Indonesian versions. The result of the research shows that firstly, the equivalent and non equivalent of speaker's illocution of directive utterances. From 48 data finding there are 43 data or 89, 58% are equivalent and 5 data or 10, 42% is non equivalent. The most data equivalent of the speaker's illocution in the form of requesting utterance, 14 data or 29, 17%, while the most data non equivalence of the speaker's illocution in the form commanding and requesting. It has 2 data or 4, 17% of each utterance. Secondly, the equivalent and non equivalent of the politeness strategies of directive utterances. From 48 data finding, there are 44 data (91, 67%) are equivalence and 4 data (8, 33%) are not equivalence. . The most data equivalence of the politeness strategies in the film of Total Recall and its subtitle is in the form bald on record, it is 27 data (55, 25%), while the most data non equivalence of the politeness strategies is in the form bald on record and positive politeness. Each has 2 data or 4, 17%.

Key words: politeness strategies, directive utterance, subtitle, speaker's illocution, equivalence.

A. Introduction

People use language to communicate and understand the meaning of each other in real situation. People look polite by understanding their utterance and behavior when they speak with each other in communication. Politeness is a system of interpersonal relation designed to facilitate interaction by minimizing the potential for conflict and confrontation inherent in all human interchange (Lakoff, 1990:34). In delivering utterances, for example directive utterance, people look polite through their utterance and behavior to the hearer.

In conducting this research the writer tries to analyze politeness strategies of directive utterance used in action movie and subtitle. The movie is *Total Recall* that gives the shocking action.

The study conducted by the writer has a close relationship with the study conducted by Ouafeu (2006) entitled *Politeness Strategies in Colloquial Cameroon English: Focus on Three Pragmatic Particles: na, ya and eihn*. The object of the study is politeness strategy in Colloquial Cameroon English. In all, 20 female and 20 male Cameroon English speakers were recorded but eventually due to some acoustic deficiencies, the speech of only 16 females and 14 males could be analyzed. The second research was conducted by Alfatah (2009) studied *Politeness Strategies in the English Interlanguage Requests of Yemeni Learners*. The object of the study was politeness strategies. The data were request utterances by Yameni learners. It is based on the analysis of the elicited responses given to 314 subjects belonging to the departments of English four colleges of two public Yemeni universities. The data were collected through questionnaire based on Blum-Kulka (1983, 1984) with some modifications. The corpus obtained consists of 1256 valid corpus. Each of the valid responses was analyzed separately to identify the type of strategies used. It was found that Yameni Arab learners used various strategies in their realization of requests in English in different situations.

The research above was different because those researchers present different source of data. The researcher objects of this research were utterances of directive utterance used in *Total Recall* movie and its subtitle. The research

above has similar on the use of politeness strategies as strategies in analyzing the object.

The problem statements of this research are (1) How are the equivalence of illocution of the directive utterances used in *Total Recall* movies and its subtitle? (2) How are the equivalence of the politeness strategies of directive utterance used in *Total Recall* movies and its subtitle?

The objectives of the study of this research are first; describe the equivalence of the illocution of the directive utterances used in *Total Recall* movies and its subtitle. Second, describe the equivalence of the politeness strategies of directive utterances used in *Total Recall* movies and its subtitle.

The writer will discuss some theories deal with the topic as follow: speech acts, directive utterance, politeness, and translation.

Austin (1976:48) explain that there are at least three elements of speech act, namely locution, illocution, and perlocution. The writer focus on illocution act, it is when the speaker say something to the addressee to give the intention of its utterance. When the utterance content of commanding, command is made. When the utterance content of requesting, request is made. It is what the speaker intends to communicate to the addressee.

Directive utterance is which the speaker want something through the addressee by doing something. (paradigm cases: requesting, questioning). According to Kreidler (1998:189) directive utterances are those in which the speaker tries to get the addressee to perform some act or refrain from performing an act. There are kinds of directive utterance, they are: commanding, requesting, and suggesting.

The rational actions people took to maintain both kinds of face, for themselves and the people they interacted with, added up to politeness. Brown and Levinson also explain that in human communication, either spoken or written, people tended to maintain one another's face constantly. As a speaker, we usually tried to avoid making the hearer embarrassed or uncomfortable. Face-threatening acts (FTAs) are acts that infringed on the hearers' need to maintain his or her self-esteem, and respected. Politeness strategies are

developed for the main purpose of dealing with these FTAs. These four strategies for performing face threatening act (FTA) as follows: bald on record, positive politeness, negative politeness, and off record.

B. Research Method

In doing this research, the writer uses descriptive qualitative research she intends to describe the speaker's illocution and the politeness strategies of directive utterances in the film of *Total Recall* and its subtitle. The data of this research is film which contains directive utterances that are found in the data source that is the film *Total Recall* and its subtitle. In collecting the data of this research, the writer uses observation and documentation methods. The steps of collecting data are as follows; watching the original movie of *Total Recall*, finding directive utterance, noting all the directive utterance in *Total Recall* movie and its subtitle, re-typing all the sentences contain directive utterance in *Total Recall* movie and its subtitle into paper, and the last is coding and analyzing the data which contain directive utterance in *Total Recall* movie and its subtitle.

C. Research Result and Discussion

In this research result, there are the equivalence of the speaker's illocution and the equivalence of the politeness strategies of directive utterances in the film of *Total Recall* and its subtitle.

1. The Equivalence of the Speaker's Illocution of Directive Utterance and its Subtitle

In this analysis, the writer finds five kinds of the speaker's illocution of directive utterance. They are commanding, requesting, suggesting, prohibiting, and warning. In here, the writer gives example of each kinds of directive utterance.

a. Commanding utterance is translated into commanding utterance

Data 26/SL243/TL234/TR1/Q

SL : Dr.Lull : **Listen to me.** He's been going on and on about Mars. He has really been there.
Bob : Use your head, you dumb bitch.

TL : Dr.Lull : **Dengarkan aku.** Dia terus membicarakan tentang Mars. Dia benar-benar berada di sana.
Bob: Gunakan kepalamu, dasar jalang bodoh.

Context

The participants of the datum above are between dr. Lull and Bob. The relationship of them is between boss and employee. It takes place in the memory studio at the Recall. Bob feels so angry to dr. Lull because she makes mistakes that make Quaid thrashes and shouts loudly.

Illocution

By the utterance “Listen to me” dr. Lull asks Bob to listen her. So, the illocution of this utterance is **commanding** Bob to listen her because she will give the information about Quaid. Then in the target language (TL) with the same context, the utterance “Dengarkan aku” is also **commanding** Bob to listen her because she will give the information about Quaid. So, the speaker’s illocution between SL and TL is equivalent.

- b. Requesting utterance is translated into requesting utterance

Data 09/SL64/TL63/TR1/Q

SL : Lori : What about Saturn? **Don’t you wanna see Saturn?**
Quaid : Quaid stretches to see around Lori.
TL : Lori : Bagaimana dengan Saturnus? **Tidakkah kau ingin melihat Saturnus?**

Context

The participants of the datum above are Lori and Quaid. The relationship between them is couple. Lori is Quaid’s wife. It takes place in the living room when Quaid is watching the news on the television. Quaid is watching the news that relate to Mars. Quaid wants to invite Lori move to Mars, but Lori does not want to move there.

Illocution

By the utterance “Don’t you wanna see Saturn?” Lori wants Quaid to think about other place except Mars that is Saturn. So, the illocution of Lori’s utterance is **requesting** Quaid to think again about Saturn as a place that more comfortable than Mars. Then in target language (TL) with the

same context, the illocution of the utterance “Tidakkah kau ingin melihat Saturn” is also **requesting** Quaid to think again about Saturn as a place that more comfortable than Mars. So, the speaker’s illocution between SL and TL is equivalent.

- c. Suggesting utterance is translated into suggesting utterance

Data 02/SL16/TL20/TR2/Q

SL : Melina : No, I won't leave you.
Quaid : Let go! I promise that I'll find you. **You have to go!**

TL : Melina : Tidak, aku tidak akan meninggalkanmu.
Quaid : Pergilah. Aku berjanji akan menemukanmu. **Kau harus pergi.**

Context

The participants of the datum above are between Melina and Quaid. The relationship of them is couple in the Quaid’s dream. It takes place in Mars. Melina and Quaid are hunted by an entire team. Melina falls to the water while Quaid still in the land. An entire team wants to kill them. But, Melina can leave the place but Quaid not.

Illocution

By the utterance “You have to go!” Quaid wants Melina to go and leave him. So, the utterance is **suggesting** Melina to better leave him soon in order that she can abscond from that place. Then the in target language (TL) with the same context, the utterance “Kau harus pergi” is also **suggesting** Melina to better leave him soon in order that she can abscond from that place. So, the speaker’s illocution between SL and TL is equivalent.

- d. Prohibiting utterance is translated into prohibiting utterance

Data 11/SL104/TL102/TR1/Q

SL : Harry : Thinking of going there?
Quaid : I don't know. Maybe.
Harry : **Well, don't.**

TL : Harry : Berpikir untuk ke sana?
Quaid : Aku tak tahu. Mungkin saja.
Harry : **Sebaiknya jangan.**

Context

The participants in the conversation above are Harry and Quaid. The relationship of them is friend in their work place. Harry and Quaid are working together in construction site. Harry and Quaid are working. Quaid ask Harry what he ever hears about the Recall that sell memory for holiday. Harry knows about it, but he does not want Quaid to go there.

Illocution

By the utterance “Well, don’t” Harry wants Quaid not to go to the Recall. So, the illocution of this utterance is **prohibiting** Quaid not to go there because the Recall is dangerous for him. Then in target language (TL) with the same context, the illocution of the utterance “Sebaiknya, jangan” is also **prohibiting** Quaid not to go there because the Recall is dangerous for him. So, the speaker’s illocution between SL and TL is equivalent.

- e. Warning utterance is translated into warning utterance

Data 01/SL3/TL8/TR2/Q

SL : Melina : Wake up! Wake up! I cut current! **We have about 10 seconds before that alarm brings an entire team down here.** Here! Let's go!

Quaid : Go!

TL : Melina : Bangun !Bangun ! Kumatikan listriknnya **Kita punya waktu 10 detik sebelum mereka mengirim seluruh pasukannya ke sini.** Ayo!

Quaid : Jalan.

Context

The participants of the datum above are between Melina and Quaid. The relationship of them is couple, but in dreams. It takes place in Mars. Quaid is unconscious in the floor. Melina call him in order he gets up soon.

Illocution

By the utterance “We have about 10 seconds before that alarm brings an entire team down here” Melina wants Quaid to get up soon and leave that place. So, the illocution of this utterance is **warning** Quaid about the time that they have in order that Quaid to let gets up soon and leave that place before an entire team down there. Then in the target language (TL) with the

same context, the utterance “Kita punya waktu 10 detik sebelum mereka mengirim seluruh pasukannya ke sini” is also **warning** Quaid about the time that they have in order that Quaid to let gets up soon and leave that place before an entire team down there. So, the speaker’s illocution between SL and TL is equivalent.

Below is the table of data finding for the equivalence of the speaker’s illocution of directive utterance

Table 4.1
The Equivalence of the Speaker’s Illocution

No	Speaker’s Illocution		Data	Amount	Percentage
1	Commanding	Equivalent	TR 1: 1, 3, 6, 14, 15, 20, 23, 25, 26, 27, 28, TR 2: 4,	11	22, 92%
		Non Equivalent	TR 2: 6, 9	2	4, 17%
2	Requesting	Equivalent	TR 1: 2, 4, 5, 8, 9, 13, 18, 22, 24, 29, 31 TR 2: 3, 11, 16,	14	29, 17%
		Non Equivalent	TR 1: 12, 15	2	4, 17%
3	Suggesting	Equivalent	TR 1: 7, 10, 19, 30 TR 2: 2, 4, 17	7	14, 58%
		Non Equivalent	-	-	-
4	Prohibiting	Equivalent	TR 1: 11, 12, 17, 21, 32, 33 TR 2: 5	7	14, 58%
		Non Equivalent	TR2: 8	1	2, 08%
5	Warning	Equivalent	TR2: 1, 7, 13,	4	8, 33%

			14		
		Non Equivalent	-	-	-
				48	100 %

The table above shows that from 48 data finding there are 43 data or 89, 58% are equivalent and 5 data or 10, 42% is non equivalent. The most data equivalent of the speaker's illocution in the form of requesting utterance, 14 data or 29, 17%, while the most data non equivalence of the speaker's illocution in the form commanding and requesting. It has 2 data or 4, 17% of each utterance.

Based on the research finding, the writer also finds other directive utterances in the film of Total Recall and its subtitle. They are warning and prohibiting utterance which is in the Kreidler's theory mentioned only three kinds of directive utterances, namely commanding, requesting and suggesting utterance.

The writer concludes that the translation based on the speaker's illocution in the film of Total Recall and its subtitle is equivalence. It can be seen from the table above that from 48 data finding, there are 43 or 89, 58% data that are equivalence based on the speaker's illocution.

2. The Equivalence of the Politeness Strategies

In this analysis, the writer finds some politeness strategies of directive utterance and its subtitle. They are bald on record, positive politeness, negative politeness, and off record. The writer gives example of each kinds of politeness strategies.

a. Bald on Record

Data 01/SL20/TL20/TR1/Q

SL : Quaid : I don't know.
Lori : **Tell me!**
Quaid : I don't know!
TL : Quaid : Aku tidak tahu.
Lori : **Katakan!**
Quaid : Aku tak tahu!

Politeness strategies

The utterance “Tell me!” in source language (SL) belongs to **bald on record strategy**. In this strategy the speaker does not try to minimize the impact of FTA to the hearer. In this case, Lori forces Quaid to tell about the girl in his dream. Her utterance can make the hearer feel uncomfortable because the utterance is directly uttered to the hearer as expressing the speaker wants. Then in the target language (TL) with the same context, the utterance “Katakan!” is also belongs to **bald on record strategy**. The speaker does not try to minimize the impact of FTA to the hearer. Lori as Quaid’s wife speaks directly to Quaid without minimizing FTA, so it makes Quaid feels uncomfortable.

b. Positive Politeness

Data 02/SL21/TL21/TR1/Q

SL : Lori : **You better tell me!** It's not funny, Doug. You dream about her every night.
Quaid : And I'm always back in the morning.
TL : Lori : **Sebaiknya kau katakan!** Ini tidak lucu, Doug. Kau bermimpi tentang dia setiap malam.
Quaid : Dan aku selalu kembali padamu di pagi harinya.

Politeness strategies

The utterance “You better tell me!” in source language (SL) belongs to **positive politeness strategy** especially strategy 1. In this strategy the speaker should take notice of aspects of hearer’s condition. This utterance tries to minimize the impact of FTA to the hearer. In this case, Quaid always dream about other women in every night, but he did not tell about this woman to her. Then, Lori wants to know about the girl because she is Quaid’s wife. Lori tries to minimize the FTA to Quaid by uttering “better” in the first her utterance. Then in the target language (TL) with the same context, the utterance “Sebaiknya kau katakan!” is also belongs to **positive politeness strategy** especially strategy 1. Lori tries to minimize the FTA to Quaid by uttering “sebaiknya” in the first her utterance. So, the speaker tries to minimize the FTA to the hearer.

c. Negative Politeness

Data 18/SL158/TL152/TR1/Q

- SL : Quaid : No options.
Bob : Whatever you say. **Can I ask you just one question?** What is that is exactly the same about every single vacation you have ever taken?
- TL : Quaid : Tak perlu pilihan.
Bob : Terserah padamu. **Boleh aku bertanya padamu?** Apa yang persis sama dari setiap liburan tunggal yang pernah kau ambil?

Politeness strategies

The utterance “Can I ask you just one question?” in source language (SL) belongs to **negative politeness strategy** in strategy 2. In this strategy, a hedge makes a membership of a noun phrase in a set that it is partial, or true only in certain respects and more complete than might be expected. Hedge may be functioned to soften command and turn into a polite request. In this case, Bob wants Quaid to permit Bob to gives a question to him. His utterance did not make any assumption whether Quaid would like to answer ‘yes’ or ‘no’. Then in the target language (TL) with the same context, the utterance “Boleh aku bertanya padamu?” is also belongs to **negative politeness strategy** in strategy 2. Bob wants Quaid to permit Bob to gives a question to him. So, His utterance did not make any assumption whether Quaid would like to answer ‘yes’ or ‘no’.

d. Off Record

Data 14/SL378/TL382/TR2/Q

- SL : Men : **I know we were close, but this is getting too dangerous.** If they find out I've contacted you I'll be...
- Quaid : Just tell me what is going on!
- TL : Men : **Aku tahu kau sudah dekat, tapi ini terlalu berbahaya.** Ini sudah cukup telah menghubungimu.
- Quaid : Tolong.....ceritakan padaku apa yang terjadi!

Politeness strategies

The utterance “I know we were close, but this is getting too dangerous” in source language (SL) belongs to **off record strategy** in the strategy 1. In this strategy, if the speaker wants to do an FTA, and chooses to do it indirectly, the speaker must give the hearer some hints and hope that the hearer picks up on them thereby interprets what speaker intends to say. In this case, the men warn Quaid if he forces his friend to said anything about him, he will get too dangerous. So, the men want to do an FTA, and choose to do it indirectly, the men gives hints in order Quaid know her wants. In the target language (TL) with the same context, the utterance “Aku tahu kau sudah dekat, tapi ini terlalu bahaya” is also **off record strategy** in the strategy 1. the men warn Quaid if he forces his friend to said anything about him, he will get too dangerous. So, the men want to do an FTA, and choose to do it indirectly, the men gives hints in order Quaid know her wants

Below is the table of data finding for the equivalence of the speaker’s illocution of directive utterance

Table 4.2

The Equivalence of the Politeness Strategy

No	Type of Politeness		Data	Amount	Percentage
1	Bald on Record	Equivalent	TR 1: 1, 3, 4, 5, 6, 8, 13, 14, 15, 16, 17, 20, 21, 23, 24, 25, 26, 27, 28, 31, 32, 33, TR 2: 4, 5, 8, 12, 15,	27	56, 25%
		Non Equivalent	TR 1: - TR 2: 6, 9	2	4, 17%

2	Positive Politeness	Equivalent	TR 1: 2, 7, 9, 10, 11, 12, 22, 30 TR 2: 2,	9	18, 75%
		Non Equivalent	TR 1: - TR 2: 7, 17,	2	4, 17%
3	Negative Politeness	Equivalent	TR 1: 18, 19, 29, TR 2: 3, 11	5	10, 41%
		Non Equivalent	-	-	-
4	Off Record Strategy	Equivalent	TR 1: - TR 2: 1, 13, 14	3	6, 25%
		Non Equivalent	-	-	-
				48	100 %

The table above shows that from 48 data finding, there are 44 data (91, 67%) are equivalence and 4 data (8, 33%) are not equivalence. The most data equivalence of the politeness strategies in the film of Total Recall and its subtitle is in the form bald on record, it is 27 data (55, 25%), while the most data non equivalence of the politeness strategies is in the form bald on record and positive politeness. Each has 2 data or 4, 17%.

The writer concludes that the translation of the politeness strategies in the film of Total Recall and its subtitle is equivalence. It can be seen from the table above that from 48 data finding, there are 44 (91, 67%) data that are equivalence of the politeness strategies.

To know the relation between the two results of the research above, the writer makes the integration of data findings. They are the equivalence of speaker's illocution and equivalence of the politeness strategies of directive utterance as follow:

Table 4.3**The Integration of Equivalence of Speaker's Illocution and Equivalence of the Politeness Strategies of the Directive Utterances**

No	Speaker's Illocution	Politeness Strategies	
1	Commanding	1. Bald on Record (TR1: 1, 3, 5, 6, 14, 15, 20, 23, 25, 26, 27, 28)	Equivalent
		1. Bald on Record – Positive Politeness (TR2: 6, 9)	Non Equivalent
2	Requesting	1. Bald on Record (TR1: 4, 8, 13, 16, 24, 31, TR2: 12, 15) 2. Positive Politeness (TR1: 2, 9, 22) 3. Negative Politeness (TR1: 18, 29, TR2: 3, 11)	Equivalent
			Non Equivalent
3	Suggesting	1. Bald on Record (TR2: 4) 2. Positive Politeness (TR1: 7, 10, 30, TR2: 2) 3. Negative Politeness (TR1: 19)	Equivalent
		1. Positive Politeness – Bald on Record (TR2: 17)	Non Equivalent
4	Prohibiting	1. Bald on Record (TR1: 17, 21, 32, 33 TR2: 5, 8) 2. Positive Politeness (TR1: 11, 12)	Equivalent
			Non Equivalent
5	Warning	1. Off Record (TR2: 1, 13, 14)	Equivalent
		1. Positive Politeness – Bald on Record (TR2: 7)	Non Equivalent

The table above shows that from the two results of study, namely speaker's illocution and politeness strategies has the relation one another. It can be seen from the directive utterance especially commanding utterance is uttered into various politeness strategies, they are bald on record and bald on record-positive politeness. The most dominant is commanding uttered into the form bald on record based on the politeness strategies. It has 12 data or 25 %.

Then, from requesting utterance of directive utterance have also kinds of politeness strategies; they are bald on record, positive politeness, bald on record and negative politeness. The most dominant is requesting is uttered into the form of bald on record on the politeness strategies. It has 8 data or 16, 67%. Then suggesting of directive utterance is uttered into the form of bald on record, positive politeness, and negative politeness. The most dominant from suggesting is uttered into positive politeness. It has 4 data or 8, 33%. Then, in the form of prohibiting of directive utterance is uttered into positive politeness and bald on record. The most dominant of prohibiting is uttered into bald on record. It has 6 data or 12, 5%.

The last utterance is warning of directive utterance. It is uttered into off record, and positive politeness-bald on record. The most dominant is uttered into also off record form. It has 3 data or 6, 25%.

From the analyzing above, the writer concludes that the translation based on the integration of speaker's illocution and politeness strategies of directive utterances is related to one another. It can be seen that the directive utterance can be uttered in various politeness strategies.

D. Conclusion and Suggestion

In this chapter, the writer has conclusion the result of the research. This chapter is divided into two parts. They are as follows:

1. Conclusion

Based on the research result and the discussion the writer gets some conclusions, namely:

- a. The writer finds that the speaker's illocution of directive utterance in the film of Total Recall and its subtitle are in the form of commanding, requesting, suggesting, prohibiting, and warning utterance. The most dominant speaker's illocution in the film of Total Recall and its subtitle is in the form of requesting utterance. In this requesting utterance, the speaker makes the hearer to do something, but it is different from commanding. Because it is not used control over.
- b. The writer finds that the politeness strategies of directive utterances in the film of Total Recall and its subtitle are in the form of bald on record, positive politeness, negative politeness, and off record strategies. The most dominant politeness strategies of directive utterance in the film of Total Recall and its subtitle are in the form of bald on record. The data source in this analysis is Total Recall movie, it is action movie. In this movie, the speaker most dominant speaks directly to the hearer without minimizing FTA. So, it can make the hearer feel uncomfortable. The writer also finds that the translation based on the integration of speaker's illocution and politeness strategies of directive utterances is related to each other. It means the utterance of directive utterance in the film of Total Recall and its subtitle has the variation form of politeness strategies.

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