

CHAPTER I

INTRODUCTION

A. Background of the Research

Language is communication tool in human life. Without language, they cannot do communicative approach each other but, language can make accident among the human communication. Negative communication can carry the human out of logical think. So it can arise different perspective or interaction each other. The other side, positive communication can make people create good relationship each other. It is the reason why people need to study of politeness in order to arise the real life in good communication and harmonious social interaction.

Focused on the linguistic theory those languages are fundamental in communications. In this approach, how people produce the language in several utterance, phrases, deixis, speech act, politeness in communication, context and the other included phonology and morphology. How language expressed in verbal or non-verbal communication, formal or informal communications through in English culture. All of the terms related to the language production above have been studied in pragmatic approach. There are assumptions that language without action in speaking it means the product of language acquisitions is unsuccessful able. It is why language approach is needed. One of language approach that is pragmatic. Pragmatic has studied about the language naturally. By coding pragmatic approach people or

language user can be allowed to analyze or express their opinion about the object of the language. It caused of the linguistic pragmatic has been mainly focused on the communicative use of language conceived as intentional human action. The study of the agent's beliefs, desires and particularly intentions is crucial for understanding what she has done. Naturally, then, the analysis of the beliefs, desires, and particularly, intentions is on the center of pragmatic study.

In the fact, several people don't understand how to express their language politely. In fact it is important in communication. Moreover, the term polite is dependent. It means that politeness is cannot be same each country or place. The polite culture in Indonesia is different the culture in England. So, Indonesian expression is different too with English expression. For example the politeness expression of Indonesian should call the older person by the word "*Mbak*" and "*Mas*" (Javanese called of the older brother or sister). But in English it's enough by calling his or her name. It is caused of the situation is considered too formal if we should call by "*Mr.* and *Mrs.*" to the older family. And it has been polite there. The other example, Indonesian people offers some drink by mentioning kind of its name to the guest is impolite. But for the England it is a usual and it is fix to be said polite act due to when the people offer some drink means they gives choice to the guest as what they want. That important to be known by us what the word polite because through across international world. Even though in an action and on paper role. Besides that, politeness is also showing the social situation. Whereas, polite utterance at all-time follow this condition. By using formal or

politeness utterance such as, could, would, etc, people will appreciate the speaker by giving the positive responses. It is caused the word could or would has been believed as the first utterance as polite strategy in communication. So the sound is great to hear. Every people will understand that sound is well to be respected.

Moreover in indirectness interaction, people show the politeness not only expressed by utterance but also by act in performing the expression. People might directly meet the other person. But some time they did not express what they think directly. It means they make smooth situation by some indirectly word to perform their think. This situation is created to make comfortable conversation among the people's interaction. As stated by Yule (1996:106) ,” politeness is a system of interpersonal relations designed to facilitate interaction by minimizing the potential for conflict and confrontation inherent in all human interchange. We like to think of conversation as conflict – free with speaker normally being able to satisfy one another's need interests.” It can be concluded that politeness has the aim to create satisfaction among the speakers in which they including in a conversation as they want but in relax and comfortable situation without any a conflict at all.

One of politeness area in communication is speech act. In which act will express what the purpose of the sentences or utterances produced. People can say “ *I am sorry.*” Or maybe they said agreement in suitable context. For student of English department, studying English not only studies about the form of language but also studies about 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. The student should know how to use politeness strategy when they speak politely in English, because politeness universally exists but is culture sally 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. So, people can perform politeness is not only by say something true in positive or negative strategy but also by following the dialect or the style of language in – certain group.

In modern era as nowadays, people are easy to find out the information for their private study. For example study about language, especially English language as a foreign language in Indonesia. People can learn language by varieties of modern media. Moreover, media will be the future technologies. According to Basyirudin: (2004:15), there are kinds of media. The first one is visual: pictures, sketches, illustration, diagram, photo, film, slide, card, graphs, drawing, newspaper, magazine, encyclopedias, and caricatures. The second is audio, such as: tape, radio students report, story, poem and drama music, pre-recorder, plays discussion (music, word, sound and sound effect). The third is audio-visual: sound moving pictures, television, puppets (stick, gloves and string) improved and scripted dramatization, role playing, computer, measure. The forth is tactile, such as: specimen, object exhibits', model, live surfed animal, and experiments: tools,

toy and puppet show. And the last media is virtual, namely: internet, website, email, audio video, chatting, messaging.

Nowadays, film has become part of daily life of the people around the world; even film becomes popular at this time. Film can be used as media to transfer knowledge or information becomes the people's choice in the world. It is viewed as the more practice and interesting thing. Those are often reflected in the form of film or movie as an entertaining media that can give the moral value for the audiences. Moreover, the people who want to study the original culture of English politeness. One the film which is suitable with it discussion is entitled "*Mirror Mirror: Snow White*". This movie is the source for finding polite utterances, especially in request politeness. By using this movie the researcher wants to identify politeness expression used by the characters here, in order to study the form of politeness utterances from native speaker. For example:

Lionel Logue: [*George is lighting up a cigarette*] Please don't do that.

King George VI: *I'm sorry.*

The dialogue happens when *Lionel* interdict *King George IV* to lighting up his cigarette. The utterance is spoken by *Lionel* is one of request strategies. *Lionel* shows the simple strategy of politeness request because of his position considering that George is his patient or just friend. So his utterance is seen not too formal as he faces with his king. So it sees that the request strategy here relates to the point – of – view operation. And that situation is in urgency situation in order to do smoke as fast as possible.

Because Lionel don't want that act done at that time. Although, actually, *Lionel* can said more formal for example, " *I'm sorry, I know that it is your necessary but I suppose you won't do that, please? This room needs fresh air.* " This utterance may be more polite but it need longer time to performed, in fact the situation is need fast time to say that. The utterance from *King George IV* shows the style language of politeness of accepting. This maxim is agreement based on leech's maxim theory.

Politeness strategy was also used in making request. In communication, both of speaker and hearer used politeness in requesting. Request was one of the classifications of speech act that concern with the act of asked for something or asked someone to do something. It was a part of pragmatics study. But, request related to the social interaction, so it could not be separated from sociolinguistics. This research took pragmatic approach as the way of analysis, considered how the speakers used the language in the social interaction with others. Example;

1. " *What a hot day today, could you bring me a glass of water, please?* "

This is one of the examples of positive politeness which was a notice, attend to the hearer. The example above explained that, how hot today and the speaker wanted the hearer to bring a glass of water, because the speaker got thirsty.

2. " *Honey, can you give me the beer?* "

This is one of the examples of negative politeness in being in conventionally indirect. It is a desire to give hearer an out by being indirect, and the desire to go on record. It is solved by the compromise of

conventional indirectness; the used of phrases and sentences has contextually unambiguous meanings which one different from their literal meaning. The Speaker asked the hearer to bring the beer for her/him. It explained the speaker needed hearer to do what she/he wants. The researcher analyzed politeness strategies in requesting in the movie. Requesting had continually been done for many decades because the complexity of the relationship among form, meaning, and pragmatics, and the high social stakes were involved for interlocutors when chose among linguistic options. Yule (1996: 47) states that speech act is “perform action via those utterances as speech act, and in English, were commonly given more specific labels, such as apology, complaint, compliment, invitation, and promise or request.” In order to made hearer did what the speaker’s wanted, speaker must use an appropriate way and polite word.

The example above is one of request strategy performed in this film, and there are still more utterances again in this film that would be analysed in the next capture (chapter IV). There are several reasons why researcher chooses this film as an object of this study. This movie is talking about the position of a kingdom. However the societies in the film still follow positive responses to him and accept his situation politely. This situation includes the researcher to choose this movie, because of the setting of the movie is around the Kingdom in which the position of American culture still placed in the real place that is the kingdom. There are several actions in the movie uses English speech act in communications. The dialogue of the movie use English though in writing

or in speaking. So it is focused on how the characters in the movie express their communications by politeness speech act. The actor finds out their character in English speech act expressively. The movie use phenomenology action and it is related to real life. This research focused on how they perform request on English style. There are several actions performed which show the method of request by politeness strategies. Though, it is in positive politeness or negative politeness. And it is also showed by the people who love his country and originally user. So it is perfect as a source of the data in this study by the title, “*Politeness Strategies of the Request Found in Mirror Mirror: Snow White movie (2012).*”

B. Limitation of the Problem

This research is focused on *the Politeness Strategies of the Request Found in Mirror Mirror : Snow White movie (2012)*. Because it can make easy to understood. The data which was collected from dialogues in this movie which necessarily reflect the ones used in real life. This study investigates the speech act of politeness strategies, but the scope is politeness startegies in request. The researcher found four politeness strategies involved bald-on record, positive politeness, negative politeness, and off-record..

C. Problem of the Research

Based on the background, the writer raised of research problem:

1. What types of politeness strategy in request found in “*Mirror Mirror: Snow White*” movie?

2. What are the pragmalinguistic features of politeness strategy in “*Mirror Mirror: Snow White*” movie?
3. What the factors contribute in choosing politeness strategy in “*Mirror Mirror: Snow White*” movie?

D. Objective of the Research

The objectives of the study are as follow:

1. Describing types of politeness strategy in *Mirror Mirror: Snow White* movie
2. Describing the pragmalinguistic features of politeness strategy in “*Mirror Mirror: Snow White*” movie.
3. Describing the factors contribute in “*Mirror Mirror: Snow White*” movie in the politeness strategy.

E. Benefits of the Research

There are two benefits of the study. They are:

1. Practical Benefit
 - a. The study is intended to help researcher understand more about politeness by native speaker.
 - b. Improve the researcher’s knowledge how to use Brown’s and Levinson’s politeness theory and pragmatics scale as analytical tools.
 - c. The study is intended to recognize politeness strategy.

2. Theoretical Benefit

- a. This study adds the knowledge about the politeness in the pragmatic approach reflected by Brown and Levinson theory and also leech's theory.
- b. This study gives contribution to the development of literary who want to study about politeness expression in a movie.

F. Scope of the Research

This study investigates the types of politeness strategy, pragmalinguistic features, and politeness strategy used by the characters in "*Mirror Mirror: Snow White*" movie 2010. Types of politeness strategy are analyzed according to the taxonomy of request by Brown and Levinson (1995). The pragmalinguistic features of requests are discussed according to Anna Trosbog (1987). Whereas, the factors contribute in choosing politeness analyzed by Brown and Levinson (1987:71).