A SOCIO-PRAGMATIC ANALYSIS OF REFUSAL UTTERANCE IN CARTOON MOVIE MANUSCRIPTS

RESEARCH PAPER

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by

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CHAPTER I
INTRODUCTION

A. Background of the Study

In this world, people have different needs, wises, and opinion in a society. They express them in the form of many kinds of utterance on particular occasion. Sometime, when they are talking one to another they will debate one another because they cannot receive their friend’s opinion. In other case they also refuse to someone’s requests, commands, offers, invitations, suggestions and so on. They can refuse something by polite words or impolite words. Refusal is one of familiar utterances that often used in communication.

In other words, whenever someone declines to take or accept it means a refusal. For example, according to Weiser in Wolfson (1983: 13):

Wahyu : How old are you?
Wina : Why do you ask? How old do you think?

From conversation above, the speaker blames to answer or to tell her age to him. It will be direct refuse if she answers the question “I do not want you know my old.” Refusal is close relation to the word “no”. There are many ways to conduct the word “no”, beside to say direct “no” there is also indirect ways to say “no” like the example above. People use indirect “no” usually people who want to refuse politely.

For the speaker or hearer, it needs to adjust the ways for conducting their language in conversation. The partners of speaking should accept appropriately and well every single utterance which is delivered in many various ways. It may
be directly or indirectly uttered. It is better for both speaker and hearer to know, to realize and also to consider some particular aspects in communication dealing with language used, such as; the society, situation, condition, educational background, setting, time, level of social status, and psychological state. To adjust the ways for conducting language in conversation related to the context of speech is not only to avoid miscommunication in a social interaction but also in order to avoid embarrassing other people or making people feels uncomfortable in conversation.

In this research, the writer chooses cartoon movie manuscript. The reason of the writer to choose the cartoon movie manuscripts as the primary research data or data source is because there are the most popular cartoon movie manuscripts and the story that is easy to understand. The writer also finds these similar phenomena like above that reflection of the real society. Here, the writer will find out the refusal utterance uttered by the speaker toward the hearer.

It is very possible that some of dialogues uttered by character contain of refusal utterances in cartoon movie manuscripts. They implied conversations in refusal utterance that politely or impolitely with its speech contexts in cartoon movie manuscript. For instance this quotation below is conversation from *Disney’s Mulan*.

(Cut to the palace. The large doors to the central chamber open as General Li walks in flanked on his left and right by soldiers and approaches the Emperor. He bows, and then looks up).

General Li : “Your Majesty, the Huns have crossed our Northern border.”
Chi Fu : “Impossible! No one can get through The Great Wall.” (The Emperor motions for Chi Fu’s silence).
General Li : “Shun Yu is leading them. We’ll set up defenses around your palace immediately.”
Emperor : “No! Send your troops to protect my people. Chi fu,"
Chi Fu : “Yes, your highness.”

From the quotation above, the writer can describe that the setting of time is in a night and it takes place in the palace. There are five persons there. The participants are two warriors; General Li, Captain of the palace who tries to defense their palace from Hun’s troops; Chi Fu, the Emperor's council, and the Emperor as the refusal speaker. It belongs to formal communication. There is an awkward situation there.

From the information above, the writer concludes that the Emperor utter refusal *No! Send your troops to protect my people* to show his authority as the emperor to decide what should do in that situation. Its utter clearly implied a refusal to General Li’s suggestion. The Emperor is no effort to minimize threats to General Li face. The refusal statement is directly addressed to the General Li. It show with the word *No!* and followed by a command to General Li *Send your troops to protect my people*. This utter informatively to the hearer.

Based on the example and explanation above, the writer is interested in conducting an analysis of refusal utterances in some script of cartoon movie. Besides using theory of refusal, the writer also uses theory of socio-pragmatics. They are implicature, face threatening act, cooperative principle, and context of speech. This research is entitled “A Socio-Pragmatic Analysis of Refusal Utterances in Cartoon Movie Manuscripts”.
B. Previous Study

To prove the originality of this research, the writer presents the previous researchers who have conducted the different study on the socio-pragmatics analysis and the utterances.

The first is a research written by Winarsih (UMS: 2006) entitled “A Socio-pragmatics Analysis of Apology and Forgiveness Utterances in Cartoon Movie Manuscripts”. In her research, she uses apology or forgiveness utterances as the object of the study and she takes the data from some cartoon movie manuscripts: Aladdin, Beauty and the Beast, and Disney’s Mulan. She analyzes the intention of apology and forgiveness utterance by employing speech act theory. She also analyzes the reason of speaker utter apology and forgiveness utterance by employing speaking theory of Hymes. The result of her research shows that some conclusions were drawn. She found some intentions like condoling, regretting, accepting the blame, and request of forgiveness. She also found some reason of employing apology and forgiveness to showing impression, guilty, regret, accept of blame, request forgiveness, respect, being afraid, and close relationship.

Although the approaches that taken are the same but there some differences between her research from the writer research. In her research, the writer use refusal utterance as the object of the study. The writer classifies the data (refusal utterance) into certain ways of refusal and describes the meaning of the use refusal utterance employed in cartoon movie manuscript by using implicature theory and cooperative principle. The writer also describes the
politeness strategies of refusal utterance use in the cartoon movie manuscript by using context of speech and politeness pattern. The data to analysis take from some cartoon movie manuscript like *Mulan, Mulan II and Kung Fu Panda*.

The second is a research written by Dewi (UMS: 2005) entitled “Socio-pragmatic Analysis of Refusal Utterance in Children Movie Manuscripts”. In her research, she uses refusal utterance as the object of study and she takes the data from some children movie manuscript. In her research, she analyzes the meaning, the reason and the polite strategy of refusal utterance used in children movie manuscripts. She applies politeness strategy (Face Threatening act theory by Brown and Levinson, 1987), speech act theory, and T-V principles. From her research she found all kind of politeness strategy used in English children movie manuscript. She found there eight reason the reason of applying the variation of refusal utterance used in English children movie manuscript: showing power or authority, showing anger, showing freedom, showing disagreement, showing dislike, showing conviction, showing modes, and showing solidarity. The last she also found the meaning of refusal utterances. They are declaration, representative, expressive, comissive (committing, asserting/informing), and directive (recommending, directing, warning, challenging, suggesting, commanding).

Although the object of study (refusal utterance) is the same but it is different in data analysis. The writer will take the data analysis from cartoon movie manuscript like *Mulan, Mulan II and Kung Fu Panda*. The writer not only applies politeness strategy but also implicature, cooperative principle and speech
context. The writer describes the meaning of the use refusal utterance employed in cartoon movie manuscript by using implicature theory and cooperative principle. The writer also describes the politeness strategies of refusal utterance use in the cartoon movie manuscript by using context of speech and politeness pattern.

The last is a research written by Dewi (UMS: 2007) entitled “An Implicature of Conditional Sentence Used in Aristocratic Movie Manuscripts”. In her research, she describes the type of conditional sentences and clarifies the implicature of conditional sentence in Aristocratic movie manuscript. She had found conditional sentences type I and II use in Aristocratic movie manuscript but there no conditional sentence type III. She had found eight aspect of context situation: commanding, requesting, suggesting, offering asserting, promising, warning, and threaten. Based on Grice’s theory of cooperative principle fulfill all maxims can be found in promising and warning. There was no violation maxim of quantity and relevance done by participants.

The researcher uses the same theory, which is implicature theory and cooperative principle. What makes her research different from previous researchers are in the object of study (refusal utterance), the data analysis (cartoon movie manuscript) and the theory of politeness strategy.
C. Problem Statement

Based on the background above, this research concerns with the following problems:

1. What ways the refusal utterances are used in the cartoon movie manuscripts?
2. What are the implicature of refusal utterances used in the cartoon movie manuscripts?
3. What are the politeness strategies of refusal utterances use in the cartoon movie manuscripts?

D. Objective of the Study

The objectives of the study are:

1. to describe the ways the refusal utterances used in the cartoon movie manuscripts,
2. to describe the implicature of refusal utterances used in the cartoon movie manuscripts, and
3. to describe the politeness strategies of refusal utterances use in the cartoon movie manuscripts.

E. Limitation of the Study

In order to have specific research to get best result with sufficient energy and time, the writer limits her analysis on the refusal utterance in some cartoon movie manuscript like *Mulan, Mulan II* and *Kung Fu Panda* because there are conversations in refusal utterance that politely or impolitely related to its speech context and the language use in cartoon movie is easy to understand. To find the
way and the meaning or aim the refusal utterance use in movie manuscript so this study is based on the socio-pragmatics, implicature, cooperative principle, context of speech and politeness strategy.

F. Benefit of the Study

The writer hopes this research have some benefits as follows:

1. Academic Benefit

The result of study can be used as an additional reference by other researcher to conduct further research dealing with socio-pragmatics analysis.

2. Practical Benefit

a. For the writer, this research will fulfill requirement in getting bachelor degree of education in English department.

b. For English department students, this research gives more understanding and more knowledge about socio-pragmatics study especially refusal utterance.

c. For readers, this research gives more knowledge about the interpretation of speaker’s intention in uttering refusal.

G. Research Paper Organization

The organization of this research paper is given in order the reader to be able to understand the content of the paper easier. They are as follows:

Chapter I is introduction which consists of background of the study, previous study, problem statement, objective of the study, limitation of the study, benefit of the study, and research paper organization.
Chapter II is underlying theory. It deals with pragmatic, socio-pragmatics, principle of pragmatics, implicature, cooperative principle, context of speech, and politeness strategy and notion of refusal.

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

Chapter IV is data analysis and discussion. In this chapter, the writer presents the data analysis and discussion of research finding.