

CHAPTER I

INTRODUCTION

A. Background of the Study

Communication in general can be interpreted as a form of exchange of information that exists between a person with another person or two or more people. This certainly has a specific purpose. The communication process, according to Dance (Littlejohn, Foss: 2008) as well as all social processes, are related to environmental influences, which basically are constantly changing, thus forming a dynamic process of communication naturally. The dynamics of this process form a vortex (helical model) which describes that every aspect differs with time. Meanwhile, according to the Big Indonesian Dictionary (KBBI) communication is the process of sending and receiving information, news, or messages that aim to convey the meaning of the message and can be understood properly through interactions carried out by two or more people. According to (Hovland, Janis & Kelley: 1953) Communication is a process in which a person as a communicator conveys stimulus in the form of words / sentences with the aim to change or be able to shape the behaviour of others or the people around him. Littlejohn (2008) states that communication is not easy to define. This is due to the fact that communication is intangible and open to different interpretations.

The researcher tries to analyse the politeness strategies of commands used in action movies with the title Midway Movie. The movie contains scenes of war between countries by presenting a lot of action. Politeness is something that cannot be separated from culture. From a different culture have different characteristics of politeness. Politeness can be represented by the way someone uses a language. Yule (1996: 60) states that politeness in an interaction, is as a means used to show awareness of the faces of others. Gleason & Ratner (1998: 286) view that politeness is an act to protect the feelings of others and involves actions related to positive faces (the desire to be approved) and negative faces (the desire to be free from coercion, without obstacles, or left alone). The

different cultures that we know are eastern culture and western culture. And I think that between cultures is very different. For example, in everyday life the way a person greets, the way a person eats, the way someone talks to the other person. The importance of the context in produces an interaction with the characteristics of each person's culture. In the use of language, Politeness Strategy is the most important thing. Accuracy is important to help communicate well. Some of us, must have used language that is not good and does not fit its use. Such as using harsh words, words that are cursing, even taboo language, and often use languages that contain ambiguous meanings. According to Penelope Brown and Stephen Levinson, politeness theory is very influential. In 1987, Brown and Levinson proposed that politeness was a universal concept, which had several differences of opinion in the academic world. Manners are expressions of the speaker's intention to reduce the face threat posed by certain threatening facial actions towards the listener. Another definition is "battery social skills that aim to ensure everyone feels confirmed in social interaction". Therefore, being polite can be an effort for the speaker to save their own face or the face of who he is talking to.

Eelen (2001: 2) recognizes that Robin Lakoff has been considered the mother of modern courtesy theory from a pragmatic perspective. Lakoff (1990: 34) defines politeness as a " system of interpersonal relationships designed to facilitate interaction by minimizing the potential for conflict and confrontation inherent in all human exchanges ". Media greatly affects actions and changes in a person because in it displays language and establishes communication between roles in a film. Films also display phrases, the beauty of language, the use of language which is immediately arranged using someone's ideas with background support such as real life or even creating new characters such as interesting animations. In a film there are various kinds of information that display interaction and communication. Then in a film Politeness we can see and feel through the delivery of language and scenes of each actor when competing roles.

The politeness strategy is an important element in the use of language and is very accurate in establishing communication so that it can work well. Maybe, some of us have spoken harshly as examples of taboo words, indirect speech, using jargon or even slang for listeners. This can be rude if we use it evenly, for example using it to older people. But it can be meaningless if used with several friends as listeners. Yule (2010: 135) reports that innocence is defined as showing awareness and consideration for the faces of others. Watts (2003: 13) presupposes that politeness is a lexeme in English which means it can be negotiated by participants who interact in English. The politeness strategy is used to compose messages with the aim of saving the listener's positive face when actions that threaten the face cannot be avoided or desired. It has been arranged in the type of politeness principle which is categorized into four such as positive politeness, negative politeness, baldness on record, and off-record (Brown & Levinson, 1978).

In their 1978 book chapter, Brown and Levinson define a positive face two ways: as "the desires of every member that he wants is desired by at least a few other implementers" (Brown & Levinson, 1978). Because according to Brown and Levinson, positive and negative faces already exist universally in human culture. They stated that certain speech acts could damage or threaten the faces of others; as known as Face Threatening Acts (FTAs). In social interactions, FTAs are sometimes unavoidable based on the terms of the conversation. The act of threatening the face, of course, is an action that inherently damages the face of the other person or speaker by acting against their wishes and the wishes of the other party. Most of these facial threatening actions are verbal; However, they can also be conveyed in speech characteristics (such as tone, inflection, etc.) or in the form of non-verbal communication. There must be at least one face threatening action related to speech. Then it is also possible to carry out several actions in one single utterance.

Brown and Levinson explain that in communicating, verbally or in writing, people tend to take care of each other's faces. This is a rational action

that someone uses to maintain both types of faces, that is, for oneself and the people who interact with them based on politeness strategy. The speaker usually tries to avoid the listener who can make him feel embarrassed or uncomfortable or threaten the speaker's face. Face-threatening actions (FTAs) are actions that violate the listener's need to maintain self-esteem and feel respected. The main objective in developing a politeness strategy is for an FTA. The FTA strategy is described in 4 types as follows: baldness on record, positive politeness, negative politeness, and off-record.

Furthermore, Brown and Levinson (1987) the assertion that the weight of an action is farmed from the additional values of the three dependent variables in society such as; relative (P) or the power of the speaker and hearer. Social Distance (D) between the speaker and the hearer. Rank (R) of imposition of the action. The assumption underlying this formula is that there is a parallel relationship between the seriousness of the FTA and the values shown by each of these variables. For example, the longer the social distance between the speaker and the speaker or the heavier the burden of the action directed at the speaker, the more polite the strategy is realized.

Politeness can be influenced by several factors such as social media, chatting, playing games, television, films, or even one's environment. The media greatly influences a person's actions and changes because in it displays language and establishes communication between roles in film. The movie also displays phrases, the beauty of language, and the use of language that is immediately regulated using someone's ideas with background support such as real life or even creating new characters such as interesting animations. Midway is a war and action movie with a background in the United States in 2019. Based on true story, which was started by the Pearl Harbour attack by Japan and there was Midway battle during World War II. The movie was directed by Roland Emmerich, who produced the film with Harald Kloser, and was written by Wes Tooke, with Ed Skrein, Patrick Wilson, Luke Evans, Aaron Eckhart, Nick Jonas, Mandy Moore, Dennis Quaid, Tadanobu Asano, and Woody Harrelson. In Midway Movie there is a variety of information that

displays interaction and communication and action. Then in this film we can see and feel through the delivery of language, especially the use of commands and scenes from each actor when acting. The author is interested in conducting politeness strategy of command used in Midway Movie. Therefore, the writer conducts a research title **“POLITENESS STRATEGY OF COMMAND IN MIDWAY MOVIE”**.

B. Research Question

Based on the phenomena above, the researcher intends to propose research questions below:

1. What types of politeness strategies are used to deliver commands by the characters in the movie entitled “MIDWAY”?
2. What factors influence the choice of politeness strategies in delivering commands by the characters in the movie entitled “MIDWAY”?

C. Limitation of The Study

In this research, the researcher limits the research focused on the speech act of command by characters in Midway Movie especially Chester W. Nimitz, dick Best, Edwin Layton, C. Wade McClusky, Williams Halsey, Jimmy Doolittle, Clarence E Dickinson use politeness strategies.

D. Objective of the Study

Based on the problem statements above, the objectives of this research are:

1. To find out the type of politeness strategy used to send commands by characters in Midway movie.
2. To find factors that influence the choice of politeness strategies in conveying commands by characters in Midway movie.

E. Benefit of the Study

The researcher hopes this research can give benefits as follows:

1. Theoretical Benefit

This research will be useful as an additional reference in a Politeness Analysis. It will support the other references about politeness strategy.

2. Practical Benefits

- a. For the Reader

It is hoped can give information about a politeness analysis uses film as a medium to make it easier for readers to obtain information.

- b. For the Students

For the students it is hoped that the students can understand more about the values of politeness contained in a film so that it can be applied in the daily life of a student and can be learned about good and bad.

- c. For Teacher

For teachers, the results of this study can be used to explain the types of politeness norms to students.

F. Research Paper Organization

The research paper will comprise in five chapters. A brief summary of the content of each chapter is described as follows:

Chapter I is introduction. It contains the background of the study, problem statement, limitation of the study, objectives of the study, benefits of the research and research paper organization.

Chapter II is a review of underlying theory. It contains the theoretical review, the previous study and theoretical framework.

Chapter III is research method. It contains the type of research, subject of research, object of research, data and data source, techniques for collecting data, data validity and technique of data analysing.

Chapter IV is research result and discussion. In this chapter, the researcher attempts to analyse the factors that influence the character of the movie in applying the politeness strategy of commands. From the data

analysing, the researcher furthermore provides the core points out of the research.

Chapter V is conclusion, implication and suggestion of the researcher.