

CHAPTER I

INTRODUCTION

This chapter presents the background of the study, statement of the research problem, objective of research, significance of research, scope and limitation of the research, and the definition of key term.

A. The Background of the Study

Language has crucial role in a human life's communication. Because the function of language as a tool to make interaction. It is way to interaction with each other in everywhere. And to makes meaningful conversation in society. Of course, in conversation need to applying politeness. Because applying behave politeness is very important does not depend on how good person in a society, but also how to behave politely in daily conversation. Since it is an instrument for humans' communication with each other, the growth and development of their talents, causing creativity, innovation, and novelty, exchanging and transferring their experiences, and on the whole, for formation of society(s).¹ Mean that in communication need a strategy to deliver ideas, experience, or feeling to make receiver understand and comfortable in conversation. According this statement, politeness is very important to communicating with each other. And exactly in every country has their way to do communication. In communication, the speaker and hearer

¹Dr. Tengku Sepora Tengku Mahadi, "Language and Culture", *International Journal of Humanities and Social Science*, Vol.2 No.17; September 2012.

need to use politeness strategy to make communication run smoothly. Because politeness influential in context what talking about.

Politeness is one of the characteristics of human communication whether in verbal or nonverbal communication. Every country has their way in doing the politeness. According to Brown and Levinson, politeness strategies are developed in order to save hearer's "face". Face refers to "the public self-image that every member wants for himself" and divides it into two types: negative and positive politeness.² People try to avoid embarrassing others, or make them feel uncomfortable. Face Threatening Acts (FTA's) are acts that infringe on the hearers need to maintain his self-esteem, and be respected. Politeness strategies are developed for the main purpose of dealing with these FTA's.³ Nowadays, the degree of politeness is in regress. Many people almost do not care about the politeness when they are speaking, especially when they speak to the elder. When people communicate each other, they need to use their politeness because it will influence to the context in what they are talking about.⁴

In a conversation, there are three factors to account the differences in perceptions of how serious a face threatening act is. The factor are: Power (P), Social Distance (D) and Ranking of Imposition (R) that will make the politeness different in who someone is speaking with. The formula to calculate

²Pino Cutrone, "Politeness and face theory: Implications for the backchannel Style of Japanese L1/L2 Speakers", *University of Reading*, Vol. 3 (2011) 51-57

³Luh Putu Ayu Adhika Putri. "Analysis of politeness Strategies Used in Oprah Winfrey's Talk Show with Ricky Martin as Guest Star"

⁴Ni'matul Ma'rifah. "The Analysis of politeness Strategies Used in Face 2 Face with Desi Anwar"

the weightiness (W) of FTA is $W = D + P + R$.⁵ It means that the higher level of indirectness is used by people the higher politeness used. For example, when an employee is speaking to the employer, a student is speaking to the teacher, or a child is speaking to the father. Especially in Indonesia, people are still using the politeness in their daily conversation.

Brown and Levinson's politeness theory combines speech act theory and Grice's theory of implicatures with Goffman's notion of face, defined as "the positive social value a person effectively claims for himself by the line others assume he has taken during a particular contact".⁶ Rationality and face are characteristics attributed to "all competent adult members of a society" (Brown & Levinson).⁷

According to Brown and Levinson, face consists of both positive and negative face. Positive face refers to the positive self-image of the interacting, including the desire that this self-image be appreciated and approved of by others. Negative face represents the basic territorial claim of the individual and her/his "freedom of action and freedom from imposition".⁸

There are four types of politeness strategies: those are Bald on Record, Positive Politeness, Negative Politeness, Off Record. In bald on record the speaker decides to perform his act without the least intention to minimize the face threat (the speaker says to the point). In positive politeness the speaker

⁵Marina Terkourafi, "Testing Brown and Levinson's theory in a corpus of spontaneous conversational data from Cypriot Greek", *Walter de Gruyter. Int'l. J. Soc. Lang.* 168 (2004), pp. 119-134

⁶Goffman, 1955 [1972: 319]. As quoted in Ogiermann Eva. "On Apologising in Negative and Positive Politeness Cutures", *John Benjamin Publishing*, 2009. Amsterdam. P.11

⁷Brown and Levinson, 1987: 61. As quoted in Ogiermann Eva. "On Apologising in Negative and Positive Politeness Cutures", *John Benjamin Publishing*, 2009. Amsterdam. P.11

⁸Luz Gil-Salom & Carmen Soler-Monreal, "Interacting with the Reader:Politeness Strategies in Engineering Research Article Discussions", *International Journal of English Studies*, Special Issue 2009, page 176-177.

decides to attend to his hearer's positive face showing consideration for the positive self-image he claims for himself. In negative politeness the speaker reduces the hearer's negative face. And in off record the speaker may carefully manage his utterance in indirect and ambiguous way.⁹

From those case, Renkema sets an example of this strategy. "*Hey, lend me a hundred dollars.*" (bald on record), this statement happen when the speaker talks to the point to hearer cause both of them are close friend. And then, "*Hey, friend, could you lend me a hundred buck?*" (positive politeness). In this case, actually the speaker not really close friend but there is an imposition to say it directly. Then, "*I am sorry I have to ask, but could you lend me a hundred dollars?*" (negative politeness). In this situation, the speaker asks to someone who older than him/her to the help of something. The next, "*Oh no, I'm out of cash! I forgot to go to the bank today.*" (off the record). In this case, the speaker really shame because he/she is together with his/her senior or boss.¹⁰

The analysis of politeness strategies by Brown and Levinson has been conducted to analyze the degree of politeness used by people in USA. They have their rule to communicate with other people. Indonesia also has the way how to do the politeness. But the politeness strategies in Indonesia are not written, as like in abroad, as national standard of politeness to be used. The analysis of politeness strategy in Indonesia also has been conducted. The strategy of politeness used in Indonesia that is unique to be analyzed is the

⁹Lounis Maha, "Cross-Cultural Perspectives on Linguistic Politeness", *Canadian Academy of Oriental and Occidental Culture*, Vol.10, No. 1, 2014, pp. 56-60.

¹⁰Renkema, 1993, p.15. as quoted in Senowarsito. "Politeness Strategies in Teacher-Student interaction in an EFL Classroom Context", *TEFLIN Journal*, Volume 24, Number 1, January 2013

politeness used by Javanese people. The analysis of Javanese politeness has been conducted by Sukarno, a student of English department in Jember University, who has written that there are three concepts of Javanese culture in politeness they are tata karma (the language style), andhap-ashor (humbling oneself while exalting others), and tanggap ing sasmita (being able to catch the hidden meaning).¹¹

So, the goal of politeness is to make both speaker and hearer relaxed and comfortable with each other, and to avoid disagreement of conversation in order to keep communication and social relationship well, politeness strategies also used on communications in talk show, drama and so on. All of them exactly use politeness, especially in movie not only in daily life. Because of the statement the researcher wants to know the use of politeness strategies in movie.

Based on statement above, the researcher considers that analysis politeness strategy is important in order to learn more about strategy of politeness. In this research, the researcher interested to analyze the title **“An Analysis of Politeness Strategies used by the Main Character in Black Swan Movie Script”**.

¹¹Sukarno, “The Reflection of the Javanese Cultural Concept in the Politeness of Javanese”, *Kata*, Volume 12, number 1, June 2010: 59-71

B. Statement of the research problem

Based on the background of the study, the researcher formulates the problems as follows:

1. What are the types of politeness strategies used by the main character female main character in the Black Swan movie script?
2. What are the types of politeness strategies used by the main character male main character in the Black Swan movie script?

C. Objective of research

Based on the research problem, the researcher sets the objective of the study as follows:

1. To describes the types of politeness strategies used by female main character in the Black Swan movie script.
2. To describes the types of politeness strategies used by male main character in the Black Swan movie script.

D. Significance of Research

The researcher hopes that result of this study can be used to give motivation of using politeness in different situation or condition and comprehension on politeness language. The uses of this research are:

For learner and reader, This research can give information about politeness strategy used by the main characters especially on female main character and male main character in Black Swan movie script and they can apply their politeness to communication with each other, because it is very

important to communicate in daily life. Especially for English learner, they can understand about strategy of politeness used by female main character and male main character in Black Swan movie script, the learner can use character's utterance who has given types of politeness strategies. Two main characters in Black Swan movie script show four types of politeness, they are bald on record, positive politeness, negative politeness, and off record. So, for learner and reader can enrich main character's utterances to use communicate with each other.

For the next researcher, this research can give understanding to additional references in their research and can make better than this research. The next researcher can analyze what factor influence the main characters to use politeness strategies in Black Swan movie script. Because many utterances which showed what factor influence used by the main characters. And also, the next researcher can research with proposed other theory like Leech theory (1983), Goffman theory (1967), Lakoff (1973) and so on.

For researcher herself, this research can give motivation and comprehension about politeness strategy, and this research will contribute a broader understanding on politeness. So, researcher can enrich her knowledge on how to communicate well.

1. Scope and Limitation of the Research

This study presents the politeness strategy especially in movie and the researcher makes research entitled An Analysis of Politeness Strategies used by the main character in Black Swan movie script. In Black Swan by Heinz

and get Goldenrod Revisions on January 11, 2010. There are twenty one characters. And the researcher analyze in politeness strategy used by two main characters.

To make this study more effective to be good thesis, the researcher limits the research by using Brown and Levinson's politeness strategies theory; they are Bald on Record, Positive Politeness, Negative Politeness, Off Record. The researcher focus on analyzes two main characters especially in female main character and male main character that use the politeness strategy. The data from this research is Black Swan movie script and the object is Nina (*female main character*) and Thomas Leroy (*male main character*).

2. The definition of key term

Key terms relating in this research are define to help clarify the attended study. And in this study the researcher give definition about some terms in order to avoid misunderstanding. The definition is as follow:

1. Politeness Strategies

Politeness strategies are way how to do politeness in communication. So, the speaker and hearer can communicate well. Politeness strategies in here used in movie that a media tool to communicate with each characters.

Politeness strategies used in everywhere because every person needs to behave politely with each other. And in movie politeness strategies used to make interaction with other character because to achieve

a communication well between characters show their politeness to support their work in movie.

Politeness strategy are the ways of how utterances are used in communication in the purpose of keeping the speaker's and hearer's face in interaction.¹²

2. Main Character

Main character is important person in a movie. Because the main character who is supporting and acting in a movie till the end. Main character becomes people that always look at viewer well. Because their acting as a pattern to viewer. And to make good main character, the main character must behave politely to make their acting well. So, the main character shows their behave politely.

¹²Brown, Penelope and Stephen C. Levinson. 1987. *Politeness: Some universals in language usage*. Cambridge: Cambridge University Press. ISBN 978-0-521-31355-1