

CHAPTER I

INTRODUCTION

This chapter discusses the introduction of the study which consists of five branches. They are background of the study, questions of research, objectives of research, significance of research, scope and limitation of research, and the definition of key terms.

1.1 Background

One of interaction as human beings is communication using language. It is the way everyone connect with each other. As Littlejhon states in the Ruler (2018), there are distribution processes of thought that include information among people in communication. Then language becomes the tool which is used for understanding others in communication (Chomsky, 2000). It makes communication using language has a significant role when we deal with people.

In communication with language, Heath in Shook and Margolis (2006) states that there must be awareness of the speaker in uttering their words. Moreover, the awareness is not only about how people choose the proper word to express their thought, but also about how polite they treat others (Culpeper, 2011). According to Ibnus and Mujiyanto (2018), politeness has a significant role in communication, it can avoid conflict and also show awareness of the other people face. Face based on Gleason and Ratner in Mansoor (2018) refers to the image that is shown by the speaker in order to be recognized by others. Moreover, Saeed (2009) classifies face into two terms, positive and negative face. These term is similar to Brown and Levinson (1987), which are positive face wants to be connected as unity and

negative face wants to be seen as independent. Then, in order to be polite in communication, it needs awareness to the other face and what they utter to others.

In the opposite term of politeness, impoliteness in communication is designed to attack the other's face, and as a result of that can cause social friction and hostility towards the others (Culpeper, 2005). Moreover, Culpeper in Bousfield and Locher (2008) adds characterization of impoliteness as inappropriate and negatively marked behavior. Inappropriate behavior has an impact on others. Such as emotion, angry, disgusted, and upset are the common emotions triggered by it. Next, negatively marked behavior is in the similar direction with inappropriate behavior offends the audience and thus embarrass themselves (Mills, 2003). However, Sinkeviciute (2019) adds instead of triggering offense, some impoliteness also causes ambiguous verbal behaviors. Thus, the awareness of impoliteness is important since the inappropriate and negatively marked behavior in impoliteness is not only a trigger to offense, but also ambiguous verbal behaviors toward the others.

The study of impoliteness is still an interesting topic of research because it has a goal to extend the scope of impoliteness study in a different context and media (Pratama, 2020). There are various impoliteness theories which affect the uniqueness in each impoliteness research. The researcher thus takes Culpeper (2005) impoliteness strategies' theory to be the foundation in order to conduct this research.

The impoliteness phenomenon happens in society and in general which is included in daily life conversations. Although it is not a must to observe a real society, because it can be represented in media, especially movies. In order to

investigate impoliteness, movie is one among several media which are popular in society (Noviani, 2014). One of the movies that shows how impoliteness is implemented in society is *Hidden Figures*.

This *Hidden Figures* movie is chosen to be the object of analysis because (1) this movie is a history movie which is based on a true story, it can be related to daily life interaction, also it can represent how the society is going through the movie. (2) Since this movie is a history movie genre, it has more conversation than the action, so there are many utterances to analyze and can understand the negative behavior, impoliteness, in the movie. (3) the movie tells about how the three African-American woman became the first NASA Engineer, there are a lot of discrimination issues leading to inappropriate behavior, one of the impoliteness characteristics. (4) last but not least, this movie has a lot of achievements that show how good the story of this film, then the researcher decides to choose the movie as an analysis object.

Based on the explanation above, impoliteness can make offense toward other people that needs to be analyzed in order to increase more understanding about it. After understanding about impoliteness, it is expected to increase our awareness about impoliteness. Thus, the researcher is interested in analysis about impoliteness strategies used in the *Hidden Figures* movie.

1.2 Research Questions

1.4.1 What are the types of impoliteness strategies used by the characters in the *Hidden Figures* movie?

1.4.2 What are the functions of impoliteness strategies used by characters in the *Hidden Figures* movie?

1.3 Research Objectives

From the two points of previous research questions, the objectives are:

1.3.1 To point out the impoliteness strategies used in the *Hidden Figures* movie.

1.3.2 To examine the functions of impoliteness strategies used by characters in the *Hidden Figures* movie.

1.4 Research Significances

In this section, the research provides the urgency of this study in the theoretical and practical benefaction.

1.4.1 For the Students

English students are expected to enrich the comprehension of impoliteness and the function, particularly impoliteness strategies that appear in movie. Students are able to utilize this research as a reference to understand the correlation of impoliteness and how it affects in daily life.

1.4.2 For English Teachers

In enriching the materials of teaching, the result of this study may be utilized as a reference to teach impoliteness strategies and the function.

1.4.3 For Next Researchers

The researcher expects the result of this study may provide benefits to the future researchers who are interested in conducting pragmatic study,

particularly impoliteness strategies. The next researchers are advised to develop this study. Therefore, the researchers will get more knowledge to understand the use of pragmatics and the implementation in daily life.

1.4.4 For Readers

This research may provide deeper knowledge both in theory and practice about impoliteness strategies contained in the utterances of the characters in the *Hidden Figures* movie. Readers are expected to be more open-minded in understanding the meaning of language used in the movie contextually. Thus, readers are expected to understand the impoliteness appearance and its function in the *Hidden Figures* movie.

1.5 Scopes and Limitation

In order to limit the study, the researcher decides to only focus on analyzing impoliteness strategies. The researcher limits this study through analyzing kinds of impoliteness strategies and the functions of impoliteness strategies found in the *Hidden Figures* movie.

1.6 Definition of Key Terms

Impoliteness strategies is a strategy in communication which is designed to attack the others face, and as a result of that cause social friction and hostility.

Bald on record impoliteness is the FTA which is performed in a direct, clear, unambiguous and concise way in circumstances where face is not irrelevant or minimized.

Positive impoliteness is the use of strategies designed to damage the addressee's positive face wants.

Negative impoliteness is the use of strategies designed to damage the addressee's negative face wants.

Sarcasm or mock politeness is the FTA which is performed with the use of politeness strategies that are obviously insincere, and thus remain surface realizations.

Withhold politeness is the absence of politeness work where it would be expected.

Hidden Figures is the title of a film directed by Theodore Melfi in 2016, this film is based on the true story about three amazing African-American women who became the first NASA engineer.