

## CHAPTER I

### INTRODUCTION

This chapter presents a general description about the paper. It covers the background, statement of problems, research objective, research significance, and definition of key terms.

#### 1.1 Background

Movie is not only an entertainment media but also an instructional media. After watching the movie, the audience will be entertained and take a lesson from the movie. Movies have many genres such as comedy, horror, action, science fiction, animation and many more. Not everyone can watch all genres of movies. There is an age rating in every movie, some marked SU (all age), R13+ (Teenagers) and D (Adult). Movies marked with SU are usually movies that have genres such as adventure, comedy, drama and family. While the movie marked R13+ are usually movies that have genres such as action, adventure, comedy, crime, drama, mystery, and sci-fi. The movie marked D are usually movies that have genres such as drama, romance, horror, and thriller.

The writer will be research an entertainment media as well as an instructional media that can be watched by all ages, educate parents and their children. Then the writer chosen movies which genre animation, because animation movie must be pass the sensor; no violence and educate; provide good examples. Besides having good pictures and stories, indirectly animation movie can be an instructional media for them. Children always imitate what they see

such as the song, dance, behavior and conversation in the movie. A movie is dominated by a conversation, because it is important to explain the story.

Based on Pridham (2001: 2), said that conversation is any interactive spoken exchange between two or more people and can be: face-to-face exchanges, can be private conversation, such as conversation at home with family, or public and daily conversation in classroom; non-face-to-face exchanges, such as telephone conversation; and broadcast materials such as a television chat show. In a conversation there is an utterance which meaning like assumptions, purposes, and action.

Context has an important role in analyzing the meaning and purpose of an utterance. According to Yule (1996: 3) pragmatics is the study of contextual meaning. Context on speech are participants, time, place, and social environment. Yule (1996: 3) defines pragmatics as the study of meaning as communicated by a speaker and interpreted by a hearer. It is related to analyzing what speakers mean with their utterances and involves the interpretation of what people said in a particular context, so they can determine the appropriate way and language to convey messages.

A conversation needs a strategy to make a comfortable on interaction between speaker and hearer. The speakers have to know the ways how they are speaking. It is a “polite social behavior” within a certain culture (Yule, 1996: 60). It is one way people save other people’s face and feeling in communication. Generally, being polite involves taking into account the feelings of others. When

someone feels comfortable, it means a good relationship will appear between them.

Politeness regards to the relationship between the two actors who are also known as speaker and hearer. Speakers can react polite by when talking to addressees to make a comfortable conversation between speaker and hearer (Leech, 1983: 206). Politeness happens because there is awareness to polite of person for respected to others in conversation. Politeness can occur in situations of social distance or closeness. Yule (1996: 61) defines if a speaker says something that represents a threat to another individual's expectation regarding self-image, it is described as a face threatening act. Face threatening acts is the threat that is given to another individual's self-image. In here politeness strategies are important to do for the self-image of others and ourselves, stay respected and not lost. Avoiding a face threatening act is accomplished by face saving act which use positive and negative politeness strategies.

Positive politeness strategies are aims to avoid giving offense by highlighting friendliness. These strategies include claiming common ground, conveying that speaker and hearer are co-operators, and fulfilling hearer's want for something. Negative politeness strategies are aims to avoid giving offense by showing deference. These strategies include questioning, hedging, and presenting disagreements as opinions.

People often think that politeness is just simply a matter of saying please, sorry, excuse, and thank you. Politeness does have its own role. Being

linguistically polite means speaking to people appropriately in the right place and the right time. People must be aware of the context of speaking and then be able to determine which politeness form is the best to be applied in a context.

In Brown and Levinson's theory explain that politeness was the expression of the speaker's intention to mitigate face treats carried by certain face treating acts toward another. It based on Hyme's theory which called as speaking theory. It was used to analyze the context of request strategies occurred in the conversation among the characters.

There are some researchers who analyzed about novel and advertisement as object that used politeness theory. First previous study was in 2013 by Yuni Murliati from Universitas Islam Negeri Sunan Kalijaga Yogyakarta with the title "Politeness strategies in John Steinbeck's *Of Mice and Men* by George Milton". The problems of this research are how the politeness strategies used in directive utterances and why is certain politeness strategies used in directive utterances. The result of her research are, first that there are twenty four using bald on record, six positive politeness strategies, three negative politeness strategies. The second is because George tried to manage, sometimes manipulate, his directive utterances in order to convey them successfully and get his addressees fulfill his wants.

The second previous study was researched in 2014 by Bagaskara Widyan Shimatora from English Study Program Faculty of Humanities Dian Nuswantoro University Semarang with the title "Politeness Maxim used in Television and Internet Advertisements". The problems of this research are what politeness

maxim are used in commercial advertisements on television and internet, and what are the effects of the politeness maxims to the advertisement. The result of politeness analysis in Politeness Maxim used in Television and Internet Advertisements finds that are ten of Tact Maxim, six of Generosity Maxim, six of Approbation Maxim, one of Modesty Maxim, and seven of Agreement Maxim.

The differences between the previous studies above and this research are the object and the question of the problems in this research which is used by the writer. Although one of the problems in this research the same with previous research mainly about what types of politeness and the second research problems of this research talk about factors influence politeness. The purpose of this research is to see how politeness strategies use in movie, especially animation movie that watched by kids. They always imitate what they see such as the conversation.

According to rotten tomatoes best-reviewed animated movies 2016, the first rank is *Zootopia* with score 107.804%. *Zootopia* movie is a film by Jared Bush and Phil Johnston which was released at March 4, 2016. *Zootopia* movie is a mystery/crime film set in a city of *Zootopia* where there are a lot of animals. The researcher will analyze the use of politeness strategy in *Zootopia* movie and focus on the use of politeness strategies by Penelope Brown and Stephen C. Levinson (1987).

In this research, the researcher chose *Zootopia's* movie to be analyzed. There are some reasons of the researcher in chose *Zootopia* movie as the media in

this research. First, there are some strategies used by characters in *Zootopia* movie during communication process. And the second, the use of politeness strategies shows the factors that influence the characters used those strategies such as social different between characters in the movie.

## 1.2 Statement of Problem

Conversation has important role in a movie to explain the story. A conversation needs a strategy to make a comfortable on interaction between speaker and hearer. Politeness strategies are a set which used in conversation by speakers and hearers. In the conversation of *Zootopia* movie there are some politeness strategies used by the characters. The use of strategies itself are influenced by some factors. Therefore, the problems of this research are to find the use of politeness strategies and the factors in *Zootopia* movie. The research questions of this analysis are:

1. How are positive politeness and negative politeness strategies used by characters in *Zootopia* Movie Script?
2. What factors influence the characters to employ positive and negative strategies in *Zootopia* Movie Script?

## 1.3 Research Objective

Based on the research above, writer focuses on politeness strategies and the factors that influence on the use of politeness strategies in *Zootopia* movie. The research is aimed:

1. To analyze the politeness strategies that used by characters in *Zootopia* Movie Script.
2. To know the factors influence the characters to employ positive and negative strategies in *Zootopia* Movie Script.

#### **1.4 Research Significance**

The results of the research are expected to give contribution to the theoretical and practical uses of language.

1. Theoretically, the research findings are expected to enrich the comprehension and understanding of pragmatics learning, especially about politeness strategies in movie context.
2. Practically the research findings will be useful for,
  - a. English Lecturers

This study is expected to contribute to the teaching of pragmatics, especially on politeness in the context of family talk. Lecturers can use the findings of this study as an additional resource in Pragmatics subject.

- b. The students of English Literature

This research can be used as another reference for the students of English Study Program who want to conduct research on pragmatics, particularly based on the theory of politeness strategies in movie talk.

- c. Other readers

This research hopefully gives a preview of politeness in the context in the movie for other students.

d. Other Researcher

This research hopefully can help other researcher who wants to analysis politeness strategies in movie.

### 1.5 Definition of Key Terms

To make the readers understand the terms used in this research easily, the researcher would like to presents several definition of the key terms as follows:

1. Pragmatics : The study of those relations between language and context that are constructed, or encoded in the structure of a language. Yule (1996: 3) Pragmatics is study of speaker meaning, the interpretation of what people mean in a particular context and how the context influences what is said.
2. Politeness : Defined as a way to show awareness of another person's public self-image. The interaction there is a more narrowly specified type of politeness in order to describe it; we need the concept of face (Yule 1996: 60).
3. Face : Brown and Levinson (1987) said that face means the public self-image of a person can be damaged, maintained or enhanced through interaction with others, will respected (Yule 1996: 60). In faces, there are positive face is the need to be appreciated by others and to maintain a



positive self-image; and negative face is the right to get freedom of action and freedom from imposition.

4. Face-Threatening Act (FTA): The threat that is given to another individual's self-image. Yule (1996: 61) defines if a speaker says something that represents a threat to another individual's expectation regarding self-image.
5. Politeness Strategies : Politeness strategies are form hierarchies that will achieve higher-order goals. Strategies used to manipulate context (hedging, seeking agreement, identity markers). Where necessary we refer to the four highest-level strategies, such as bald on record, off record, positive politeness, and negative politeness as 'super strategies' (Brown and Levinson 1987: 92).
6. Positive Politeness : The positive politeness shows that the speaker recognizes the hearer has desire to be respected. According to (Brown and Levinson 1987: 101) said that Positive politeness is redress directed to the addressee's positive face, his perennial desire that his wants (or the actions/acquisitions/values resulting from them) should be thought of as desirable.
7. Negative Politeness : The negative politeness focuses on minimizing the imposition by attempting to soften it. According to (Brown and Levinson 1987: 129) Negative politeness is redress action addressed to the addressee's negative face: his want to have his freedom of action unhindered and his attention unimpeded.