

## CHAPTER I

### INTRODUCTION

In this chapter, the researcher discusses the background of this research, statement problems, research objectives, research significances, definition of key terms and organization of writing.

#### 1.1. Background

While doing social interaction, human must deliver their ideas to the other so that they can understand what people mean. In order to do that, people sometimes face misunderstanding, and if it happens people can be hurt. Language as a human communication tool must be clearly understood by the participant who will make conversation for avoid misunderstanding, not only by the means but by the context too, when and where the speaker communicates with the hearer. Human must pay attention to some aspects of it. The study that can explain about how to make good conversation is called pragmatics. It explains about cooperative principles and another one is politeness principles that will be a focus in this research.

In having to do the research about conversation, it cannot be separated with pragmatics. It has consequently, more to do with the analysis of what people mean by their utterance. Pragmatics is a branch of linguistics discusses what the structure of language as a communication tool between the speaker and the listener according to

the context. Yule (1996: 3) states that pragmatics is concerned with the study of meaning communicated by speaker and interpreted by listener. Pragmatics studies the structure of language externally about how the language used in the communication. (Wijana, 1996: 2). The meaning that assessed externally is bound context meaning (context-dependent). The units of language in a speech that could be explained if there is a context, the context of who is speaking, to whom the man spoke, how the state of the speaker, when, where, and what so that the intent of the speaker can be understood by other people. Pragmatic related to the non-truth conditional meaning aspects, it always consider to the context, dealing with aspects of meaning that is not looked up, but it worked out in the specific event and pragmatic relates to the uses of that meaning, so that it takes functional approach. In pragmatics there are an explanation about cooperative and politeness principles to makes good conversation.

In doing conversation the participant must follow some important rule in order to get the goals of it. The rules are called as cooperative principles and politeness principles. Cooperative principles is the principles that govern what is to be done by the participants so that conversation sounds coherent. According to Rustono (1999: 53) speakers that do not contribute to the coherence of conversation means that they do not following the principles of cooperation.

Another important aspect in communication is politeness, it generally related to the relationship between the two participants who can be referred as 'self' and 'others'. In order to maintain social harmony between them, a successful

communication needs what it is called as politeness strategies. According to Grice (1991: 38) the politeness principles related to the rule about things that are social, aesthetic, and moral in the speech act. So it is important to have the same perception about those aspects to understand politeness in order to make conversation successful. In addition Lakoff (2005: 5) states that politeness goes beyond positive associations, suggesting warmth and interest in the other person's welfare. It means that politeness should be understanding more to be applied in our conversation. A different perception of appropriate politeness strategies may lead to communication breakdown. So during cross-cultural communication, politeness is very important to understand. The view of politeness in pragmatics study has described by some experts. Among them are Leech, Robin Lakoff, Brown and Levinson. Politeness principles has some maxims, tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and the sympathy maxim. The researcher uses Leech's theory to do the analysis of this research.

In this research, the researcher tries to analyze the politeness maxims in the *Men in Black Movie*. It is a very popular movie which has both "black and white" as the main characters. The main characters in this movie are so talkative each other. It makes the researcher easier to finds the data which included to this research topic. The researcher is interested to analyze it because there are many different cultures in one population as well in one country. Sometimes the people have any perception about something, such as politeness. Especially in this research, the researcher focus

on politeness principles and hopes that this research is useful for someone who is not native speaker in understanding it. So that they can make good conversation and avoid misunderstanding with other people who use same language but they have different culture with us. Hence, this is the reason why the researcher wants to analyze it.

Many researchers have been interested in conducting research about politeness. The previous study is from Dina Rofi'atun Ni'mah (2009) who focused on analysis of maxims politeness find in The Prince and Me movie using Leech's theory. The other previous study is from Eka Subekti (2013) who focused on maxims politeness find in Oprah talk show with Lance Amstrong using Leech's theory.

As far as the writer knows, in some university there is no research that try to analyze about the differences between white and black American in using maxims of politeness on conversation. It makes the researcher interested to analyze it.

## **1.2. Statement of problem**

Conversation is the way to convey a purpose from speaker to hearer. To make a good conversation in the same language we must to follow some type of maxims politeness. The differences aspect of background between both characters in the movie can affect conversation through the use of maxims politeness. Based on the background above, there are some problems that can be formulated, as follows:

1. What types of maxims politeness are used by the white and black main characters in their conversation?

2. Is there any violation in the use of maxims politeness by the white and black main characters in their conversation?
3. What are the differences between the politeness and impoliteness performed by both main characters?

### **1.3. Research Objective**

Relevant to the background of the study above, the aims of the study are stated as follows:

1. To find out the types of maxims politeness are used by the white and black main characters in their conversation.
2. To find out violation in the use of maxims politeness by the white and black main characters in their conversation.
3. To find out the differences of politeness and impoliteness that performed by both main characters.

### **1.4. Research Significance**

Theoretically, the writer hopes that this study can add our knowledge, especially for English literature students about maxims of politeness theory and how to speak politely when we make conversation with someone who has different with us.

Practically, the writer hopes that the result of this analysis can make the reader understand and can choose the best words to build the sentence in conversation in order to avoid hurt feeling.

### **1.5. Definition of Key Terms**

To avoid misunderstanding, the researcher explains some terms that relate to this research, as follows:

- a. Pragmatics is concerned with the study of meaning communicated by speaker and interpreted by listener (Yule (1996: 3).
- b. Politeness principle is minimizing the expression of impolite beliefs, maximizing the expression of polite beliefs. (Leech, 1983: 81).
- c. Maxim is linguistics rule in lingual interaction. It governs an action, the use of language and it interpretations of the actions and utterances from the hearers. Maxim is also referred as a pragmatic form based on cooperative and politeness principle.
- d. Men In Black is an American popular movie that has three part. This movie consist black and white character as the subject of this research.

### **1.6. Organization of Writing**

Organization of writing in this research is divided into five chapters. The first chapter is an introduction that explains background, statement problems, research

objectives, research significances, definition of key terms and organization of writing. The second chapter is review of literature. It consists of pragmatics, Searle's illocutionary acts, Leech's maxims politeness, and Leech's pragmatic scales. The third chapter is research method. It consists of research design, sample of data, source of data, technique of collecting data and technique of analyzing data. The fourth chapter is research findings and discussions related to the statement of problems. It consists of the types of maxims of politeness and pragmatic scales. The last chapter consists of conclusion and suggestion.

