

CHAPTER I

INTRODUCTION

This chapter provides background of research information and rationale of the study. It is subdivided into four section, namely background of the research, statement of the problem, research objectives, and the last research significance.

1.1 Background of the Research

Language as means of communication always needed to convey various purposes in human activities, such as share thoughts, ideas, feelings, and especially to establish relationship with others. However, in human daily interaction, spoken language is used more because it can express directly easily to the interlocutors. Spoken language is not the same as written one. They have different characteristic features. Gerot and Wignell (1994:158) say that spoken and written language differ in a number of ways. Speaking and writing are manifestations of the same linguistic system but in general they encode meaning in different ways because they have involved to serve different purposes. In contrast, written language tends to be more independent of its immediate context. Spoken language is context dependent because it is usually in the same place at the same time when someone talks to each other, the language can depend in part on the context.

The good way of the speakers convey the utterance will occur when speakers are able to adapt the conversation in different context of situation, it depended on age, culture, gender, education, etc. In the certain culture, the speaker should produce the appropriate interaction, because they should obedient to the culture rule, in other way communication with different gender or with the same gender, the speaker should pay attention their utterances, because psychological gender between man and woman is different, and in degree of education determine the different communication, for the example the student should more polite in communication to the teacher. Based on situation in it

aspects, speakers try to avoid making the hearer uncomfortable, in order to convey the message and received well by the hearer, that will form an effective communication called politeness.

Politeness is universal that can be observed as a phenomenon in all cultures, and very important principle in language use. It may be defined as taking account of the feelings of others (Holmes, 1992:296), beside that, according to Brown and Levinson (1987:17), “politeness is how people behave in a way that attempts in considering of the feelings of their addressee”. It is the way of self strategies in communication to others, in order to received their meanings well. In the other way, politeness is a central force in communication, arguably as basic as the pressure to be truthful, informative, relevant, and clear (Grice, 1975). It can be concluded that politeness is communication process to have good impact on both the and the speakers and the environment. Self-awareness in every conversation is important determine the response of others.

Politeness changes over time based on the development of technology in globalization era. This is evidenced by human life that starts with simplicity, including in communication, so it often uses manners and politeness in their lives, and because of the passage of time, then there is a change to modern life because everything that can be solved practically. Utterance made in the communication of each society also change, as the language itself has dynamic characteristic depend on the use of its users. There is one phenomenon that will analyze by the researcher in this pragmatic study, where the beginning was appearance of a film entitled “*Greater Showman*” that aired in 2017 and takes the setting story in the 19th century. The film portrays a traditional life showed by their native and it has implications to the conversation. The film give us knowledge about the British culture in that time. Of course, it make researcher interest to know the difference of the positive politeness in 19th century and the film in 21st century, furthermore the researcher choose “Chappie” film, where times are changing with globalization era and continous of technology development.

In every context of situation, positive politeness always needed, as the purpose of communication is to establish relationship and receive that one of the

factors influencing an interaction is relationship to someone. Holmes (1992:296) says that one of the factors influencing an interaction is relationship to someone, especially solidarity. It means that being polite in behavior is important. Nevertheless, positive politeness is solidarity oriented. It means positive politeness has advantages to make the relationship more close and benefit one another.

Politeness include positive politeness principle has been learned for several times to find the benefit by the speakers and hearer in every context of situation. Since the field of the research based on the context, the findings of the research are different from one to another. In tis chapter will be described several studies related to the concept of politeness that become the reference, and materials to complete the research.

The first previous study focusing on all kind of politeness conducting by Nailah (2016) entitled “Politeness Strategy used by Main Character in transformer: Age of Extinction”. It has four kind of politeness strategy applied in that movie, where the researcher want to find all kind of politeness way based on Brown and Levinson’s theory. It is bald on record strategy that there is a direct possibility that the audience will be shocked or embarrassed, then positive politeness which satisfy the positive face of the hearer by approving or including the speakers as a friend or as a member group, next is negative politeness which presumes that the speaker will be imposing on the hearer, and the last is off record that uses indirect language and removes the speaker from the potential to being imposing. The results show that the utterance which mostly used by main character is bald on record. She found many reason why use those kinds of politeness which is influence by their feeling of emotion, environment, and situation when they applies this strategy of bald on record, it proposed to minimize the Face Threatening Acts (FTA) done by main character.

The second previous study is Politeness Strategies in Requests: The Case of Elfhoul Speech Community, by Nabila Elhadj Said (2010). This study is a sociolinguistic investigation into the ways in which Elfhoul Arabic speakers realize the speech act of request with reference to politeness strategies as proposed

by Brown and Levinson(1978,1987), and request strategies as patterned by Blum-Kulka (1989), where sixty participants among friends and neighbours who are asked to write what they say in the five situations using their own dialect. The findings show that the use of strategies differs from one situation to another according to the social distance and the degree of imposition of the request. The participants employ direct strategies and positive politeness when the the speaker and the hearer are equals in status, and even when the speaker has a higher status than the hearer to express solidarity.

The third previous study is Positive Politeness Strategies An Analysis Of Positive Politeness Strategy In The Film Entitled “In Good Company” (*A Pragmatics Study*) who was conducted by Ani Septyaningsih (2007). The film’s background is the daily life in a company and family. In the company people not only has their own position such as, superior (boss), subordinate, partner, client etc, but they also must face people with different characters too. The situation is mostly found informal situation. The researcher found 29 data containing 15 strategies of positive politeness. As a result it can be concluded that this strategy is redress directed to the hearer’s positive face. People try to increase familiarity increases, narrow the power gap, and use more informal language. It is usually seen in groups of friend, or where people in the given social situation know each other fairly well. It is usually tries to minimize the distance between them by expressing friendliness and solid interest in the hearer’s need to be respected (minimize the FTA).

The differences between this research and the previous study above are this study focused on comparative analysis of positive politeness in 19th and 21st century society which analyzing in two films, there are *Greatest Showman* and *Chappie* film.

In order to understand more about positive politeness strategy, and compare it in 19th century and 21th century films, the researcher intends to conduct a research entitled **POSITIVE POLITENESS STRATEGY IN THE SETTING 19th CENTURY SOCIETY AND 21st CENTURY SOCIETY A Comparative Study in two Films (*Greatest Showman* and *Chappie*).**

1.2 Statement of the Problem

Based on the background above, this study is done to answer the following questions:

1. What are types of positive politeness strategies used by main character in the setting 19th and 21st Century society film (*Greatest Showman* and *Chappie*)?
2. What are factors affecting character choice positive politeness strategy in the setting 19th and 21st Century setting society (*Greatest Showman* and *Chappie* film)?

1.3 Research Objectives

In relation to the formulation of the problems, the objectives of the research are as follows:

1. To find out the types of positive politeness strategies by main character in the setting 19th and 21st Century society (*Greatest Showman* and *Chappie* film).
2. To find out factor affecting character choice positive politeness strategy in the setting 19th and 21th Century society (*Greatest Showman* and *Chappie* film).

1.4 Research Significance

The result of this research is expected to contribute to the field of education or in language use and the field of science. This research give two contribution, there are theoretically and practically.

Theoretically, this study can give a contribution in the field of linguistics especially in matters of positive politeness applied when talking to others. Practically, this study is expected to provide basic science, according to a researcher in analyzing strategy of positive politeness or manners deeper. For a student, this research is expected can provide understanding to people a lot about the positive politeness strategy and this research can help readers and researchers in knowing positive politeness strategy.

1.5 Definition of Key Terms

To avoid misunderstanding and misinterpretation between the researcher and the readers. The following key terms are defined:

Pragmatics: study of language which applied in communication and notice context of situation

Politeness: The manners of someone convey anything when being interact between each other, politeness also can be defined as a tool to know courtesy when being interacted or when are doing conversation.

Positive politeness : The manner to show that the hearer has a desire to be respected. It also confirms that the relationship is friendly and express group reciprocity. as the purpose of communication is establish relationship and solidarity.

Utterance: The spoken word, statement, or continous piece of speech beginning and ending with a clear pause.

Positive Politeness Strategy: The strategy to satisfy the positive face of the hearer by approving or including him as a friend or as a member group.

19th Century: An era where technology has not developed rapidly, the society still maintain a culture and manners that are still inherent, and very concerned about social class.

21st Century: An era of globalization where technology has developed rapidly, communication activies can be carried out more easily and practically with technological sophistication, thus becoming a challenge for the community in maintaining the norms of communication.

Comparative Study: The research conducted by comparing equation and differences as phenomena to look for factors or situation that cause differences or similarities.