

CHAPTER I

INTRODUCTION

This chapter presents an overview of this study. It consists of background of the study, statement of the problem, objective of the study, significances of the study, scope and limitation of the study. Those are important to describe this study generally.

1.1 Background of study

Humans are social creatures who cannot live alone and always have dependencies with other human. They always have a tendency to interact with other people in their life and the main feature of human social life is talking or having conversation with others. Conversation itself can mean that people talk to other people with the aim as a form of socialization and interaction with others in their life (Have, 2007: 4). Having a conversation becomes a very common activity for humans because they can convey their information and understanding to others and create interaction in society.

In addition, to make conversations run well and effective, people must be able to convey their message clearly and make it easy for others to understand what they are saying. The study of how people interact with others and use language to create conversations is known as conversation analysis and will henceforth as CA.

According to Schegloff (2007) conversation analysis (CA) is an analysis of speech exchange systems that usually occur between a person and others, either

face-to-face or through communication media that are common in human daily life and this is known as talk-in-interaction.

The purpose of conversation analysis is to understand how people manage their daily conversations by paying attention to every part of the conversation, every action and checking what the speaker seems to do when they communicate with other people in their life. When people do their conversation they produce words to convey what they want to say, and it is called an utterance. An utterance consists of complete communicative elements spoken by a speaker in conversation, which consist of words, phrases, clauses and clause combinations (Carter & McCarthy, 2006: 177).

In conversation there is an adjacency pair that is composed of two utterances by two speakers. Adjacency pairs have two parts; those are first pair part and second pair part. The first pair part will provoke an utterance and the second pair part will give a response from what the first pair part said. Furthermore, Schegloff (2007: 14) states when the speaker has produced a first pair part he or she should stop speaking and the next speaker should produce a second pair part at that juncture. These paired utterances are referred to as adjacency pairs.

When doing conversation the speakers will take action to manage their role and make their conversation run well. When speakers take action to manage their role it is called as turn taking. Turn taking is an exchange system of how two speakers select their role in conversation that when someone is talking, after the first speaker speaks they can give another speaker a turn, or another speaker can take their own turn to speak (Schegloff, 2007).

Moreover, when people do conversation after they are conveying their utterances they need agreement and disagreement response from the other speaker. Agreement and disagreement responses are called as preference organization which consists of preferred and dispreferred response (Sidnell 2010). Preference organization is the next answer after the first pair part deliver utterance. Every first pair part need a response from second pair and the response called as preference organization and consist of preferred response (agreement) and dispreferred response (disagreement).

Preference organization either preferred or dispreferred response has several features; those are acceptance and refusal response, agreement and disagreement response, expected answer and unexpected answer response, denial and admission response. for example if the first speaker give assessment to second speaker and the second speaker give agreement respon for what the first speaker said, the agreement respon that produce b the second speaker called as preferred response. The response comes after the first pair part utterances. According to Schegloff (2007) to find out the accurately response of preference organization is depend on the strategies of preferred and dispreferred response. Strategies of preferred response are simple and no delay. Meanwhile, dispreferred response has four strategies those are mitigation, elaboration, default, and positioning.

Preference organization occurs in everyday spoken interaction of human such as conversation between teacher and student, conversation between parent and children, conversation in talk show, or conversation in movie by

investigating script of the movie. Many movies exist in this world and each movie surely contains spoken conversation by the cast but the conversation is different from the natural conversation in daily life. In movie the conversation is designed based on the script, the character should follow the script to give the preferred and dispreferred response. The conversation in the movie can be analyzed through preference organization. Therefore, preferred and dispreferred responses in movie are interesting to be analyzed.

Then, the movie that interesting to analyze is *Brave* movie by Walt Disney. This movie was produced by Walt Disney Movie released on 22 June 2012 and aired all over the world. Walt Disney Movie carrying the theme of the ancient kingdom which has a pair of king and queen also a princess and three princes. This movie is about Princess Merida, she is the first born daughter of Scottish King Fergus and Queen Elinor, she is a skilled archer who wants to carve out her own path in life. Her defiance of an age-old tradition angers the Highland lords and leads to chaos in the kingdom. Merida seeks help from an eccentric witch, who grants her an ill-fated wish. Now, Merida must discover the true meaning of courage and undo a beastly curse before it's too late.

The reason why the writer is interested in analyzing *Brave* movie and script is because the movie provides preferred and dispreferred response. And the second reason because this is a famous movie in 2012. According to STANDS4 Network website written that *Brave* movie is Pixar Walt Disney Movie's 13th animation work follows the other Walt Disney Movie at the top of the United States box office chart. *Brave* movie won an income of USD 540

million or equivalent to Rp. 7,3 Billion. This movie also wins 1 Oscar trophy as the best animation movie.

Hence, from the above explanation, the writer focus on analysis preferred and dispreferred response in *Brave* movie based on the conversation uttered by princess Merida because princess Merida is the main character and she is the hallmark or icon of this movie. Then, it is to understand the conversation that contains preference organization or preferred and dispreferred response from the movie.

1.2 The Statement of the Research Question

According to background of the study, the research questions are formulated as follows :

1. What are the features of preference organization used by Merida in *Brave* movie ?
2. How are the strategies used by princess Merida in uttering preference organization in *Brave* movie ?

1.3 Objective of the Study

1. To describe feature of preference organization used by Merida in *Brave* movie.
2. To explain strategies used by princess Merida in uttering preference organization in *Brave* movie.

1.4 Significance of Study

The significance of this study is expected to provide both theoretical and practical benefits. The theoretical contribution of this study is expected to enrich understanding about conversation analysis especially for preference organization, type of preference organization that are used in movie. Meanwhile, practically this study can be guideline or reference for other students to conduct analysis in the similar topic.

1.5 Scope and Limitation of the Study

Based on the background of the study above, the scope of this research focuses on analyzing preference organizations, explaining types of preference organizations in the *Brave* Film Script by using the theory proposed by Levinson (1983) which presents four types of preference organizations, namely: acceptance and refusal, agreement and disagreement, expected answer and unexpected answer and finally denial and admission.