

## **CHAPTER I**

### **INTRODUCTION**

This chapter present sub chapters, namely background of the study, statements of the research problems, objective of the study, significance of the study, scope and limitation of the study. All of these parts are important to be discussed as the introduction of the study.

#### **1.1 Background of the Study**

Communication is a way to interact with others. It is very important aspect in our daily life because by doing communication people can convey information or express something to other people. In order to say something, a person has a certain purpose such as a good communication depends on the convention of the speaker and the interpretation of the hearer. The speaker utters the utterances to the hearer, while the hearer will recognize what the speaker means by saying utterances. When they do communication, both the speaker and the hearer should understand the thoughts, feelings, and desires. In every interaction, people have different ways to deal with each other. When they speak, the speaker may have a different way depending on the social status of the hearer. The case of social status in communication is a thing that brings an effect to politeness.

Politeness is used in daily conversation and act, either in formal or informal situation. People should pay attention to politeness strategies when they talk with others. Yule (1996) mentions that “politeness in an interaction can be

defined as the means employed to show awareness of another person's face" (p. 60). It means that politeness is used to show an awareness and respect to another person's face. Face refers to self-image of an individual. It can show the respect to an individual and establish relationship in a public or a private situation.

Politeness means what people think of an appropriate behavior in particular situations in an attempt to achieve and maintain successful social relationship with others (Lakoff, 1972, p. 910). It is important in people's life because someone's personality can be judged and seen through politeness. In additional information, politeness also means speaking to people appropriately in the right place and time. People must be aware of the context when they speak and then be able to determine that politeness strategies are the best to be applied in a context.

The meaning of polite is being aware to another person's face. Yule (1996, pp. 61-62) argues that there are two face; positive face and negative face. Positive face is the need to be accepted, even liked, by others, to be treated as member of the same group, and to know that his or her wants are shared by others. While negative face is the need to be independent, to have freedom of action and not to be imposed on by others. Sometimes, someone makes FTA (face threatening act) in their communication, because they do not know the strategies being polite. According to Yule (1996, p. 61), If speaker says something that represents a threat to another, it is described as a face threatening acts (FTA). Meanwhile, Brown and Levinson (1987) also define that "FTA is the acts that infringe on the hearer's need to maintain their esteem and their need to be

respected” (p. 60). Therefore, both the speaker and the hearer are suggested to respect to another face want and politeness used in effort to reduce face threatening acts.

The writer chooses politeness strategies proposed by Brown and Levinson (1987) as the theory of the analysis because this theory is appropriate to fulfill the writer needed. The theory consists of Politeness strategies, sub-types of politeness strategies and social factors. Politeness strategies are important to use in daily life. So, someone needs to learn politeness strategies to understand when they speak appropriately in the right time and place. The writer is interested to analyze *Beauty and the Beast* movie as source of data because the movie is very popular. The duration of this movie is 02:09:16. So, after watching the movie, the readers understand the context such as setting, characters and others. But, they do not know which politeness strategies used in the movie. So, the readers need to understand what the strategies used in this movie, and the readers can learn how to use politeness strategies in their life. This movie is the first analyzed in politeness strategies with different analysis. The limitation of this study is the utterances produced by the main characters in *Beauty and the Beast Movie*. The main characters of this movie are Belle as Beauty and Prince as the Beast. The example of politeness strategy is below;

Belle : Daddy, do you think I'm odd?

Belle Father : Odd? My daughter? Odd? Where did you get an idea like that?

Belle : I don't know. People talk.

Bell father : People mocked her. Until the day they all found themselves imitating her.

The example above can be categorized form of positive politeness strategy. This can be seen from the repetition of the word ‘odd’ to seek agreement. Repetition is agreement which is stressed by repeating part of what the speaker said in a conversation before.

Furthermore there are 4 types of politeness strategies. They are bald on record, positive politeness strategy, negative politeness strategy, and off record strategy. They will be explain in chapter II.

## **1.2 Statement of the Research Problems**

The research questions are formulated as below:

1. What are types of politeness strategies used by the two main characters of *Beauty and the Beast* movie?
2. What factors influence the main characters to use certain types of politeness strategies in *Beauty and the Beast* movie?

## **1.3 Objective of the Study**

Based on the statements of the problems above, the objectives of this study are:

1. To find types of politeness strategies used by the two main characters of *Beauty and the Beast* movie?
2. To explain factors that influences the main characters to use certain types of politeness strategies in *Beauty and the Beast* movie.

#### **1.4 Significance of the Study**

The study is expected to give both theoretical and practical contributions. Theoretically, the results of this study are expected to give understanding about types and factors of politeness strategies. Practically, it gives benefit to all readers especially students of English Department. This study gives and helps the readers to understand the use of politeness strategies when they communicate with other.

#### **1.5 Scope and Limitation of the Study**

The scope of this study is in the field of pragmatics. This study is concerned politeness strategies used in *Beauty and the Beast* movie. In addition, this study focuses on the types and factors of politeness strategies influence the two main characters of *Beauty and the Beast* movie. Furthermore, the limitation of this study is the utterances produced by the main characters in *Beauty and the Beast* movie, they are Belle as Beauty and the Prince as the Beast in which their utterances contain politeness strategies.