

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is something unique and interesting to know. Everyone needs a language to communicate with others. When we master a language, we can speak and do everything we want easily. People will live comfortably with others when they understand others' language. They can live closely each other also because of understanding language. Based on this fact, experts sometimes call language as a means of communication.

Language is very important in communication. Our words are understood by others and others' words also understood by us. This means that we have the capacity to produce sounds that signify certain meanings that will be understood and interpreted by others.

People should pay attention to several rules or factors in having a conversation with others. In order to achieve a goal of a certain conversation and to establish a meaningful communication, a person sometimes applies communication strategies. One of the strategies is applying politeness. People who are trying to maintain social relation in the society surely need politeness communication strategies.

Politeness cannot be perceived from a certain dimension only. It should be accessed through relevant social dimensions and factors in all societies, such as social status of speaker, hearer and social distances. Politeness shows respect and

awareness during speaker's interaction with others. Polite utterances produced by a speaker in a communication are much influenced by social factors such as age, position, sex, status, the rate of closeness, etc. Speakers who see themselves possessing a lower status tend to utilize politeness to the people possessing a higher status. In this case, the speakers might use some polite remarks such as forms of address which is included the title Mr, Mrs, etc. Friendship, closeness, and the equality of status, are another several factors which are oftenly negotiable during interaction. In this case, speakers tend to ignore politeness rules in their communication.

The use of politeness can be found in any places around us, everyday, every where, and every time. In films (as the area which are being discussed by this thesis), politeness usages are also commonly found. Films and movies are sometimes used interchangeably, but film is more often used to refer to artistic, theoretical, or technical aspects of studies in a university class, Movies more often refers to entertainment or commercial aspects, as where to go for fun on a date, while films are more general (Hagener, Malte, & Töteberg, Michael (2002). So that why the writer uses the word film not movie in this research.

Films are considered as mass media, because they are massive tools that are used to deliver important messages to the viewers. Films as mass media are able to tell and retell about histories in the past, to give major motivations for the rising generation, and to forecast what will happen in the future by providing information about the improving future technology. Films are able to cover to wide scope of audiences, disseminate messages to influence, and to persuade

audience under the theme of entertainment. Films have the ability to capture the attention of the mass and affect them by broadcasting persuasive languages.

The actions of actors or actresses like utterances, language styles, etc, in films have great deals to persuade viewers. Viewers often watch film just for entertainment and because of this, they commonly careless to protect their family from the probability of negative effects which might appear. Viewers often ignored the messages of the film. The impact of the film could insensibly change the viewers behavior.

Not many films can bring positive impacts to the viewer. One of the films that is considered bringing positive this impact is Gulliver's Travels. Gulliver's Travels is a kind of film that provides a great chance for the main character to utter politeness expressions. Moreover, this film shows not only sense of fantasy comedy, but also many social conflicts and represents resistance and critic to corruptors and politicians. (Novels for Students, ©2012). It aims to tell satire of the political events in some states. Those are the important messages that viewers can get from Gulliver's Travels film.

There have been a number of valuable studies of politeness principles such as by Rofi'atun Ni'mah, 2009; Sin, 2009; Akutsu, 2009, all of which present evidence on a number of the implementation of politeness principles in conversations. However, none of these studies provides a picture of the implementation of politeness principles in Gulliver's Travels film.

Related to those matters, Gulliver's Travels film is chosen to be analyzed in this study. This choice is in line with the topic of this study which is politeness strategies in this film.

1.2 Statements of Research Problem

Based on the background above, the statements of research problems are formulated as follows: "What are characteristics of politeness strategies used by Lemuel Gulliver in *Gulliver's travels film*"?

1.3 Objectives of the study

Based on the problem statements of the study, the objectives of the study is to explain the politeness strategies characteristics used by Lemuel Gulliver in film *Gulliver's Travel*

1.4 Significance of the Study

This study is expected to provide theoretical and practical benefits. Theoretically, the result of the study supports the theory of pragmatics about politeness strategies. Meanwhile, practically the result of the study is able to add the viewers' knowledge, raise the viewers' consciousness to apply politeness in daily conversations.

1.5 Scope and limitation

This study focuses on pragmatics especially politeness strategies which are used by Lemuel Gulliver in *Gulliver's travels* film. The writer focuses on politeness strategies. The limitation of this study is on Lemuel Gulliver's utterances which contain politeness strategies in *Gulliver's travels* film.