CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Communication has an important role in our life. According to Gartside (1986:1) communication is the art of sharing anything. In its vital sense, it means a sharing of ideas and feelings in a mood mutual understanding. We adapt our conversation to different situations. For example, we can easily say something that would be seen discourteous among strangers or among our friends and we avoid over formally with our friends. In both situations above, we try to avoid making the hearer embarrassed and uncomfortable.

Story has been the foundation of rituals that empower both individual and collective values since society began. Story provides both identity and standards to live by and is thus essential to our well being. It serves as a mirror reflecting who we are and what we believe in. It is soul which gives meaning to both life and art.

Normally in a real life, polite language is generally used by good people and impolite language is used by bad people. This phenomenon also happens in movies stories. Movie is the reflection of life. Some of the scenes in the movie represent the reality of life. The conversations between the characters in the film are the portrait of the real daily people conversations. People can learn many beneficial things by watching movie since it is one of many other ways to transfer the knowledge.

1

Sadistic, cruel or brutal characters in movies occasionally employ rude and impolite words or expressions. This phenomenon did not occur in the film "The Silence of The Lambs". The psychopathic killer, Dr. Lecter, performed polite words and expressions. The examples of his utterances were as the following:

> DR. LECTER: "Closer, please... Clo-ser..."
> CLARICE STARLING: (Clarice does not answer but she follows Dr. Lecter instruction)

In this scene, Dr. Lecter wanted to see the officer's credentials and she held it up for his inspection. Although the antagonist, Dr. Lecter, had used politeness strategy, namely *bald on record*, but his utterance did not seem to be polite to the hearer's perspective. She showed her fear when she talkd to him.

In another example, Dr. Lecter instructed Clarice to sit in the chair in front him. He talked slowly behinds his bars but Clarice seemed to be very afraid although he spoke slowly to her. He used *bald on record strategy*.

> DR. LECTER: "Mmmmm... That's rather slippery of you Officer Starling. Sit. Please".
> CLARICE STARLING: (Clarice replies nothing but she follows the instruction).

The dialog in another scene was described as the officer, Clarice Starling, rolled him the questionnaires, in his sliding food tray. Dr. Lecter rose, glanced at it, turned a page or two disdainfully. He used *negative politeness strategy* called *minimize the imposition* by using the word "little" in his utterance.

*DR. LECTER: "Oh, Officer Starling... do you think you can dissect me with this blunt **little** tool?"*
CLARICE STARLING: "No. I only hoped that your knowledge".

Although Dr. Lecter employed some politeness strategy in his utterances, he was not really polite anyhow. He expressed something politely but ironically the hearer felt uncomfortable when she talked to him. In pragmatics, the utterances of the antagonist contained impoliteness although he expressed the utterances politely.

People generally behave in accordance with their expectation concerning their public self-image or face wants to be respected. Face means public self-image of a person; it refers to the emotional and social sense of self that everyone has and expects everyone to recognize (Yule, 1996:60). Face has two aspects, positive and negative.

An individual's positive face is reflected in his or her desires to be liked, approved of, respected of and appreciated by others. While an individual's negative face is reflected in the desire not be impeded or put upon, to have the freedom to act as one chooses (Thomas, 1995:169). Therefore, people in their relationship need to preserve both kinds of faces for themselves and the people they interact with the politeness utterances.

According to Brown and Levinson (1987:65), certain kinds of acts intrinsically threaten face, namely those acts that by their nature run contrary to the face want of the hearer and / or of the speaker. For example, the hearer's positive face will damage when the speaker insulting the hearer, and also the hearer's negative face will damage when the

speaker order the hearer. It also could damage the speaker's own positive and negative face for example, when the speaker admits that he has failed in his job and when the speaker offers help to the hearer. In order to avoid or minimize to reduce the possibility of damage to the hearer's face or to the speaker's own face, he or she may adopt certain strategies.

Brown and Levinson sum up human politeness behavior in four strategies among them are *the bald on record strategy*, *the positive politeness strategy*, *the negative politeness strategy*, and *bald off record strategy*. Furthermore, the research is aimed to analyze the politeness strategies based on Brown and Levinson's politeness strategy in a film.

There are some international journals which gave the contribution to this study. First, the journal of Politeness Strategies in Email Exchanges in Persian written by Izadi and Zilaie (2012). This study aimed to report on the most frequent positive politeness strategies employed by a group of Iranian Persian speakers in their email compositions to their close and fairly close friends. The results indicated that positive politeness strategy "group identity markers" and "give gifts to H" were the most dominant strategies in the email exchanges. It is hoped that the results could foster ways for intercultural computer mediated communication by introducing the commonest politeness strategies in Persian email exchanges.

Another article is The Application of Politeness Strategies in English and Chinese Movie Reviews by Mu (2015). Under the framework of Brown and Levinson's politeness strategy theory, this research explored the differences in the application of positive and negative politeness

strategies in five English and five Chinese movie reviews. Both quantitative and qualitative differences were found. English reviewers used politeness strategies more frequently than Chinese reviewers. Top five positive politeness strategies used by English and Chinese reviewers are the same. However, as for negative politeness strategies, there are slight differences between English and Chinese reviews. English reviews use more *questions*, *nominalizing*, *impersonalizing*, *minimizing the imposition*, and *being pessimistic*. However, instead of *impersonalize S and H*; Chinese reviews tend to *state FTA as a general rule*. Also, the order of top five negative politeness strategies is different between English and Chinese reviews.

In addition, English reviews use more positive politeness strategies like *notice*, *exaggerate* and *offer* than Chinese reviews. Chinese reviews use more *in-group identity markers*, *jokes*, and *give more reasons*. When comes to negative politeness strategies, English reviewers try to *minimize the imposition*, *impersonalize S and H*, and *nominalize* when writing. However, Chinese reviewers use more *hedges*, *apologize more*, and try to *state the FTA as a general rule*. Those differences may be caused by several possible reasons, including three main aspects: cultural differences, different educational style, and different language systems.

The two journals above have given contribution on the theory of politeness to this research with the different object.

1.2 The Problems of the Study

Based on the research background above, the research problems were as follows:

1. What kinds of politeness strategies used by the antagonist and protagonist characters to express their utterances?
2. How were the strategies used by the two characters?
3. Why did the two characters employ politeness strategies?

1.3 The Objectives of the Study

In line with the problem statements, the research objectives were:

(1) to investigate the kinds of politeness strategies which were used by the antagonist and protagonist characters when they expressed their utterances.

(2) to explain how the strategies were used by the two characters.

(3) to know the reasons of those characters in employing politeness strategies.

1.4 The Scope of the Study

There are four politeness strategies proposed by Brown and Levinson (1987), among them are bald on record, positive politeness,

negative politeness, and off record. The object of this study was politeness strategy.

1.5 The Significance of the Study

The result of this research was expected to give some benefits as follows:

1. Theoretically:

   To give further information about the study in the topic concerned so that it would be beneficial for developing this topic.

2. Practically:

   a) To the researcher: this study would enrich the understanding about the politeness strategy that was actually faced every day so that this strategy could be applied appropriately in order to make the conversation run in harmony.

   b) To the readers: this study would be beneficial for the similar studies in the future.