

CHAPTER I

INTRODUCTION

A. Background of the Study

Language is a method for communicating with other people that uses sounds, symbols, and words to communicate or convey a concept, idea, or thought. Human and language According to Weiten (2007:10), there are symbols in every language that convey meaning. As a result, those symbols assist language users in conveying their messages through their utterances. In language there are elements that refer to the development of communication, such as communication has an important role in society. Conversations made by speakers and hearers have different meanings and purposes.

Communication occurs in practically every part of life, and it is used in social aspects such as relationship with others, religion, politics, economy and culture, and in communication between individuals. Furthermore, language is used in entertainments, such as movies, musics and scripts. Therefore, despite of linguistic goal, the language employed inside them is clearly supposed to reflect the creator's objective. It intention that the use of language is influenced indirectly by linguistics. In order to connect with people, we must use language in our daily life. In reality, there are numerous components that people should learn when using a language. According to Wang (2010:121), speakers must be able to adopt numerous communicative approach in order to maintain great relationship

between both interactants, as well as apply methods to construct a successful conversation. These are also known as the politeness strategies.

We can express the meaning of our language directly with an explicit meaning or indirectly with an implicit meaning when communicating. Certain elements or aspects influence our speech, either directly or indirectly. One of them is politeness. Through general, politeness appears in indirect communication. In reality, an utterance's indirectly or directly level is relative. This can be illustrated with examples of direct and indirect utterances. (1) "Answer the telephone" is an sample of direct speech, while (2) example of indirect speech is 'could you possibly answer the telephone?'. In both models, the low politeness value is number (1), whereas example (2) has a high politeness value.

Conversations that have no direct connection between structure and meaning or, as in the (2) example, can also be described as small talk is words that has a high level of politeness value. In difference to example (1), which has a straight relationship between the structure and its meaning or without further ado, the value of politeness is low. This is an interesting issue for the reseracher to discuss in this study.

In communicating, the element of politeness is one of the important aspects that must be raised. This politeness is useful for creating good relationships and communication in social interactions between speakers and speech partners. Politeness is one aspect of interacting which is intend to create respect for other people. By bringing up the element of politeness in

communicating, people can further strengthen their social relations and both can respect each other's self-image.

Politeness can be found in *Mulan* movie 2020 which will be the data to conduct research on politeness in the movie. Mulan as the main character apply this politeness strategy in particular work together with other characters in increasing unity or cooperation in work, especially to save the kingdom from witch and bad guys attack.

Politeness strategy example in *Mulan* movie is the line when Zhou shouted for Mulan, he said "Mulan! Listen very carefully." Based on the line, it contain politeness strategy which called bald on record strategy. This strategy expresses an emergency and the sentence is in the form of an assignment or an instruction. Zhou shouted for Mulan to stop chasing chickens because chasing chickens was not something that natural for women at the time. Mulan should keep her attitude as a girl but she doesn't listen to her father.

The writer, on the other hand, chose Brown and Levinson's theory. Eventhough its not the first theory, Brown and Levinson's theory is clearly the most influential, as seen by the applications, critiques, alterations, innumerable reactions, and revisions that their book has inspired and still does. Both the speaker and the hearer have a positive and negative face in conversation, according to their publication *Politeness: Some Universals in Language Usage*, and the face should be maintained.

Face is the self image public that each member aspires to claim for himself, according to Brown and Levinson (2002:23). There are two sides to this face: positive and negative.

Negative face: the want of every "competent adult member" that his actions be unimpeded by others. Negative face means a person's desire not to be disturbed by others, to be independent and to have freedom of action, for example in a meeting, a leader believes that his decision is the best and he does not want his decision to be rejected by others will.

Positive face: the want of every member that his wants be desirable to at least some others. Positive face means a person's desire to be appreciated and accepted by others, for example when getting dressed, when someone wears certain clothes and asks other people's opinion, they want that person to be happy to see them in these clothes, and even want the person to praise her.

In short, Brown and Levinson include 5 kind of strategies as follows (1) Bald on record, (2) Positive politeness, (3) Negative politeness, (4) Off record, (5) Don't do FTA. The fifth strategy is not included because it does not pose a threat to one's self-image so that participants in the end do not say anything. These four strategies are referred to as 'superstrategies'.

The author chooses movie as a medium to analyze and understand politeness strategy. A movie is a story that is similar to a drama. It is a piece of performance art or a story in which the characters are portrayed by actors. According to Hornby (2006:950), movie means a series of moving picture recorded with sound that tells story, shown at cinema/movie. Movies can depict

events from the real world. In addition, the movie contains the elements necessary to analyze politeness strategies, namely dialogue, characters and setting. Movie, as the data used in this study is also an easy-to-understand medium as people generally enjoy watching movies and are more effective in learning politeness strategies in situations or contexts associated with conversation.

A movie, as a form of artistic expression, places a lot of demands on its audience. Movies, in example are made by foreigners, specifically by the Hollywood industry, which has mastered cinema networks all over the world. The story is unique within itself, in this case, the author highlights the *Mulan* movie. *Mulan* is a 2020 American fantasy action-drama film produced by Walt Disney Pictures. Directed by Niki Caro, it is a live-action adaptation of the 1998 Walt Disney Animation Studios film of the same name based on the Chinese folk tale “Ballad of Mulan”.

Mulan movie not only wants to entertain but also conveys the message of women’s emancipation. There are many researchs about *Mulan* movie for example research about Feminisme, Stereotypes, Gender Equality, Female masculinity. This action movie has a communication that is intended to bring up a politeness strategy. In this topic, the researcher choose to analyse the politeness strategies use in *Mulan* movie.

Different from the discussion of others researchers, politeness is an interesting topic to study in the *Mulan* movie. In this study we will find how *Mulan* use politeness when she talks to her family, to her friends when she diguised as a man, to the royal family in case to protect the kingdom from the bad

people. In addition, this movie is a popular both in the national and international so that people know about this movie. The directors also successful in conveying the writer's emotions in the movie.

B. The Problem of the Study

Based on the explanation on the background above, the problems of the study are formulated as follows:

1. What are the politeness strategies used by the main characters in the *Mulan* movie?
2. How are the different politeness strategies used by the main characters to the other characters in *Mulan* movie?

C. The Objectives of the Study

Based on the problem study above, the objectives of the study are formulated as follows:

1. To explain how the politeness strategies used by the main characters in the *Mulan* movie.
2. To explain the differences politeness strategies used by main character with the other characters in *Mulan* movie.

D. The Scope of the Study

Scope of study is very important in preparing thesis so that the research is more focused on the topic that will be discussed. In doing the analysis, the writer

needs to limit the fields that are going to be analyzed to make sure that the analysis is not out of context. By using Brown and Levinson politeness theory, this research is focused only to analyze how politeness strategies used by the main characters and how the different politeness strategies used by the main character with the other characters in *Mulan* movie.

E. The Significance of the Study

The findings of this study are expected to benefit both theoretical and practical application of language.

1. Theoretically, the findings of this study are intended to improve knowledge and comprehension of linguistic learning, especially the politeness strategies provided by Brown and Levinson will be useful for:

- a. English Department

The researcher expect that his study can contribute to the field of sociolinguistics, specifically in the context of politeness strategy and provide the base in analyzing the politeness strategies more deeply.

- b. English Lecturer

This research is expected to benefit English lecturers. It could be use as a teaching tool for them to teach linguistics, particularly sociolinguistics. It is appropriate for usage because it includes examples of politeness strategy as well the elements that influence strategy selection.

c. English Department Student

This study can be used as reference for English Study Program students who want to conduct research on Brown and Levinson's theory of politeness strategy especially in the movie analysis like *Mulan 2020*.

d. Other reseachers

This research will hopefully be useful to other academics that are interested in politeness studies. Before doing the study, it is hoped that it will expand their understanding of politeness.

2. Practically, the findings of this study will be useful for movie script writers, producers, movie activist and other people who are interested in studying the politeness strategy because there are a lot of things that can be discussed about linguistic especially politeness strategies in the different discussion and point of view.