

CHAPTER I

INTRODUCTION

This chapter deals with background of the research, statement of problem, research question, research objective, research significance and definition of the key terms.

1.1 Background of The Research

As human being people communicate with others by using language. Communication is defined as “A *process by which information is exchanged between individuals through a common system of symbols, signs, or behavior <the function of pheromones in insect communication>; also: exchange of information* (merriam-webster.com/dictionary). In certain context the speakers will choose the strategies to have polite conversation. People use politeness strategies in order to get their conversation run well and go smoothly. Brown and Levinson (1978:90) state, “*recognize what people are doing in verbal exchange (e.g. requesting, offering, criticizing, complaining, etc.) not so much fun by what they overtly claim to be doing as in the fine linguistics details of utterances*”. It means that not only speaking in fine language but also considering other’s feeling are important. In other words, speaking politeness involves taking account of the other’s feeling and being polite person means that s/he should make others feel comfortable.

Being polite is a complicated matter in any language. It is difficult to be learned because it involves understanding not only the language but also the social and the cultural values of the community. Moreover, language cannot be separated from the community who use it. Using language must be appropriate with the social context of the speakers. The speech between individual or unequal rank (due to

status in organization, age, social class, education, or some other factors), for example, is likely to be less relaxed and more formal than between equals. Moreover, the speech will be relaxed whenever it happens between individuals with the same or equal ranks.

Politeness itself is socially prescribed. This does not mean that we must be polite. Impoliteness, then, depends on the existence of standards, or norms of politeness. It means that the determination of whether someone is considered polite or impolite depends on to whom one communicates or converses. The society will possibly consider whether he or she is polite or impolite. In this case, politeness is socially prescribed. The society's norms and rules will determine whether one is polite or impolite.

Politeness strategies are used by people to ensure a smooth communication and harmonious interpersonal relationship in non-hostile social communication. Those strategies are used for calling forms of oral and written communication. People can communicate in written by many kinds of medium; one of them is in novel form. The phenomenon of politeness strategies can be encountered in any context of conversation. Novel as the subject of this research serves conversations in which the politeness strategies occur. Nicholas Sparks's novel, particularly *A Walk to Remember* is interesting subject to analyze. Story about love is always interesting to know. It is about happiness, sadness, madness, and happy ending.

The novel was published in the fall of October 1999 in hardcover print, and later in paperback edition (<http://www.wikipedia/awalktoremember.com>). It spent nearly six months in the best-seller list on hardcover, and an additional four months on paperback. The novel is number 12 on their list of 1999 Bestsellers Fiction. A

Walk to Remember was adapted in the film of the same name, becoming Sparks' second novel adapted to the big screen after *Message in a Bottle* in 1999. Sparks sold the film rights to Warner Bros in December 1998, months before the publication of the novel.

This research has relation with the research done by Anita (2008). Her research describes politeness strategies used by main character (Marcus) in *Get Rich or Die Trying* movie. She finds two kinds of politeness strategies mostly positive politeness strategy and off record strategy. Other researcher who conducted the study of politeness strategies is Erni (2010). Her analysis described the differences of politeness strategy used by male and female characters of *Twilight* movie based on the script. She finds 43,75% from 32 data that she analyze men characters used negative politeness strategy and 40,52% from 32 data female characters used positive politeness strategy.

Based on the description above, the research "Politeness Strategies in Nicholas Sparks's Novel *A Walk to Remember*" is significant to be conducted.

1.2 Statement of Problem

A Walk to Remember serves a conversation between the old man (Hegbert) and the young man (Landon). It is interesting to know what kinds of politeness used by the old man to the young. Moreover, *A Walk to Remember* consists of the positive and negative politeness utterances. Positive politeness strategy makes the speaker minimize the face threatening aspects of an act by assuring the addressee that speaker considers himself to be "of the same kind" that he likes and want his want. Negative politeness strategy can pay respect and deference to addressee maintains

social distance, avoid incurring debt and avoid the threat. Thus, it is motivating to know how positive and negative politeness strategy realized in Nicholas Sparks's novel *A Walk to Remember*.

1.3 Research Questions

The research questions for this research are as follows:

1. What kinds of politeness strategies are used by Mr. Hegbert in Nicholas Spark's Novel *A Walk to Remember*?
2. How are positive and negative politeness realized in Nicholas Spark's Novel *A Walk to Remember*?

1.4 Research Objectives

Based on the statement problem above, the main objectives of this research are:

1. To describe politeness strategies used by Mr. Hegbert in Nicholas Spark's novel *A Walk to Remember*.
2. To explain positive and negative politeness strategies in Nicholas Spark's Novel *A Walk to remember*.

1.5 Research Significance

There are two kinds of significance in this research; those are theoretical and practical significance. Theoretically, the research is significant to provide some information about politeness strategies for those who are interested in the study of politeness strategies. In addition, the researcher can gain meaningful experience for the provision of analyzing other problems.

Practically, this research is expected to be useful as an alternative for the readers to understand the politeness strategies in a literary work. In addition, the results of this research could broaden the reader in understanding how to interact smoothly in real life.

1.6 Definition of Key Terms

In order to avoid misinterpretation about the use of terms, it is important for the researcher to give the suitable meaning of the key terms. Some terms are defined as follows:

- a. Politeness strategies are used to formulate messages in order to save the hearer's face when face-threatening acts are inevitable or desired (Brown and Levinson, 1987).
- b. Nicholas Spark is American novelist, screenwriter and producer. All of his books have been *New York Times* bestsellers, with over 89 million, including over 50 million copies in the United States alone and his popularity continuous to soar (www.nicholasspark.com).
- c. Novel as one of literary works, is a literary text that is valued by its culture that used special language and that effects people with emotions that bring them into the imaginary world, as mentioned by Cunning (Nafi'ah, 2003)
- d. *A walk to remember* is Nicholas Spark's novel which tells about Landon love story with Jamie. Unfortunately, his story ends when Jamie died by Leukemia.