CHAPTER 1

INTRODUCTION

This chapter deals with background of the study, problem of the study, objective of the study, scope and limitation, significance of the study, definition of the key terms and organization of the paper.

1.1 Background of the study

Language has a significance role in human life's communication since it functions as a media to make interaction. In communication, there will be two parties; they are speaker and hearer. A successful communication only can be reached if both of the speaker and the hearer are able to convey and understand thought feeling and desire of each other. Beside in communication politeness is an important subject to make conversation run well and go smoothly. Politeness is behaving in a way that attempts to take into account the feelings of the people being addressed. In this case, the speakers try to avoid embarrassing other person, or making him feels uncomfortable.

Speaking in polite way involves of the hearer's feelings. A polite person makes person feel comfortable. It means that being polite means to keep comfortable feeling of the hearer. According to Yule (1996: 60), politeness was showing awareness of another person's face; it was related to social distance or closeness. Then, politeness was the expression of the speaker's intention to mitigate face threats carried by certain face threatening acts toward another. So,

politeness was really needed to build a good relationship and to have a good social interaction with other people.

An effective communication, one must relate to the politeness strategies. Brown and Levinson (1978, 1987) state that politeness strategies are developed in order to save the hearer's "face". Face refers to the respect that an individual has for him or herself, and the maintaining of "self esteem" in public or in private situations. Moreover, Brown and Levinson assume that every individual has two types of face, positive and negative. Positive face is defined as the individual's desire that her/ his wants be appreciated and approved of in social interaction, whereas negative face is the desire for freedom of action and freedom from imposition.

Due to its importance communication, the writer is interested in exploring some aspects of the politeness strategies. In this case, American dark fantasy movie entitled *Maleficent* is chosen to become the object of the study. Maleficent is a 2014 American dark fantasy movie produced by Joe Roth and distributed by Walt Disney Studio, film directed by Robert Stromberg, the film is based on Disney's Sleeping Beauty.

Maleficent becomes the successful film in 2014. This film is tells about a powerful fairy named Maleficent lives in the Moors, a magical forest realm near human kingdom. One day a human named Stefan enters the Moors. He is full of avarice and steals something. He is caught and Maleficent help him. Then they spend a lot of time and grow close. One day he stops coming cause he sets to make his fortune. And letter the King tries to attack the Moors but Maleficent stops him humiliating. He then offers his daughter and his kingdom to who can do

away with Maleficent. And Stefan is one of his people. He goes and seeks Maleficent but cannot kill her; instead he takes her wings and gives them to the King. The King as Promised gives him his daughter's hand and after the King passed away, Stefan is the new King. Later his wife give birth a daughter they name Aurora. When everyone in the Kingdom goes to pay their respects, Maleficent shows up and her gift to the princess is that on her 16th birthday she will prick her finger on the needle of a spindle and will fall into a death like sleep and can only be awaken by true love's kiss. As the child grows, Maleficent realizes that Aurora hold the key to the peach in the Kingdom and perhaps to Maleficent's true happiness as well.

The writer chooses this movie become an object of study because of some reasons. First this movie is representative to the problem that the writer will discuss about of many simple conversations. Second, *Maleficent* movie not only very fascinating one in the aspect of story itself but also some conversations conducted by the characters in this movie contain politeness strategies, for example:

"I like your wings" said Stefan.

The example above is take place in the forest between Moors and Human Kingdom when Stefan will return home after Maleficent help him. From what Stefan said to Maleficent, it can be seen that Stefan's utterance contain positive politeness especially Give gift to Hearer (Strategy 15). He looks absolutely sympathy with Maleficent.

In addition, the writer chooses politeness strategies in this study because politeness was important rule in social interaction or daily conversation to make a good relationship with other people and we can see some of the examples social interaction each characters in this movie and also the writer have never seen this study which analyzed by another writer before.

Based on the explanation above, the writer considers and interesting to analyze the politeness strategies among the characters and give the title: The Politeness Strategies applied by the Characters in *Maleficent* Movie.

1.2 Statement of the Problems

In this research, the writer wants to investigate kind of politeness strategies are used in "*Maleficent*" movie. The writer has several questions about politeness expression as follows:

1. What politeness strategies are used by the characters in conversation of "*Maleficent*" movie?

2. What factors are influence the characters in applying those strategies in "*Maleficent*" movie?

1.3 Objectives of the study

Based on the problem statement mentioned above, the writer has to following the objectives of the study:

1. To describe the kinds politeness strategies are used by the characters in "*Maleficent*".

2. To explain the factors influencing the characters to apply those strategies in "*Maleficent*" movie.

In addition by doing this research the writer will get a better understanding about politeness strategies so it can minimize the misunderstanding or miscommunication between speaker and interlocutors.

1.4 Significance of the study

For the writer, this research can give the contribution to develop linguistic studies, especially in the study of pragmatic. For the reader generally, this research is directed to those who are interested in this research and it can be a helpful source in comprehending this study especially for students who major in the English Department. Beside the result of this research can be used the review of teaching about politeness study on linguistics, it can motivate the reader to learn more about politeness.

1.5 Scope and Limitation of the Study

This study is linguistic study that only focuses on politeness strategy. According to Brown and Levinson (1987) there are four kinds of politeness strategies. They are Bald on record, Positive politeness, Negative politeness and off record politeness strategies used by the main characters in *Maleficent*.

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:

Pragmatics : Pragmatic is study of the relation between language and context that are basic an account of language understand Brown Levinson (1985:21).

Face : The positive image or impression of oneself that intends to show to the other participant (Brown and Levinson, 1987).

FTA : FTA is the acts that infringe on hearer's need to maintain their esteem, and their need to be respected (Brown and Levinson, 1987).

Politeness strategy : Strategies that are used to minimize or avoid the face threatening acts that a speaker makes. (Brown and Levinson 1987).

Positive politeness : The positive politeness strategy to the addressee's positive face, his perennial desire that his want should be thought of as desirable (Brown and Levinson, 1987:101).

Bald on Record : Bald on Record is when the speaker wants to do the face threatening acts with maximum efficiency more than to satisfy hearer's face, even to any degree.

Negative politeness : Oriented mainly toward partially satisfying (redressing) he is negative face, his basic want to maintain claims of territory and self determination. (Brown & Levinson, 1987)

Off Record : Explains that off record utterances are indirect languages. Brown and Levinson (1987) state that, it means that someone says something differently from what he or she means and that the hearer should make some conclusions to find the meaning.

1.7 Organization of the Paper

The organization of the paper is composed into five chapters. First chapter contains background, statement of problem, research objectives, research significances, research limitation, definition of key terms, and organization of the paper. Second chapter comprises with theories Pragmatic, politeness strategies, review of related study. Third chapter is method of research, data and source of data, instrument of the research, research procedures, and technique of analyzing data. Fourth chapter is data analysis. Then the last is chapter five included conclusion and suggestion.

CHAPTER II

THEORITICAL FRAMEWORK