

# CHAPTER I INTRODUCTION

## **1. 1. Background of the Research**

Now days, communicating between humans is an important thing in society. Not only that, in cyberspace such as Facebook, Twitter, Instagram and movies, politeness must also be applied when interacting. Politeness in society is very needed, both in terms of refusing request or in accepting request. Politeness is one among other keys that guarantees for a successful social interaction between individual. Yet, politeness is still relative term to whom the speaker talks to.

Politeness in language in meetings also occurs in verbal interactions or linguistic phenomena related to pragmatic elements, according to Watts (2003), Politeness could be defined when an individual show respect. It could be when they appear to be helpful. It could be also when people obey the norm. And also Lakoff (1975) defines politeness as behavior that reduces shifts in an interaction. For example, in the form of compliance and violation of politeness principles between speakers and listeners, the use of direct and indirect sentences in conveying opinions.

Apart from that, politeness really needs to be paid attention to in speaking because this culture has almost been lost and the speech community, especially meeting participants, need to explore it again to learn and apply it. Exploring polite culture can start by asking, refuting, answering, and so on. This can be applied to meeting participants in order to cultivate a culture of politeness in the environment.

Based on the statement above, politeness in conversation can cause something negative or positive. both within the scope of meetings and work. and also avoid conflict between the speaker and listener which could cause arguments.

According to Brown & Levinson (1987), politeness divided into two parts that is positive politeness and negative politeness. According to Brown & Levinson (1987), Positive politeness is hope or desire from the speaker that the results of his efforts and achievements can be appreciated fairly by his environment. They also explained that negative politeness is the speaker's hope or desire that he's not receive interference from his environment. Based on the statement above, positive and negative politeness is the hope that the speaker will get appreciation for the achievements that he has achieved and will not receive bad action for what the speaker does from his hearer's.

On the other hand, politeness is manifested into various expression depending on the circumstances. People would regard the status of the hearer. People would regard their relationship to the hearer. There are a lot of characteristics and factors that is put into consideration when defining about politeness. Nevertheless, politeness has one consistent purpose, and it is either to make the hearer comfortable or involved in the conversation.

The use of language in society is influenced by several factors, linguistic factors and non-linguistic factors, for example relationship factors between speakers and speakers, factors, socio-cultural field, social context, situations, feelings, or different intonations or complexity in vocabulary or grammar. According to Brown & Levinson (1987), identified two factors that influence a

speaker's decision to use politeness techniques: Payoff and Circumstance. payoff causes speakers to use certain politeness tactics in exchange for some benefit. Circumstances relate to sociological variables such as relative power, social distance, and imposition. Based on the statement above, there are many factors that influence conversations in both social and cultural contexts which can create a good atmosphere for creating good conversations.

There are many examples that displays how politeness is looked like and how politeness strategies would differ to each individual. In Kenya's national assembly, the member Kenya's national members as cited in (Njuki & Ireri, 2021) stated "What we see does not reflect what we have. Perhaps the house could look for ways we can fast track them". This ordinary statement is an example of politeness strategy. The use of "perhaps" and "could" create a less threatening approach to the hearer because when these words are used with a purpose to call for action from the hearer, the outcome impression would be less imposing. Another case of politeness could be seen in an English business discourse where the business man as cited in (Kuzhevskaya, 2019) uttered, "I'd like to go over some of our restructuring ideas with both of you... Do you think we could meet earlier?" the business man was discussing about marketing strategy and then they ask to the partner whether they could have a meeting. The speaker uses indirect and less imposing phrases such as "I'd like to" and "Do you think". This is done out of respect to their partner. The difference between their research and this research is the first research is the use of "perhaps" and could create a less threatening approach and the second research is the marketing strategy, the

speaker's uses indirect and less imposing phrases while this research analyzing types and factors of negative politeness. The source of this research come from movies with the title "*Don't look up*" movie.

Research on negative politeness contained on the movies is very important because many conversations or phrase are shown in the movie showing negative politeness and when applied in real life, it does not cause awkwardness and embarrassment when the speaker starts a conversation that is not well received by the listener and the listener responds politely so that undesirable things don't happen to speaker, for example making the speaker uncomfortable or embarrassed. Negative politeness strategies are not something new, but very close to people. People recognize that some individuals want to keep the relationship distant and to keep respect between each other, and this is very well captured in "*Don't Look Up*" movie

Movie is known to be a media that often represents life scenarios with countless probabilities. According to Michael Rabiger (2015), movie is media in the form of a video that begins or produced a real idea, then it must support elements of entertainment and meaning. This element of entertainment and meaning lies in the conditions of film making, which can sometimes be in the form of a comedy or sometimes in the form of history. The presence of politeness phenomenon in a mainstream movie such as *Don't Look Up* confirms the statement. The phenomenon could be seen in the first minutes of the movie.

Dr. Calder : This is Dr. Calder. **You pulled me out of a meeting where I had to tell my team we lost eight billion in funding.**

Dr. Randall : I am so sorry, Dr. Calder, but we are seeing some awfully

strange orbital numbers on this comet we just found. (McKay, 2021, 05:34)<sup>i</sup>

In this scene, Dr. Calder was called suddenly with no schedule by Dr. Randall to talk about an urgent case. As she got the call, she proceeded to remind Dr. Randall that he made her embarrassed in front of everyone in indirect expression in order to remain polite. She did this in declarative sentence instead of interrogative sentence to request an apology or imperative sentence to demand action directly.

*Don't look up* movie, which has a duration two-hours and thirty-six minutes actually displays various politeness expression that is valuable to be examined. There is a lack of identifiable common and polite phrases uttered in this Adam McKay's movie. For the most part, such indirect utterances might go without any notice. This is where this research enters with purpose to analyze this phenomenon. It is to identify the types and the factors in relation of negative politeness strategies. The latter is very important because this Oscar-nominated movie does display a polite expression, but it sounded rude to the hearer.

From the phenomenon above, the researcher wants to use pragmatics approach. This helps the analysis to see the meaning beyond the textual content by recognizing the contextual information of the utterances in *Don't Look Up* movie. In other words, the approach helps looking the meaning in relation to the speech condition (Leech, 2016) or to the language use (Huang, 2014). Negative politeness strategy is a specific strategy employed to show respect and to maintain distance to the hearer (Brown & Levinson, 1987). *Don't Look Up* movie displays a significant amount of data that is valuable to be examined.

In accordance with the description above, the researcher was interested in conducting research on negative politeness in the movie especially on types and factor influenced. The outcome of this research is important to see how people choose proper strategies on certain circumstances. Therefore, this research negative politeness strategies in *Don't Look Up* movie using pragmatic approach. Then, from the phenomenon above, the researcher wants to conduct the research on negative politeness contained in movie with the title, Negative Politeness Strategies in "*Don't Look Up*" Movie.

### **1. 2. Identification of the Problem**

These are the problems identified which motivates the conducting of this research.

1. The presence of politeness strategies in conversations
2. The presence of politeness in assembly and meeting
3. The presence of politeness in *Don't Look Up* movie
4. Types of negative politeness strategies in *Don't Look Up* movie
5. Factors influencing negative politeness strategies in *Don't Look Up* movie

### **1. 3. Limitation of the Problem**

The researcher decided to limit the identified problem into two for the purpose of strengthening the research focus.

1. Types of negative politeness strategies in *Don't Look Up* movie
2. Factors influencing negative politeness strategies in *Don't Look Up* movie

### **1. 4. Formulation of the Problem**

The problems have been identified, and it is important to formulate them.

The problems could be formulated into two research questions.

1. What are the types of negative politeness strategies in on all characters *Don't Look Up* movie?
2. What are the factors influencing the negative politeness strategies on all characters in *Don't Look Up* movie?

### **1. 5. Objective of the Research**

Objective is necessary to ensure that the direction of this research align with the outcome that is needed. Therefore, the objectives are in the following.

1. The research aims to analyze the types of negative politeness strategies in *Don't Look Up* movie.
2. The research aims to analyze the factors influencing the negative politeness strategies in *Don't Look Up* movie.

### **1. 6. Significance of the Research**

The research envisions the significance that would be resulted from conducting this analysis. The significance is categorized into two: theoretical and significance of the research.

#### ***1. 6. 1. Theoretical Significance***

This section provides list of significance that could contribute to the theory being used and the major study.

1. This research gives an academical contribution in relation to research about negative politeness strategies using pragmatics approach.
2. This research provides a contribution in measuring the usefulness of negative politeness strategies in media such as movie in modern era.

### ***1. 6. 2. Practical Significance***

This section provides a list of significances that contributes to the academic and social practice.

1. This research provides a clear insight to the reader about how people decide to launch certain type of negative politeness strategies to other people.
2. This research provides an academic reference applicable to future researchers whose research concerns about negative politeness strategies in media.

### **1. 7. Definition of Key Terms**

**Pragmatics** : Pragmatics can be defined as the research of how a speaker and a listener perceive meaning.

(Yule ,1996)

**Speech Act** : Speech act as the actions performed is saying something.

(Austin, 1962)

**Politeness** : Referred to a person's outward expression of their emotional and social identity, which all people possess and expect other people to be able to recognize. (Yule, 1996)



**Negative Politeness Strategies** : Negative Politeness Strategies is another realization of politeness that minimizes imposition, but maximizes distance in order to - save the negative face of the hearer (Brown & Levinson, 1987).

**Movie** : movie is media in the form of a video that begins or produced a real idea, then it must support elements of entertainment and meaning. This element of entertainment and meaning lies in the conditions of film making, which can sometimes be in the form of a comedy or sometimes in the form of history. (Michael Rabiger, 2015)