

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

This chapter draws together the main points of the research. It begins with the conclusions, which summarize the findings and highlight the significance of positive politeness strategies in the dialogues of “Kung Fu Panda.” Following this, the recommendations are presented, offering suggestions for future research and practical applications of the study. These recommendations are intended to help broaden the understanding of politeness strategies in different contexts and provide insights for future studies in linguistics and communication.

5.1 Conclusions

This research analyzed the Positive Politeness strategies based on Brown and Levinson’s (1987) theory, using dialogues from the movie “Kung Fu Panda” as the data source. The study aimed to identify and categorize the types of Positive Politeness strategies used by the characters and to explore the factors influencing their application. All fifteen strategies proposed by Brown and Levinson were identified, with a total of 123 instances observed across the data.

The analysis revealed that the most frequently occurring strategy was Notice, Attend to Hearer, with 15 instances, reflecting the characters’ tendency to acknowledge and validate others to build rapport and maintain social harmony. Conversely, the least frequently occurring strategy was Assume or Assert Reciprocity, with only 4 instances, indicating that explicit appeals to mutual benefit were less relevant in the context of the dialogues. The influencing factors, namely

payoffs (e.g., fostering relationships, reducing social tension) and circumstances (e.g., power dynamics, social distance, and situational urgency), were consistently observed across all strategies. These findings highlight the cooperative nature of the interactions within the movie and the importance of politeness strategies in maintaining interpersonal relationships.

5.2 Recommendations

This research is not without limitations. The study only analyzed data from a single animated movie, “Kung Fu Panda,” which may restrict the generalizability of the findings. Animated films often dramatize dialogue for entertainment, which may not fully represent natural communication. Another obstacle was the reliance on transcripts, which sometimes limited access to non-verbal cues such as intonation or gestures that also influence politeness strategies.

For future researchers, it is recommended to expand the analysis of Positive Politeness strategies by incorporating other theoretical frameworks, such as Leech’s (1983) politeness principles or Watts’ (2003) theory of politeness in discourse. Combining these theories with Brown and Levinson’s framework can provide a more nuanced understanding of politeness in different communicative contexts. Additionally, future studies should consider using diverse data sources beyond animated movies, such as real-life conversations, interviews, or online interactions. This approach would provide more authentic and varied examples of Positive Politeness strategies, making the findings more applicable to real-world communication. Exploring cross-cultural data could also shed light on how

politeness strategies vary across different societies and linguistic settings, offering valuable insights into the universality and adaptability of politeness theories.