

CHAPTER I

INTRODUCTION

1.1 Background of The Research

In communication, people use language to say or deliver their idea and opinion, and to give information to others, because language is the way to communicate, but sometimes the conversation is not successful because of misunderstanding between speaker and hearer, and that's the reason why politeness is important in communication. Using politeness made by listeners can provide a good response to the request of the speaker. According to Yule (1996: 60), Politeness shows awareness of other people's faces, it's related to social distance. Politeness refers to the emotional and social feeling by everyone. In this case, Politeness is needed to build good relationships and to have good social interactions with others.

According to Brown and Levinson (1987:65), there are certain types of actions that threaten the face, namely actions that conflict with the wishes of the speaker's or hearer's face. For example, the positive face of the hearer will be damaged when the speaker insults the hearer, and also the negative face of the listener will be damaged when the speaker instructs the speaker. This can also damage the speaker's positive and negative faces, for example, when the speaker acknowledges that he has failed in his job and when the speaker offers help to hearer. FTA is an act that violates the speaker's need to maintain his pride and be respected.

Brown and Levinson (1987) explain the human manners divided by four strategies, they are bald on record strategy, positive politeness strategy, negative politeness strategy, and bald off record strategy. This is the example:

1. Come home right now!
2. Are you hungry, it's long time after breakfast. Why dont we have some lunch?
3. I'm sorry for ask, may you borrow me your pen?
4. It is rain outside? I feel cold.

(Brown and Levinson, 1987)

The example (1) is bald on-record strategy, the speaker doesn't minimize the FTA of the hearer's face. The example (2) is positive politeness strategy. the speaker respect the hearer by inviting the hearer to activity, it shows that the hearer and the speaker have close relationship. The example (3) is negative politeness, the speaker recognizes the hearer's face, therefore the speaker invites the hearer to work together to give what each other wants. The example (4) is bald off record strategy, the speaker wants to minimize the FTA's speaker by saying what he feels. It means the speaker wants the hearer to borrow his jacket.

The writerr found a positive politeness strategy after watching the *Rise of The Guardians* movie. *Rise of The Guardians* movie is a 2012 American 3D computer animation fantasy film based on the book series *The Guardians of Childhood* by William Joyce, *The Guardians of Childhood* book series and *The Man in the Moon* short film by Joyce, this film tells a story about Guardians Santa Claus, the Tooth Fairy, the Easter Bunny, and the Sandman. This movie tells about 4

guards who previously did not have a close relationship and then together fight one guard who wanted to dominate the world, and there is a conversation that contained a politeness strategy with one another because one guard to another guard began to establish a relationship with one goal. That's why the writer choose this movie as a data of this research.

1.2 Identification of The Problem

Based on Brown and Levinson's (1987) theory, there are number of aspects can be studied. Many aspects of language can be analyzed politeness strategies, they are bald on record strategy, positive politeness strategy, negative politeness strategy, and bald off record strategy. But in here, the writer only focus on positive politeness as seen in *Rise of The Guardians* movie.

1.3 Limitation of The Research

Brown and Levinson proposed that there are 4 strategies of Politeness, they are bald on record, positive politeness, negative politeness, and off record. In this research, the writer limits the analysis that only focus in the positive politeness.

1.4 Formulation of The Problem

In this research, the writer formulates some research questions :

1. What kinds of positive politeness strategies are employed by the characters in the *Rise of The Guardians* movie?
2. What factors influence the characters to employ those strategy in the *Rise of The Guardians* movie?

1.5 Purpose of The Research

The purpose of the research are :

1. To describe the kinds of positive politeness strategies employed by the characters in the *Rise of The Guardians* movie.
2. To explain the factors influencing the characters employ the strategies in *Rise of The Guardians* movie.

1.6 Significance of The Research

A study on Politeness is very interesting and challenging because it is one of the aspect of the language. The writer hopes, this research give contribution in linguistic fields for next who want to analyzed about politeness especially about positive politeness and also give an additional knowledge to them who are interested about positive politeness. And it can increase knowledge between the writer and the readers in studying linguistics especially in pragmatics.