CHAPTER 1
INTRODUCTION

1.1 Background of the Research

In communication, being polite is very important to build good communication and interaction between speaker and hearer. Because being polite is the goal in maintaining good relations between the speaker and the hearer. When speaking with politeness, speakers or hearer already feel valued. Therefore, when one tries to speak politely, one must also pay attention to the listener's feelings.

Therefore, people should be polite anywhere and anytime. Because politeness is seen in the use of language when communicating through the way they speak. Otherwise, in everyday conversation, speakers are not always able to be polite to the interlocutor. Maybe it will hurt the listener's feelings when communicating. According to Brown and Levison (1987), people should apply politeness strategies, which are defined as a strategy to avoid or minimize the Face Threatening Act (FTA).

In this case, people need good communication strategies to respect people in communication. Linguistically there are several figures who apply politeness strategies, namely; Lakoff (1973, 1977), Leech (1993), and Brown and Levinson (1987), etc. In this research, the writer will limit the focus of the analysis to positive politeness using only the theory of Brown and Levinson in the *Bewitched* movie.

According to Brown and Levinson (1987), politeness strategies have fifteen kinds, there are Notice, Exaggerate, Intensify interest to hearer, Use in group identity markers, Seek agreement, Avoid disagreement, Presuppose, Joke, Assert or presuppose S's knowledge of and concern for hearer's want, Offer/promise, Be

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optimistic, Include both speaker and hearer in the activity, Give (or ask for) reasons, Assume or assert reciprocity, Give gifts to hearer.

In addition, there is a movie that will be used as a source of data in this research, namely *Bewitched* movie. *Bewitched* is a 2005 American romantic comedy fantasy movie that is a re- imagination of the television series of the same name (produced by television studio Screen Gems Columbia, now Sony Pictures Television). This movie is written, produced, and directed by Nora Ephron, and stars Nicole Kidman as Isabel Bigelow / Samantha Stephens, and Will Ferrell as Jack Wyatt / Darrin Stephens. In addition to the ensemble cast featuring Shirley MacLaine as Iris Smythson / Endora, Michael Caine as Nigel Bigelow, Jason Schwartzman as Ritchie, Kristin Chenoweth Maria Kelly, David Alan Grier as Jim Fields, Heather Burns as Nina, and Stephen Colbert Stu Robison.

The movie "*Bewitched*" highlights the complex issue of politeness and its role in human relationships. Throughout the movie, the characters struggle with balancing their desire to be polite with their need to be honest and authentic. This tension raises important questions about the true meaning of politeness and its impact on personal relationships. The movie highlights the challenges of navigating social norms and expectations, particularly in situations where polite behavior is not always in line with one's true feelings or beliefs. This problem is further complicated by the interaction between witches and mortals, who have different cultural norms and values that affect their understanding of politeness. As a result, *Bewitched* provides a thought-provoking examination of the complexities of politeness in human communication and relationships.

1.2 Limitation of The Research

The phenomenon of politeness does not only occur in real life, but also in movies which are a reflection of real human life. Here are two variables related to movie analysis, namely linguistic and non-linguistic aspects. The linguistic aspect of movie is related to the language itself. Meanwhile, the non-linguistic aspect relates to the setting of the film-time and place. In this research, the writer only focused on the linguistic aspect.

The writer limits the discussed in this research, only to positive politeness strategies as data analysis in the *Bewitched* movie. According to Brown and Levinson's (1987:92) there are four politeness strategies namely Bald on record, Positive politeness, Negative politeness, and Bald off record.

1.3 Formulation of the Research

In this research, the writer formulated some research questions :

1. What are the positive politeness strategies employed by the characters in the *Bewitched* movie ?

2. What are the factors influence the characters to employ those strategies in *Bewitched* movie?

1.4 Purpose of the Research

The purpose of the research are :

1. To describe kind of positive politeness strategies used by the characters used in *Bewitched* movie.

2. To explain the factor influencing the characters used the positive politeness strategies in *Bewitched* movie.

1.5 Significance of the Research

The writer hopes that this research will be useful for anyone who is interested in analyzing positive politeness strategies in *Bewitched* movie. So that this research can produce knowledge both for readers and for writers. Apart from that, the writer hope this research can be used in everyday life, especially in positive politeness.