

## AN ANALYSIS OF NEGATIVE POLITENESS STRATEGIES AS FOUND IN MOVIE SERIES OF THE *CRONICLES OF NARNIA* MOVE

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### ABSTRACT

Politeness is one of the way a person interacts with others by paying attention to politeness strategies to create the efficient, non-antagonistic, and mutually cooperative exchange of idea, feelings, and options in accordance with the social norms where the interaction occurs and usually consider to the faces of the interacting parties. The purpose of this research is to describe about negative politeness strategies based on theory Brown and Levinson (1987). Negative politeness strategies are used to convey a message to save the hearer's face when face threatening acts are inevitable desire. The method used in this study is qualitative method. Qualitative research is a research strategy that indicates the relationship between theory and research a usually emphasizes on how theories were generated by using word not numeric based on theory Bryman and Bell (2007). Data in this study were taken on the movie series of *The Chronicles of Narnia* movie in terms of utterances that express the negative politeness strategies. This research discussed about the negative politeness strategies used by the actors and the markers used to show the negative politeness strategies in the movie series of *The Chronicles of Narnia* movie. From the data analysis, the writer found eight strategies of negative politeness. They are: (1) be conventionally indirect, (2) question hedges, (3) minimize the imposition, (4) give deference, (5) apologize, (6) state the FTA as general rule, (7) nominalize, and (8) go on record. Then the writer also finds the markers used to show the negative politeness strategies that function to maximize the negative politeness strategies of to avoid Face Threatening Acts, such as; will you, please, pretty please. From this study, the negative politeness strategies mostly used by the actors were give deference strategy, apologize strategy, and go on record strategy with different markers which maximize the negative politeness strategies.

***Keyword: politeness strategies, negative politeness strategies, context***