



The Realization of Brown - Levinson's Politeness Strategies in the Movie "*The Proposal*"

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Abstract

Communication is a main part in a society. In every society, there are some styles and ways of using language. There are two kinds of communication, verbal and non-verbal communication. Non-verbal communication can be gesture or expression. The purpose of this study was to analyze the positive and negative politeness strategies used by the speakers in the conversations of The Proposal movie. Method of data analysis were done by using Brown and Levinson's Politeness Theory. The results of this study show some findings. There were positive politeness strategies used in the utterances with the highest data was performed by the the seek agreement sub-strategy - 18,6%; and the lowest was performed by assert or presuppose speaker's knowledge of and concern for hearer's wants sub-strategy - 1,2%. In the negative politeness strategy, the highest data was performed by the impersonalize speaker and hearer sub-strategy - 39,3%%; and the lowest was performed by apologize sub-strategy - 1,4%. It can be concluded from the study, the difference between positive and negative strategies is the relationship between the speaker and listener, and the language used in speech.

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INTRODUCTION

Communication is a main part in a society. It is very important in people's life since communication becomes the need. Therefore, the value of contact makes it a constant requirement for humans as social beings. In every society, there are some styles and ways of using language, verbal and non-verbal communication. Non-verbal communication can be demeanor or expression. Someone can applaud their hands in order to show their feeling, that is one of non-verbal communication. The example of verbal communication is utterance, that is understood as something said by someone to deliver and express the idea or feeling in spoken words.

Utterance can be defined as a part of speech between pauses and silence, especially applied in spoken language. Contrary to the spoken language, written language, requires basic language abilities if applied in writing or reading. While producing utterance, it is common for people to take them into consideration and attention. They will be very careful and wise in choosing the words to be used. They also implement them politely to deliver their message to other people.

Communication is related to linguistics, semiotics, and psycholinguistics since communication is the act of conveying meanings from one entity or group to another using mutually understood signs, symbols, and semiotic rules. As stated in some science related to the communication, utterance has shifted from speech syntax and semantics to its pragmatics. Yule (1996) extended the idea that interlanguage pragmatic studies between languages are focused and very concerned about the pragmatic competence of second language learners in terms of actions that are carried out through speech or speech acts.

Pragmatics is often defined as the study of language which includes the language used and the language users themselves. The aim of the study is to explain what someone wants to achieve and how they use language to achieve it. These studies have direct relevance to the understanding of the translation and its

translators. This is caused by studies related to the meaning of the language used, namely pragmatics.

Politeness is one of important things in communication due to its role in control what people say and the language they use. Politeness controls the situation and atmosphere of communication between people. Without politeness, communication might be risky because of misinterpreting or misunderstanding what other people feels. Alaoui (2011) in his research found that politeness is a culture that specifically has the possibility of causing difficulties in the application of English as a foreign language (EFL), especially those faced by students when they try to apply courtesy in a second language. This has a way out as stated by Brown and Levinson (1987) by proposing politeness strategies for them to apply to protect the face of the interlocutor when expressing speech acts, which occur in every social interaction.

Positive politeness is occurred by directing the recipient's positive face with retribution, which is perpetually that his desire (or the action / acquisition / value it generates for them) should be perceived as what they want (Brown and Levinson, 2000). Negative politeness is the act of correcting and targeting the negative face of the speech recipient: not wanting anything to interfere with his freedom of action and attention. That is related to familiar behavior based on Brown and Levinson's principle of positive politeness, and likes to make jokes expressed within the framework of respectful behavior.

Politeness can be found in every written and spoken utterance. In same mind, Almunawaroh (2016) found Politeness appearance in other study. The study was done by analyzing any SMS that sent by the student of English Department. Both of negative and positive politeness were found on the SMS text during the study observation. From Almunawaroh's study, we know that in every particular written and spoken communication medium, the politeness might occur and happen. Dwicahya et al. (2013) has conducted a study that reveal the types of politeness strategies used by

the Indonesian politicians as the responses to the questions, supports or critiques from their followers on Twitter. Moreover, this study also describes the contexts of situations in which particular types of strategies are used by Indonesian politicians on Twitter. The findings show that Indonesian politician used various politeness strategies, including the use of positive politeness, negative politeness and off-record strategy. Maharani (2017) finished a study related about Maxim of Politeness in a movie. It is an interesting subject to be discussed, since politeness has been criticized from our childhood. In the article, the analysis of politeness is based on maxim proposes by Leech. The most commonly used are approbation maxim and agreement maxim. Also, same with Rauf (2015) that find out the kinds of polite expressions used by teachers in teaching English in the classroom and effects of polite expressions used by teachers to students. It was found both of negative politeness and positive politeness.

METHOD

In this analysis, qualitative methodology is used and emphasized to resolve the Politeness theory of Brown and Levinson (1987). Excerpts containing the politeness techniques in the utterance were the data in this analysis.

At the beginning of this research, it was started by watching a film entitled "The Proposal". The whole film was watched and transcribed by the researcher one-by-one, cast-by-cast. There were 973 dialogues turned in the whole film.

The transcribed data were analyzed by Brown and Levinson's theory and divided into two different classifications, positive and negative politeness strategy. Both of calculation was grouped by the type on each politeness strategy and counted by the frequencies off appearance and percentage. After the data were grouped and calculated, the conclusion was made by seeing the rank of numerical calculation analysis from each category.

From the rank of data calculation, researcher made a conclusion in which kind of

politeness that has highest amount in the film transcript.

RESULTS AND DISCUSSIONS

The politeness strategies applied in utterances done by the characters in the comedy romance movie entitled *The Proposal* are briefly analyzed by Brown and Levinson's theories of positive and negative politeness strategy. Positive politeness is occurred by directing the recipient's positive face with retribution, which is perpetually that his desire (or the action / acquisition / value it generates for them) should be perceived as what they want (Brown and Levinson, 2000). The results of positive politeness strategy done by the characters summarized are as follows: (1) Notice (attend to hearer), (2) presuppose/ raise/ assert common ground, (3) assert or presuppose speaker's knowledge of and concern for hearer's wants, (4) offer/ promise, (5) be optimistic, and (6) give gifts to hearer are less than five percent. Meanwhile, (1) exaggerate, (2) intensify interest to hearer, (3) use in-group identity markers, (4) avoid disagreement, (5) joke, (6) include both speaker and hearer in the activity, and (7) assume/ assert reciprocity are less than ten percent. Then (1) seek agreement and (2) give (or ask for) reasons are less than twenty percent. Furthermore, the highest percentage of positive politeness sub-strategy is above fifteen percent. That is seek agreement sub-strategy as many as thirty-two utterances. On the other hand, the lowest percentage of positive politeness sub-strategy is less five percent. That is assert or presuppose speaker's knowledge of and concern for hearer's wants as many as two utterances. The results can be shown in table 4.1.

Table 1. Distribution of Positive Politeness Strategy

No.	Type of Positive Politeness Strategy	Total of Each Positive Strategy	
		F	%
	Notice, attend to hearer		
1	Exaggerate	7	4.1
2	Intensify interest to hearer	15	8.7
3	Use in-group identity markers	10	5.8
4	Seek agreement	9	5.2
5	Avoid disagreement	32	18.6
6	Presuppose / raise / assert common ground	17	9.9
7	Joke	4	2.3
8	Assert or presuppose speaker's knowledge	10	5.8
9	Offer, promise	2	1.2
10	Be optimistic	3	1.7
11	Include both speaker and hearer in the activity	8	4.7
12	Give (or ask for) reasons	11	6.4
13	Assume/assert reciprocity	28	16.3
14	Give gifts to hearer	13	7.6
15		3	1.7
Total		172	100

Levinson's theories of positive strategy consist of positive politeness strategy and negative politeness strategy. Negative politeness is an act of making up the negative faces shown by listeners. It can mean a desire for freedom of action and unhindered attention. Based on Brown and Levinson theory of positive politeness can be concluded essentially that is related to familiar behavior and likes to make jokes that are conveyed within the scope of respectful behavior.

The results of negative politeness strategy done by the characters summarized are as follows: (1) there is no nominalize, (2) be pessimistic, (3) minimize the imposition, (4) give deference, (5) apologize, (5) state the FTA as a general rule, and (6) go on-record are less than ten percent. The be conventionally indirect, question (hedge), and impersonalize speaker and hearer

are more than ten percent. Furthermore, the highest percentage of negative politeness sub-strategy is above twenty percent. That is impersonalize speaker and hearer sub-strategy as many as one hundred and thirty-six utterances. On the other hand, the lowest percentage of negative politeness sub-strategy is less than five percent. That is apologize sub-strategy as many as two utterances. Meanwhile, nominalize sub-strategy is not found. The results can be shown in table 4.2.

Table 2. Distribution of Negative Politeness Strategy

No.	Type of Negative Politeness Strategy	Total of Each Positive Strategy	
		F	%
	Be conventionally indirect		
1	Question, hedge	43	12.4
2	Be pessimistic	70	20.2
3	Minimize the imposition	20	5.8
4	Give deference	26	7.5
5	Apologize	20	5.8
6	Impersonalize speaker and hearer	5	1.4
7	State the FTA as a general rule	136	39.3
8	Nominalize	8	2.3
9	Go on-record as incurring a debt	0	0
10		18	5.2
Total		346	100

This research found mostly negative politeness, that more than positive politeness found, in state the impersonalize speaker and hearer sub-strategy as many as one hundred and thirty-six utterances.

There are some experts had defined politeness and classified politeness into different ways, based on their point of view. One of them, Brown and Levinson (2000) classified politeness scale into three classifications. They are relative power, the social distance, and the ranking of the imposition.

Relative power expresses difference status to hearer or the person to whom message is addressed (Holmes, 2001). Since relative power demands others' respect and avoids interferences, it relates to the negative politeness. Negative politeness strategy is a strategy manifested in actions taken to make up for the negative faces of the listeners. In addition, the speaker wants to be free of burdens in order to prevent his actions and intentions from being distracted and restricted. This action is the basis of respect for the listener or interlocutor, which is also found in positive politeness strategies.

Social distance relates to the positive politeness, that is solidarity oriented. Since each speaker may determine how he/she shows and shares friendly attitudes and respects to others, it relates to the positive politeness (Holmes, 2001). Positive politeness strategies are intended to be used and applied to show intimacy, especially to the interlocutor who is not a close speaker in personal relationships. To facilitate interaction, speakers try to give the impression that they are in the same situation and as if they want the same as the other person. This is considered a common wish and indeed belongs together.

Ranking of the imposition relates to the concept of positive face and negative face (Wardhaugh, 2006). Brown and Levinson use the concept of face to link explanations of politeness. Politeness, which is universal, is the result of the needs of people's faces: A positive face can be interpreted as a desire to be liked, cared for, appreciated, respected, approved, etc. A negative face can be interpreted as a desire not to be coerced, harassed, or imposed.

CONCLUSION

This research found that mostly positive politeness in seek agreement sub-strategy as many as thirty-two utterances. It indicates that in the utterances in the film *The Proposal* most of the aims are in accordance with the highest number of sub-strategies, namely 'seek agreement'. Discovered utterances refer to seeking approval, in which the speaker usually asks for approval of his opinion. Because it is included in the positive

politeness strategy, utterances are used when talking to people who are close enough to acquaintances or have very good relationships. Further, assert or presuppose speaker's knowledge sub-strategy of positive politeness as many as two utterances as the lowest appearance. This indicates that the writer of the film uses positive politeness, especially assert or presuppose speaker's knowledge sub-strategy in composing the film script by emphasizing the minimum prior knowledge of the listener from the speaker who was produced by each character in the film.

This research found mostly negative politeness in state the impersonalize speaker and hearer sub-strategy as many as one hundred and thirty-six utterances from romance and comedy film entitled *The Proposal*. It indicates that the utterances in the movie *The Proposal* mostly aim in accordance with the sub-strategy with the highest number, namely the impersonalize speaker and the hearer. Further, apologize sub-strategy of negative politeness as many as five utterances as the lowest appearance. This indicates that the writer of the film uses negative politeness, especially apologize sub-strategy in composing the film script by emphasizing the atmosphere of comedy romance by minimizing the utterance of apologizing from the speaker who was produced by each character in the film. Even the writer uses the utterance, it will be in limited number of utterances.

The utterances found refer to impersonalize speaker and the hearer that are generally known, both of them, speaker and hearer who involved in the same conversation, where the speaker involves himself and also the listener in a speech in a conversation, practically and emotionally. Because it is included in the negative politeness strategy, utterances are used when talking to people who are new to acquaintances, have close relationships, or with people who are respected. Further, assert or apologize sub-strategy of positive politeness as many as five utterances as the lowest appearance.

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