

Analysis on Politeness Principle in Kung Fu Panda 1

The movie

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ABSTRACT

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This article aims to identify the types of violation of conversational maxims created by cartoon comic entitled “Be Like Bro” in the English version and also to describe how the humorous situation can be created from those violations. There are two findings in this research. First, those six data show that there is a violation of conversational maxims, which are the maxim of quantity, the maxim of relevance, and the maxim of manner. Those six data also show that the humorous situation is creating by incongruent meaning in the conversation and releasing the feeling.

Keywords: Pragmatics, Politeness principle, Movie.

INTRODUCTION

Language is a tool which used to communicate and to deliver our ideas. According to Raymond Williams (1977: 21), language is a definition of human being in the world which always explains something implicitly or explicitly. It is because language is involved in every aspect of human experience, and creates as well as reflect image of that experience. Therefore, it is impossible to imagine human being without language.

The specific study which studied about language called Linguistics. There are many types of Linguistics. Those are Micro Linguistics and Macro Linguistics. In Micro Linguistics, it consists of Phonetics and Phonology, Morphology, Syntax, Pragmatics, and Semantics. In Macro Linguistics, it consists of Psycholinguistic, Sociolinguistics and Anthro-po-linguistics. All of those branches have specific field to be studied. The branches which studied about speaker’s meaning called Pragmatics.

According to Yule (1996), Pragmatics is the study which concerned with the meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). In addition, Pragmatics studies about the language and its context in a community of speech. Furthermore, we have to be polite using the language to communicate in a community. The part of pragmatics which focuses on studying about politeness called Politeness Principle. Leech defines politeness as forms of behavior that establish and maintain comity. Politeness principle usually used in a school life between teacher and students, between parents and children, between the older and the younger and so on.

Indeed, after watching the movie Kung Fu Panda 1, the writers found phenomena about the use of politeness principle in Kung Fu’s circumstance. It makes the writers are interested in knowing more about politeness principle used in the movie Kung Fu Panda 1 and knowing more about the applying of each politeness principle in conversations. Therefore, the writers conduct some research questions as follows:

1. What is the type politeness principle used in the movie Kung Fu Panda 1?
2. What is the most and the least maxim usually used in the movie Kung Fu Panda 1?

3. How do the figures in the movie Kung Fu Panda 1 use politeness principle in the communication?

LITERATURE REVIEW

There are some definitions about pragmatics that can help us to understand it deeply. Grundy (2000, p.3) states: "Pragmatics is about explaining how we produce and understand such every day, but apparently rather peculiar uses of language." It means that pragmatics, the study explains us how to produce utterances and comprehend what people say in daily conversation although maybe they use unfamiliar language.

Levinson (1983, p.9) gives a definition that pragmatics is the study of those relations between language and context that are grammaticalized, or encoded in the structure of a language. This means pragmatics has relation with grammar because what we will say must grammatically correct. Thus, this study cause us learn how to make utterances that are right in grammar and the hearer can interpret the meaning. Besides, pragmatics is a systematic way of explaining the language use in context. It seeks to explain aspects of meaning which cannot be found in the plain sense of words or structures, as explained by semantics.(Moore, 2003).

Leech (1983, p.11) explains that general pragmatics is abstraction between the study of language in total abstraction from the situation, and the study of more socially specialized uses of language. Hence, it is clear that pragmatics is the study about the relation between language and context that are used in the community.

From the definitions above, it can be concluded that pragmatics is a field linguistics study which does not only explain about language but also explain how to produce and understand the language use in our real life following the factors that influence the language choice. It teaches us how to apply it in our daily life.

Politeness Principle

The politeness principle is a series of maxims, which Geoff Leech has proposed as a way of explaining how politeness operates in conversational exchanges. Leech defines politeness as forms of behaviour that establish and maintain comity. That is the ability of participants in a social interaction to engage in interaction in an atmosphere of relative harmony. In stating his maxims Leech uses his own terms for two kinds of illocutionary acts. He calls *representatives* "assertives", and calls *directives* "impositives".

- Each maxim is accompanied by a sub-maxim (between square brackets), which is of less importance. These support the idea that negative politeness (avoidance of discord) is more important than positive politeness (seeking concord)
- Not all of the maxims are equally important. For instance, *tact* influences what we say more powerfully than does *generosity*, while *approbation* is more important than *modesty*.
- Note also that speakers may adhere to more than one maxim of politeness at the same time. Often one maxim is on the forefront of the utterance, with a second maxim being invoked by implication.
- If politeness is not communicated, we can assume that the politeness attitude is absent.

Leech proposed six types of Politeness Principle, such as tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim and sympathy maxim, which as follows:

1. Tact Maxim (A1)
 - Minimize cost to other.
 - Maximize benefit to other.
2. Generosity Maxim (A2)
 - Minimize benefit to self.
 - Maximize cost to self.
3. Approbation Maxim (A3)
 - Minimize dispraise.
 - Maximize praise of other.

4. Modesty Maxim (A4)
 - Minimize praise of self.
 - Maximize dispraise of self.
5. Agreement Maxim (A5)
 - Minimize disagreement between self and other.
 - Maximize agreement between self and other.
6. Sympathy Maxim (A6)
 - Minimize antipathy between self and other.
 - Maximize sympathy between self and other.

RESEARCH METHODOLOGY

The approach for studying Kung Fu Panda 1 is a descriptive qualitative method. It's because a qualitative approach is a research procedure that produces the descriptive data in the form of written words. The data sources in this study are the utterances in video movie of Kung Fu Panda 1 which is downloaded from YouTube. Furthermore, the writers make a field note so that it could be easier to analyze the Politeness Principle found in the movie. In this case, the researcher conducted observation and transcript analysis. Furthermore, to know the frequency of the most and the least politeness principle used in the movie, the writers used quantitative analysis.

FINDING AND DISCUSSION

The data were the scripts of Kung Fu Panda 1 below which analyzed by Politeness Principle in detail. This research discovered that all types of maxims were violated and they were shown in percentage in the following table.

The percentage overview of Politeness Principle found in Kung Fu Panda 1 as follows:

No	Kind of maxim	Symbol	Frequency	$X = \frac{F}{N} \times 100\%$
1	Tact maxim	A1	10	9,8 %
2	Generosity maxim	A2	5	4,9 %
3	Approbation maxim	A3	24	23,5 %
4	Modesty maxim	A4	11	10,8 %
5	Agreement maxim	A5	45	44,1 %
6	Sympathy maxim	A6	7	6,9 %
Total			102	100 %

Table above shows that there are 102 utterances of Politeness Principle in Kung Fu Panda 1 Movie. First, there are 10 utterances (9,8%) of tact maxim. Second, there are 5 utterances (4,9%) of generosity maxim. Third, there are 24 utterances (23,5%) of approbation maxim. Fourth, there are 11 utterances (10,8%) of modesty maxim. Fifth, there are 45 utterances (44,1%) of agreement maxim. Sixth, there are 7 utterances (6,9%) of sympathy maxim.

The most or the first maxim which is usually used in Kung Fu Panda 1 is agreement maxim which is up to 45 utterances (44,1 %). Here, it showed that the figures in the movie maximize agreement between self and other. Besides, the figures also minimize disagreement between self and other. It also shows that in a culture of Kung Fu, the agreement between Master and students is high although the students in the fact disagree with the Master. However, because the culture emphasizes the politeness between Master and the students therefore the students mostly agree with what the Master said to them.

The least maxim which is rarely used in Kung Fu Panda 1 is generosity maxim. There are 5 utterances (4,9%) used in the movie of Kung Fu Panda 1. Generosity maxim used to minimize benefits to self and maximize cost to self.

After discussing about the frequency of the most and the least maxim used in Kung Fu Panda 1, here are some of the finding's example of politeness maxim found in the movie Kung Fu Panda 1.

1. Tact Maxim

Example 1:

00:03:54 – 00:03:56 PO:*[to customer]* Oh, careful, that soup is... sharp! (A1)

Analysis:

In that utterance, Po was serving his customer who bought a bowl of soup noodle. Because Po gave attention to his customer satisfying, Po warned his customer that the bowl of soup noodle was sharp. In that utterance, the word 'sharp' meant 'hot'. Thus, in that utterance, Po maximized the benefit of his customer in order to increase the satisfying of his customer. Therefore, it included in Tact Maxim.

Example 2:

00:16:27 – 00:16:29 TIGRESS: Forgive us, Master. *[She kneels forward and bows. The others follow suit.]* We have failed you. (A4)

00:16:30 – 00:16:35 SHIFU: No. If the panda has not quit by morning, then *I* will have failed you. (A1)

Analysis:

The second part of the utterances included into Tact Maxim. It was because in that case Master Shifu maximized the benefit for his students. He chose to take the responsibility of the mistake in choosing Po as the Dragon Warrior to himself rather than to his students. He minimized the cost in taking the responsibility to his students so that later on they did not blame themselves. Furthermore, Master Shifu did not want his students to think that they were failed to become a warrior.

2. Generosity Maxim

Example 1:

00:03:39 – 00:03:40 MR. PING: What were you dreaming about? *[He puts down the basket and begins chopping vegetables next to Po as he listens.]*

00:03:41 – 00:03:47 PO: What was I... uh... I was dreaming about... *[He sees Mr. Ping listening expectantly, and can't bring himself to say the truth. He glances down at the bowl he's holding.]* Uh... noodles. (A2)

Analysis:

The utterance above inclined to be Generosity Maxim. It was because in that part Po chose to maximize the happiness for his father by saying that he dreamed about noodle although the fact was he dreamed about Kung Fu. He did not want to see his father's sadness if he said the truth. He minimized the happiness for his self because he knew that his father happiness was more important than telling him about the truth dream.

Example 2:

00:47:58-00:48:01 SHIFU: Our only hope... is the Dragon Warrior.

00:48:02-00:48:02 TIGRESS: The *panda*?

00:48:03-00:48:03 SHIFU: Yes, the *panda*! (A5)

00:48:04-00:48:06 TIGRESS: Master, *please!* Let us stop Tai Lung, this is what you've trained us for! (A2)

Analysis:

In those utterances, they talked about Tai Lung who escaped from the jail and wanted to revenge to the Valley. The destiny to stop Tai Lung belonged to Po. However, Tigress asked to Shifu that she want to stop Tai Lung. She and the Furious Five sacrifice their selves to face Tai Lung because Po did not master the Kung Fu yet. This utterance belongs to Generosity Maxim because Tigress minimized benefit to self and she maximized the cost to self.

3. Approbation Maxim

Example 1:

00:37:00 - 00:37:01 VIPER: Are you ready?

00:37:01 - 00:37:02 PO: I was born ready--

00:37:02 - 00:37:03 PO: OW! Oh...

00:37:04 - 00:37:06 VIPER: I'm sorry, brother! I thought you said you were ready!

00:37:07 - 00:37:09 PO: That was *awesome!* Let's go again. [*salutes*](A3)

Analysis:

In those utterances, Po talked to Viper when they were doing exercise. While doing an exercise, Po has to fight with Viper who was strong. Po could not equalize Viper's power and he hit by viper. Although Po feel the pain because of viper's attack, he praise the power of Viper. Because here Po maximize praise to another, it include in Approbation Maxim.

Example 2:

00:45:09-00:45:10 PO: Hope you like it.

00:45:12-00:45:14 MANTIS:[*Takes a sip.*] This is really *good!* (A3)

00:45:15-00:45:19 PO: [*Bashful*] No, c'mon. You should try my dad's secret ingredient soup. He actually... *knows* the secret ingredient.

00:45:20-00:45:22 VIPER: What are you talking about? This is amazing. (A3)

Analysis:

In those utterances, Mantis and Viper talked to Po and told him that the soup that was made by Po was delicious. Po replied that his noodle was not delicious as what his father made because his father had a secret ingredient. But, Viper praised that Po's noodle was delicious without the secret ingredient. Therefore, it include in Approbation Maxim because Mantis and Viper minimize dispraise to another nad maximize praise to another.

4. Modesty Maxim

Example 1:

00:15:58 – 00:16:08 SHIFU: Master, Master wait! That flabby panda can't possibly be the answer to... our problem! You were about to point at Tigress and that *thing* fell in front of her! That was just an accident!

00:16:09 – 00:16:11 OOGWAY: There are no accidents.

00:16:27 – 00:16:29 TIGRESS: Forgive us, Master. [*She kneels forward and bows. The others follow suit.*] We have failed you. (A4)

Analysis:

In those utterances, Tigress talks to Master Shifu that she had failed him. Therefore, one of the Furious Five was not chosen as the Dragon Warrior. Tigress minimized praise of her self by apologizing to Master Shifu. She maximize dispraise of herself by telling that she and the Furious Five has failed Master Shifu who had trained them well to be the Dragon Warrior but no one was chosen as the Dragon Warrior. Indeed, it included in Modesty Maxim.

Example 2:

00:30:21 - 00:30:39 PO: How's Shifu ever going to turn me into the Dragon Warrior? [*He lifts his belly and drops it, causing it to bounce until he stops with his his paw. He sighs.*] I mean, I'm not like the Five. I've got no claws, no wings, no venom. Even Mantis has those... [*imitating a mantis's front legs*] ...*thingies*. Maybe I should just quit and go back to making noodles. (A4)

Analysis:

In that utterance, Po talked to Master Oogway that he did not have any special thing to be a warrior, moreover to be the Dragon Warrior. Here, Po maximized dispraise of his self by saying that the only thing he had just flabby belly. Furthermore, he minimized praised to his self by saying that he should quit and go back to make noodle because he was not the Dragon Warrior and his place is not in Jade Palace. Therefore, that utterance included in Modesty Maxim.

5. Agreement Maxim

Example 1:

00:07:06 – 00:07:14 SHIFU: Fly to Chorh-Gom Prison and tell them to double the guards, double their weapons. Double everything! Tai Lung does not leave that prison!

00:07:14 – 00:07:15 ZENG: Yes, Master Shifu! (A5)

Analysis:

In that utterance, Zeng talked to his master, Shifu that he agreed with his master statement to fly to Chorh-Gom Prison and tell them to make double the guards, double their weapons and double everything so that Tai Lung does not leave that prison. Zeng minimized disagreement between his self and master Shifu by saying and maximized agreement between his self and Master Shifu by saying agree to do what Master Shifu instructed to him. Therefore, it include in Agreement Maxim.

Example 2:

00:02:10 – 00:02:10 MONKEY: We should hang out.

00:02:12 – 00:02:12 LEGENDARY WARRIOR: Agreed. (A5)

Analysis:

In that conversation, it showed that Monkey asked legendary warriors to hang out after they defeated the enemies. Because all of them were tired after a war, they agreed to Monkey's suggestion to hang out. Here, legendary warriors minimized disagreement themselves to another and maximize agreement between themselves and another. Therefore, it included in Agreement Maxim.

6. Sympathy Maxim

Example 1:

00:07:23 – 00:07:28 SHIFU: *[He rushes back to Oogway.]* W-we have to do something. We can't just let him march on the Valley and take his revenge! He'll, he'll--

00:07:28 – 00:07:40 OOGWAY: *[He looks into the water of the Moon Pool.]* Your mind is like this water, my friend. When it is agitated, it becomes difficult to see. But if you allow it to settle, the answer becomes clear. (A6)

Analysis:

In that utterance, Ooway saw Shifu's anxiety because Tai Lung was escaped from prison. Then, Oogway stated advice to make Shifu felt better. Thus, in that utterance, Ooway trying to settle down Shifu's anxiety in order to make shifu feels better. Therefore it included Sympathy Maxim.

Example 2:

00:13:41 – 00:13:43 MR. PING: Po!? *[He appears at the top of the stairs, holding Po's apron. He sees Po sitting on the fireworks chair.]* What are you doing?! *[He rushes forward and attempts to blow out the fuse.]*

00:13:44 – 00:13:48 PO: What does it look like I'm doing?! No, stop, stop! I'm going to see the Dragon Warrior!

00:13:53 – 00:13:56 MR. PING: But I don't understand. You finally had the noodle dream!

00:13:57 – 00:14:00 PO: I lied. I don't dream about noodles, Dad!

00:14:03 – 00:14:11 PO: I LOVE KUNG FUUUUUUUUUUUUUUUUUUUUU!!...

00:14:19 – 00:14:23 MR. PING: Oh, come on, son. Let's get back to work. (A6)

Analysis:

In that conversation, Mr. Ping saw Po with feeling compassionate because Po's dream about Kung Fu. Then, Mr. Ping invited Po to continue the work and no more daydream. In that utterance showed about Mr. Ping feeling sadness because he cannot do anything to make Po's dream coming true. He showed his sympathy to his beloved son by asking him to go back to work and continued to live the real world. Therefore it included Sympathy Maxim.

CONCLUSION

Pragmatics is the study of the speaker's meaning. It deals with producing and understanding the language usage in our real life. A specific study in pragmatics, which discusses about forms of politeness of behavior, called Politeness Principle. There are six types of politeness maxim proposed by Leech, such as tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim. The result of the study shows that all politeness maxim is used in the movie with the frequency tact maxim 10 utterances (9,8%), generosity maxim 5 utterances (4,9%), approbation maxim 24 utterances (23,5%), modesty maxim 11 utterances (10,8%), agreement maxim 45 utterances (44,1%), and sympathy maxim 7 utterances (6,9%).

According to the data, the frequency of the most used maxim in the movie is agreement maxim which is up to 45 utterances (44,1%). It's because in a culture of Kung Fu, students mostly agree with what the Master said. They rarely disagree with their Master because disagreement shows indiscipline and it is fatal in a relationship between students and the Master. Agreement maxim used to minimize disagreement between self and maximize agreement between self and other.

The frequency of the least maxim used in the movie is generosity maxim in 5 utterances (4,9%). Generosity maxim rarely used to minimize benefit to self and maximize cost to self. Here, generosity maxim used in order to maximize the happiness of Po's father and done by Po himself. Generosity rarely used here because the most standing out point in a Kung Fu circumstance is the obedience between Master and students which is showed in the agreement between Master and students.

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