

CHAPTER I

INTRODUCTION

The present chapter focuses on discussing background of the research, identification of the problems, limitation of the problem, formulation of the research problems, objectives of the research, and significances of the research.

A. Background of the Research

Conversation is an activity involving two or more people in human's life. The main purpose of the conversation activity is to create a situation in which people are able to express their needs and desires to other people in ease. Moreover, in the activity of communicating with each other, there is a process of cooperation occurs between the speaker and the interlocutor to make the communication activity runs well. For example, when the speaker gives a statement like "*What a hot day*", the interlocutor responds it by answering "*Should I open the window?*" to proceed the conversation.

In accordance with Grice (1989:26), there are certain rules in the process of conversation to be applied so that the speaker and the interlocutor are able to understand each other. The general rule of the communication activity, namely the Cooperative Principle, requires people included in a conversation activity to give contributing statements needed. Yule (2017: 157) defines cooperative principle as cooperation in which the speaker tries to cooperate with the included participants by mentioning information which is appropriate with the interlocutors' expectation. In addition, the cooperative principle is a principle in which the

speaker and interlocutor are supposed to do the communication as cooperatively and effectively as possible to appreciate each other.

There is a different style between the conversation of common people and members of royal family. The royal family is considered as the upper class, while middle and lower classes usually consist of common people. For instance, a conversation between common people might happen when a woman sits on a bench in the park while a man comes and sits down on the bench seeing a dog lies on the ground in front of the bench.

Man : *Does your dog bite?*
Woman : *No.*
(the man reaches down to pet the dog. The dog bites the man's hand)
Man : *Ouch! Hey! You said your dog doesn't bite.*
Woman : *He doesn't. But that's not my dog.*

(Yule, 1996: 36)

From the example above, the woman responds to the man's question directly by using the cooperative principle which expresses the required utterance. This example is considered as middle class conversation. This conversation style is different to the one carried out by the royal family in which the conversation is likely to happen using a distinctive cooperative principle. For instance:

Victoria : *Why don't we ring for some music and then we could dance? I've recently discovered the waltz and I am quite in love with it.*
Albert : *Waltzing is not really my forte.*
(The Young Victoria Movie Script 00:15:53 - 00:16:06)

The example given shows that Albert refused Victoria's request by showing his incompetence to dance the waltz. Albert used cooperative principle in a different style of conversation where he could have said that he did not want to

dance, instead he showed his disability in dancing to make Victoria did not feel ashamed for being rejected. There is an exclusiveness of word selection used by people from the royal family. One can reduce the pressure within an interaction by appealing their addressee's burden. In other words, the speaker is supposed to start the conversation by making sure that the interlocutors are not feeling bad or bothered by the speaker.

In western culture, people tend to use cooperative principle in the conversation by using positive politeness strategy which is oriented to the interlocutor's positive face. It is related to the values of solidarity, formality, recognition, and intimacy. In other words, positive politeness strategy refers to the want of speaker to show the closeness toward the interlocutor. However, it is dissimilar with the expression implemented by people from the royal family. It can be seen from the dialogue as stated above relating to the different conversation between common people and members of the royal family. A royal family member tends to use negative politeness strategy instead of positive politeness strategy. It is oriented to the interlocutor's negative face. Furthermore, a negative face leads to someone's desire to remain independent and free from the others' interference and people have to respect for his independence. It can be seen as an exclusiveness of royal family members in conveying their utterances.

A royal family member, in conveying the utterances, has a tendency to protect the interlocutors' *face*, public self-image, by showing deference and emphasizing other's concerns. As stated by Yule (2017: 143), *face* is public self-image which contains emotional and social sense of self which is owned by

everyone and expects others to recognize. Further, it is called as a negative face which Yule (2017: 144) states it is individual's need in conversation to be independent, to have freedom and not to be enforced by others. Negative face based on Brown and Levinson (1987:61) refers to the wants of every member not to be hindered by others.

A situation in which the speaker starts the conversation by appealing the interlocutor's burden or oriented to the interlocutor's negative face is known as the negative politeness strategy. According to the theory of negative politeness strategy proposed by Brown and Levinson (1987), it mainly focuses on avoiding the imposition of the interlocutor's negative face. According to Ryabova (2015: 93), negative politeness is a part of politeness strategy by minimizing impoliteness, not to interfere. Thus, the speaker will respect the needs of the interlocutor so that the speaker will try to minimize the interference of the interlocutor's independent action.

Politeness differs from one culture to another (Eelen, 2001:13). Further, what is considered positive and negative politeness also depends on culture differences. Since it is important to understand various aspects of politeness of other culture, such as that related to English which is the first international language in the researcher's country, a research study on negative politeness in an English speaking community is therefore important.

The exclusiveness of word selection implemented by members of the royal family is noteworthy to explore the differences that they use in the conversation. The reason for performing a different style or way carried out by the royal family

members to deliver the utterances is due to the situation in which the social status and power play a vital role. As explained above, since royal people focus on the interlocutor's negative face, they tend to deliver their want indirectly which is categorized as the violation of applying the cooperative principle. Thus, the present research analyzed the use of negative politeness strategies which is implemented by people from the royal family.

This research has two British movies to be analyzed. *The Duchess* is the first movie that the researcher analyzed within the present research. The Duchess is a 2008 British [movie](#) directed by [Saul Dibb](#), and was released in September 2008 in the United Kingdom in which the main storyline is about Georgiana Cavendish, the late 18th-century Duchess of Devonshire and an [English aristocrat](#). The second movie to be analyzed is *The Young Victoria* (2009) in which the main storyline is based on the early life of Queen Victoria, the Queen of the United Kingdom of Great Britain and Ireland. Both *The Duchess* and *The Young Victoria* are compared to analyse and determine the negative politeness strategies implemented within the movies with the theory of negative politeness strategies presented by Brown and Levinson is selected as the framework.

The decision to choose those movies is due to several politeness features found within the dialogues. Thus both *The Duchess* and *The Young Victoria* movies provide appropriate instances of the use of language and politeness in a formal way. Unlike positive politeness strategy which is used by ordinary people in western culture, negative politeness strategies are often used in situations where distance, social status or proximity, between the speaker and interlocutors are not

too close. Therefore those movies with royal backgrounds where social distance is raised are the strong reason to be used as research material involving negative politeness strategies. Also, the similar age between both of main characters is considered as the proponent reason to analyze the use of negative politeness strategies. Since the researcher focused on comparing as well as examining the use of negative politeness strategies in the same situation and also similar supportive background, those British movies are suitable to be analyzed in order to achieve the research objectives.

As described above, several previous studies have been conducted focusing on the negative politeness strategies and their functions. However, the author has not found research that compares and seeks a suitable context in implementing the politeness strategies. In addition, there are no previous related studies found pertaining to the negative politeness strategy found in the aforementioned movies. Therefore, it is important to analyse the negative politeness strategies implemented within *The Duchess* and *The Young Victoria* as a source to successfully run the conversation well.

B. Identification of the problems

Politeness in one culture is different from other cultures. It can be seen from the cultural differences in each country. For instance, politeness in Britain is different from politeness in Japan in the term of delivering the utterances. This is due to the fact that politeness is based on individual face, public self-image, which is included in communication (Brown and Levinson, 1987: 61). Related to the term *face*, there is an inequality between the societies of western and eastern

cultures. In western culture, the face is considered as an individual's desire to fulfill his needs. Meanwhile, in eastern culture, the face is oriented to the standard which has existed in society and is not attached to an individual.

Related to the concept of face, it is divided into two types: positive face and negative face. In western culture, positive face is related to the values of solidarity, formality, recognition, and intimacy. Meanwhile, a negative face leads to someone's desire to remain independent and free from the others' interference and people have to respect for his independence. Furthermore, to deal with those faces, there are two kinds of politeness which are associated with two types of faces as described above. In order to protect someone's positive face, the kind of politeness which can be applied is positive politeness. Thus, negative politeness is appropriate to maintain one's negative face. Although there is a difference use of each type of politeness in various regions, it is important for people to distinguish those two types of politeness in order to be able to apply them in everyday life.

The subsequent difference related to politeness can be seen from the use of strategies provided by experts. It is related to the use of apologizing utterances such as '*I'm sorry*', or '*please forgive me*'. Apology is considered as a strategy to show politeness which is described by Brown and Levinson (1987). However, in Spanish, people use apology not to show politeness, but to increase the frequency with whom they interact in English. This distinction can be analyzed further and deeper in which geographical location and culture can be stated to be the primary causes.

Politeness is a common and fundamental thing in human language and has been widely understood to be a universal phenomenon in society. Since it comprises an understanding not only the language but also about the socio-cultural values of the community, politeness becomes one of the most complicated problems in any languages. Consequently, politeness in a certain area is different from others. Politeness of language is observed through the verbal communication etiquette or language etiquette. Those differences can be seen in the aforementioned movies above.

C. Limitation of the problem

There are several problems that can be addressed within the present research according to the identification of the research problems stated above. However, in order to reach the ultimate purpose, the research mainly focuses on the negative politeness strategies implemented within the movies entitled *The Duchess* and *The Young Victoria*, with the ten strategies of negative politeness strategies selected as the primary framework.

D. The Formulation of the Research Problems

Based on the limitation of the problem stated above, the research problems are formulated as follows:

1. What are the negative politeness strategies implemented in the British movies?

2. How are the negative politeness realized in the utterances implemented in the British movies?
3. What factors affect the main characters to use negative politeness strategies implemented in the British movies?

E. The Objectives of the Research

In response to the formulation of the research problems above, the objectives of the research are:

1. To examine the negative politeness strategies implemented in the British movies.
2. To examine the realizations of negative politeness strategies implemented in the British movies.
3. To describe the factors affecting the use of the negative politeness strategies implemented in the British movies.

F. The Significances of the Research

There are two kinds of significances of the research such as theoretical and practical significances.

1. Theoretical significance

The results of the present research are expected to enrich the knowledge of pragmatic theory related to politeness and also to reveal the phenomena of social with the pragmatic analysis especially on negative politeness in analyzing characters in the movie.

2. Practical significance

- a.** The present research is expected to provide a new perspective in analyzing politeness in order to inform about how important the politeness is and also to increase the ability to apply the comprehension of politeness strategies in daily activity, especially the negative politeness strategies.
- b.** The present research is expected to be beneficial as a primary reference to conduct other observations dealing with the politeness strategies, especially the negative politeness strategies. Thus, the future researchers are expected to be able to conduct a further research to strengthen the pragmatic theory of politeness strategies asserted by Brown and Levinson (1987), such as bald-on record, positive politeness, off-record indirect strategies and politeness strategies proposed by other experts. Also, other readers are able to use the results of the research in order to learn about negative politeness as well as perform certain strategies in communication. It is important to use a certain strategy of politeness due to the fact that politeness currently has decreased.