

CHAPTER I

INTRODUCTION

1.1 Background of Study

Humans are social creatures. Humans need other people to survive. With these needs, humans are forced to build relationships with other animals, whether humans or others. Communication is the primary tool to help humans get along with other humans.

Language is a communication device that plays an essential role in human interaction. Humans can socialize and interact with each other with language. Without language, people will not understand each other. There are also different language styles in communication in both spoken and written languages. However, spoken language is more widely used in everyday human interactions because it can be easily expressed directly to the interlocutor. Through language, people can understand what other people mean. Communication is simply the act of transferring information from one place, person, or group to another. Every communication involves (at least) one sender, a message, and a recipient. The process may sound simple, but communication is a very complex subject. Pragmatics helps to look beyond the literal meaning of utterances to consider how meaning is constructed, and focus on implied meanings. It considers language as an instrument of interaction, what people mean when they use language and how we communicate and understand each other.

Pragmatics can be usefully defined as the study of how utterances have meanings in situations. Pragmatics studying language as a communication system.

Briefly, this means studying the use of a language as distinct from, but complementary to, the language itself seen as a formal system explained in book *Principles of Pragmatics* (Leech, 1983).

Yule (1996) states that the advantage of studying language through Pragmatics is that one can talk about people's intended meanings, people's assumptions, purposes or goals, and the kinds of activities that they are performing when they speak. In pragmatics, the hearer not only understands the meaning of utterances by the speaker, but the hearer also understands the context of interpreting an utterance. There are several types of pragmatics topics namely deixis and distance, reference and inference, presupposition and entailment, politeness and interaction, speech act and event, and others. One of the central concepts in pragmatics is politeness. It is a "polite social behavior" within a certain culture (Yule, 1998: 60). That is the way people save other people's face and feeling in having communication. The stereotype also makes people think that being polite means keeping distance, being dishonest, and being unfeeling between the speaker and the hearer (Watts, 2003: 2). Generally, being polite involves thinking about other's feeling, or employing awareness of other's face. When someone feels comfortable, a good relationship will appear between them.

To communicate with other people required harmless manner and language for the recipient, simply with politeness. People have to be aware of people's faces to consider other's feelings or maintaining the relationship with others. Yule (1996:60) states that "as a technical term, face means the public self-image of a person". This

refers to the emotional and social feelings that people have and want the public to recognize. The only way to be aware of people's faces to consider other's feelings is to be polite.

Being polite has been taught and practiced since we can speak, it is very important to make the situation around us peaceful and avoid conflict. Being polite is very important in interactions because politeness is determined by the idea of polite social behavior or etiquette in a culture. In a culture, of course there is also a principle that must be applied in doing social interaction. Some of the general principles are to act wise, generous, humble, and sympathetic to others. This implies that people in an interaction are generally aware that such norms and principles exist in society at large. That's why society generally behaves according to what the public wants to see from it.

Brown and Levinson (1987) summarize human politeness behavior in four strategies which are the bald on record strategy, the positive politeness strategy, the negative politeness strategy, and the last one is the bald off-record strategy. Seeing this phenomenon, the speaker must be able to produce the right politeness strategy to be considered a polite person.

The writer decided to choose the topic "Positive Politeness Strategies" based on curiosity in analyzing fifteen positive politeness strategies in the movie entitled "Enola Holmes". The topic of positive politeness strategies on socio-cultural competence is still not widely used although it is interesting. The writer also knows that positive

politeness strategies are needed for someone to speak politely especially with other people who have a higher social level, but there are several occasions that require someone to use politeness even though they are at the same level. The writer also adds visual context such as gestures, intonation, or facial expressions by characters who use politeness when strategy is used, because in addition to the language used, FTA is also related to the speaker's expression, which cannot be seen in the script, so the writer includes it in the analysis in the form of a description.

Enola Holmes is one of the interesting movies released in 2020 which tells about Enola, the younger sister of Sherlock Holmes who lives alone with her mother. Enola, who is quite a distance apart from her two brothers, Sherlock and Mycroft, has never seen them since they went to town to work. At the beginning of the story, Enola's mother suddenly disappeared from the house leaving a letter for her only daughter. At the same time, Sherlock and Mycroft returned home. Having not had the chance to find her mother, Enola is faced with another situation where Mycroft wants to send her to girls' school which Enola Hates, she believes her mom is enough teaching her at home. When she was running from Mycroft, she met a boy who turned out to makes her journey longer. Since there are many employed of positive politeness strategy found in the dialogs in the movie entitled "Enola Holmes".

The writer choose the writer chose Enola Holmes as the corpus because this movie has a 19th century setting where old English is still widely used. The writer uses all characters to be analyzed because all characters must use politeness strategies when

speaking at least once. Enola, the main character of this movie is always faced with a character who has a higher social status than her, so she must always speak politely. At that time, women were also required to use good language, be elegant in speaking, and not to say dirty words. The theory that the writer uses is Brown and Levinson's theory of politeness because this theory is the most suitable for knowing what types of positive politeness strategies are used by the characters in "Enola Holmes". The analysis also connects the use of politeness by the characters in the film to the background or cultural setting that occurred at that time.

Indriani (2014) conducted research on positive politeness for her thesis. The corpus focuses only on the two characters in the movie "Monte Carlo". In her thesis, she looked for who between the two characters used the most positive politeness in speaking. The result shows that Grace as the main character in the movie produced the highest number of positive politeness in her utterances compared to Meg. The difference between the study explained above and this study is the writer using more than two characters to analyze, and didn't compare who is the character uses politeness the most.

Rosari, Miwita (2016) using politeness theory in the writer's journal to analyze the characters in The Great Debaters movie. The writer tries to find what types of politeness strategy applied in characters of the movie. It was found that the characters use all four types of politeness strategies. The factors affecting the characters' politeness in speaking were language and styles, registers and domains, and slang and

solidarity were also found. However, the characters did not show language and gender factor in their conversation because they were mostly engaged in the same topic which was about debate competition. The journal using the four types of politeness theory meanwhile this study only focusing on positive politeness theory.

Navratilova, Olga Dontcheva (2005) analyzing the UNESCO speech. The study tries to find out if there are politeness strategies applied in speech by formal institution. Analysis of the UNESCO speech as a formal institution shows that there are negative politeness conveyed by indirect speech acts, while positive politeness is conveyed using expressive speech acts. Variations in the choice of speech act verbs are considered as choices for expressing institutional intentions. The pragmatic constraints on choice and motivated choice of registers and genres suggested in this study should be seen as tentative. The corpus and the topic selected in the study is different from this study, because the study using speech as corpus and not focusing on one type of politeness strategies like this study does.

Sari, Yani Kurnia (2016) using Barack Obama's victory speech to analyze what types of politeness strategy used. The study focuses on Barack Obama's utterances on his victory speech on Chicago, November 4th 2008. The writer finds out that Barack Obama applied politeness strategy since he delivered his utterance in his victory speech. Obama's speech only using positive politeness strategy to show FTA. By applying Brown and Levinson theory, Barack Obama performed positive politeness strategy by joking, intensify interesting, exaggerating, complimenting, including S and H in the

activity, be optimistic, offering, and assuming or asserting reciprocity. This study using movie script as corpus meanwhile the study above using speech as corpus that is why there's difference even though the topic used the same.

Alavidze, Maia (2018) from Akaki Tsereteli State University, Georgia stated that political discourse and the problems connected with it have become the subject of interdisciplinary research due to the special importance of political situations in the modern world. With this background knowledge the study of political speeches has become very important as it belongs to a new trend of linguistics - political linguistics. The paper deals with the problem politicians are most concerned about - this is their public image. According to analysis she has performed, the writer can say that a politician needs to know and follow the maxims of politeness to be able not to lose his/her image. There are two ways of politeness: positive and negative (Brown & Levinson, 1987). Nevertheless, the theory is old, the issue still remains topical in political discourse. Positive politeness is very often characterized by Involvement Strategy. Negative politeness is often called Independent Strategy. With this strategy a politician emphasizes his/her independence. As one can understand the terms "positive" and "negative" are used to show terminology opposition and do not have the meaning of being "good" or "bad". While analyzing presidential speeches by Donald Trump aiming at identifying the speaker's linguistic and social behavior, the writer can say that President Trump's speeches provide rich material for research showing lots of examples of negative politeness emphasizing his strength

1.2 Research Question

1. What kinds of positive politeness strategies are employed by the characters in Enola Holmes movie transcript?
2. In what context do the characters of Enola Holmes use positive politeness strategy?

1.3 Purpose of the Study

The purpose of the study is to investigate what positive politeness strategies are used in Enola Holmes movie and in what context do the characters use the strategies.

1.4 Scope of the Study

The study focuses on finding and describing what kind of positive politeness strategies used by 5 main characters in Enola Holmes movie through Brown and Levinson's politeness theory using the movie script. Following by the factor caused, this study also reveals the context when the strategies are applied.

1.5 Significance of the Study

The writer hopes that this study will be useful for reference related to pragmatic especially when using positive politeness strategies. The result of this study is aimed to give an academic input in cultural studies field through a construction of a cultural product. Last but not least, this study is also expected to be useful for the readers who are interested in discussing pragmatics especially positive politeness strategies.