

CHAPTER I

INTRODUCTION

A. Background of Study

Politeness is defined as using communicative strategies to create and maintain social harmony. This can be done in various ways: being contextually appropriate, following social and cultural norms and being socially. Impoliteness is defined as engaging in aggressive face work in particular contexts to cause social disruption. This can be done in various ways: the speaker intentionally attacks face, the listener perceives a face attacks and both of them.

Etiquette and politeness have close relationship in communication. As Endang Eryani (2012) puts it:

Etiquette can be viewed from various aspect of daily life. One of them is etiquette in communication or called politeness language. Politeness or etiquette is a custom that is prevailed in the society. Eelen (2001) point out, quite rightly, that theories of politeness have focused far more on politeness than on impoliteness behavior. This is all the more surprising since commentators on and participants in verbal interaction are more likely to comment on behavior which they perceive to be 'impolite', 'rude', 'discourteous' etc than on polite behavior.

Endang also said that politeness or etiquette is a custom that is prevailed in the society. To know the language polite or impolite, it should to know and understand the language, the social and the cultural value of the community in communication in order to speak politely (Holmes, 2008: 218). To express polite and impolite also involve taking account of the feeling

others. It means that speaking politely notice the communication to be good. Avoid using word or language that makes people not convenient. It can be impolite.

As for politeness by Richard et al is quoted by Rahardi (1998), politeness can be understood as follows: “politeness is how the language shows the social distance between the speakers and the relationship of their role in a society”. Polite expression usually used by formal situation and used to someone is higher level also someone recently known by people. Impolite expression usually used in informal situation and used to someone in same level or common people involve the dimension of formality.

Politeness and impoliteness in communication allow people to know and interact each other in their life closely. It exceedingly needed, because people created in different genre, social background and culture. It stated in the holly Qur’an Thaahaa/44 as follow:

Based on the holly Qur’an Thaahaa: 44 above, Allah ordered his people to behave politely. Every person has many relationships each other; we have to know how to be polite to make it still in a good way. Etiquette can be viewed from various aspects of daily life. One of them is etiquette in communication or called politeness language. So, the writer thinks that how

important to have research about polite and impolite expression to have a good “*silaturahmi*”.

In some cultures, the word that used is polite, but in other culture maybe it is impolite. When speaking, the speaker should know the culture who speaking to moreover if he is someone recently known. Therefore, the uses of polite and impolite expressions are very influenced in cross cultural communication. Misunderstanding in cross cultural communication can be happened cause of the word. for example British lecturers are unused to being praised by their students, whereas for Chinese, this is a standard politeness routine. (Cutting, 2008: 52). For this research, the writer focuses how to be polite in English.

Politeness and impoliteness are very interesting to be analyzed. The writer uses Leech theory to analyze politeness because there is no researches about politeness using Leech theory in IAIN Antasari Banjarmasin. Cutting (2008: 47) states that Leech theory explained about politeness language basically have to pay attention to the six maxims of the politeness; there are tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim. The writer analyzes impoliteness that divide into the lexicon and the moods.

Research about pragmatic especially for politeness and impoliteness strategies are uncommon. It gives many benefits, especially for the writers. The writer knows how to make good communication, maintain and develop relationship. So, writer did research about pragmatic in politeness and

impoliteness strategies. In this research, the writer uses Jack the Giant Slayer to analyze politeness and impoliteness strategies.

Jack the Giant Slayer is one of films that the writer interested in. The first reason is Jack the Giant Slayer is come from a famous English fairytale, Jack and Beanstalk. The second reason is this film teaches many of kindnesses for the viewer. The third reason is the background of the film is a kingdom. The people who live in a kingdom have the role that they should have good attitude each other (Huma Khan.1998). They always use polite expressions in their daily communication.

As addition, the fourth reason is now days there are many films that use impolite expression in their communication. They recently use some rude expression. The writer will get some difficulties if has research in it. That is why the writer uses Jack and the Giant Slayer in the research which has many polite expressions. It made the writer find many examples of politeness in the reaserch.

Based on the explanation above, the writer focuses in politeness and impoliteness strategies. The writer decides that politeness and impoliteness strategies are important to learn. Politeness strategies are a good way to get many good relationships with other people in daily life. The writer wants to know more what politeness and impoliteness strategies. People will know many kinds of politeness and impoliteness strategies that can use in daily live.

As addition, the writer wants to know when politeness and impoliteness used in communication. This research gives information when we should

speaking politely, and when we can speak impolitely. They give the writer become interested in making a study with a title **“THE ANALYSIS OF POLITENESS AND IMPOLITENESS STRATEGIES USED BY CHARACTERS IN JACK THE GIANT SLAYER FILM”**

B. Statement of Problem

Concerning the title, the problem that comes up with can be formulated as follows:

1. What are the kinds of the politeness and impoliteness strategies used by characters in Jack the Giant Slayer Film?
2. What are the kinds of polite and impolite strategies most frequently used in Jack the Giant Slayer Film?

C. Purposes of Study

Based on the statement of problems above, the purpose of this research are:

1. To find out the kinds of the politeness and impoliteness strategies used by characters in Jack the Giant Slayer Film.
2. To find out the kind of polite and impolite strategies most frequently used in Jack the Giant Slayer Film.

D. Scope of research

This research takes the film Jack the Giant Slayer film as the subject. It emphasizes the politeness and impoliteness strategies used by the characters in the film. It is focused on the dialog that the characters used in communication. Politeness strategies that analysed in this research is based on Leech theory and impoliteness strategies using the lexicon and the moods theory.

E. The Significance of Study

1. The finding and results of this study will certainly elevate the writer's basic knowledge on more linguistic aspects of English in communication purpose domain.
2. The research is significant to provide some information about politeness and impoliteness strategies for those who are interested in the study of politeness and impoliteness.
3. This research for improve the writer's comprehension about politeness strategies used in English.
4. The result of this study will contribute to the local study of English communication.
5. For other writers, to give more information or additional reference, especially for the same kind of research.
6. Adding the literary source of English Education Department and IAIN Antasari libraries.

F. Definition of Key Terms

To avoid any misinterpretation toward the title adopted in this research, the writer feels necessary to explain terms as follow:

1. Politeness strategy: kind of good communication strategies that found on dialog in the film. It focuses in polite words in action that used by the characters in the film.
2. Impoliteness strategy: kind of bad communication strategies that found on dialog in the film. It focuses in impolite words in action that used by the characters in the film.
3. Characters: fictional people played by actors in Jack the Giant Slayer film.
4. Jack the Giant Slayer: an fantasy adventure film based on the English fairy tales “Jack and the Beanstalk”. The film tells the story of Jack, a young farmhand who must rescue a princess from a race of giants after inadvertently opening a gateway to their world.

G. Research Method

1. Library Research

In running the research the writer chooses library research and present the study with descriptive qualitative. The analysis is in form of

an explanation or description in words or in paragraph, not in statistic data. As stated by Creswell (2009: 4). The qualitative research is a means for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. It is in a line aims of the present study which attempted to explore the use of politeness and impoliteness strategies in Jack the Giant Slayer Film.

2. Subject and Object of the Research

Subject of the research is the characters of Jack the Giant Slayer: Jack, Isabelle, Elmont, Lord Roderick, Fallon, and King Brahmwell. Object of the research are analyzing politeness and impoliteness strategies of the characters in film.

3. Data and Source Data

a. Data

All information about research variable is called data (Hadi & Haryono, 2005, p.126). Data about polite and impolite expressions of characters in Jack the Giant Slayer film, which shown by characters utterances in their communication at the film. Data covers the information about Jack the giant Slayer film such as synopsis and English subtitle of the film.

b. Source of data

The data is taken from Jack the Giant Slayer film and all documents relate to the data that needed in this research. The

writer tries to figure out mainly written source such as the script of the film.

4. Techniques of Data Collection

In this research, the writer attempts to collect several literatures. The data are taken by watching the film about twenty five times and comprehending the plot, selecting the data dealing with problems then conducting surveys on the film script.

5. Techniques of Data Processing

a. Techniques of data processing

The writer uses three techniques in processing the data available:

1) Listing

The first is to list the data. The writer makes list of politeness and impoliteness strategies then grouping them.

2) Editing

This technique is used in the purpose of re-examining all of collected data to make sure whether they have already completed or not

3) Clarify

The writer clarifies all of those data in order and group to make easy within presenting it.

b. Data analysis

The writer uses content analysis to analyse the data. Therefore, the analysis is deeper as it considers about every meaning of the communication related to politeness strategies by Leech theory and impoliteness strategies as described in the following steps:

- 1) Classifying in the data based on politeness strategies by Leech theory and impoliteness strategies.
- 2) Determining the kinds of politeness strategies are used in every classification.
- 3) Finding the kind of politeness strategies most frequently used in Jack the Giant Slayer film.
- 4) Drawing a conclusion.

classifying the data, then finding the kind of politeness and impoliteness strategies most frequently used, and the last is analyzing the finding using a descriptive method. In this thesis, the writer attempts to analyze politeness and impoliteness strategies in the film Jack the Giant Slayer.

For examples:

Politeness: “

Elmont : “I may not be the hero of this story, but at least I get to see how it ends”

Analysis: **(The Modesty Maxim)**

Jack and Isabelle want to go from the jungle, but Elmont does not want to go home together. He chooses to stay in the jungle. He says that “I may be not the hero of this story, but at least I get to see how it ends” he wants to sacrifice himself to save the kingdom. Actually Elmont has big part, he also a hero. He minimizes praise to himself. He can be killed if he stay on the jungle, but he will get the risk just for the princess’s prosperity. He maximizes dispraise of himself. He uses modesty maxim.

Impoliteness:

Fallon: “They're uglier than I remember.”

Analysis: **(Negative Physical Appearance, The Lexicon)**

A few minutes later some giants come to Fallon. They bring Elmont and another guardian. They catch Elmont and another guardian on the jungle. Fallon says “they are uglier than I remember”. Fallon is very hate with human because he has bad memories with them. He uses word “ugly” to describe a human.

Fallon uses negative physical appearance, the lexicon to shows his rudeness.

H. Research Procedure

Some steps that pass through in this research are as follows:

1. To watch the Jack the Giant Slayer film
2. List all of polite and impolite expressions that used by the main characters.
3. Check the expression with the theory.
4. Analyze the expression based on theory and when the expression is used.