

CHAPTER I INTRODUCTION

This chapter presents basic consideration, research questions, the objective of research, significant of research, scope and limitation, and definition of key terms.

1.1 Basic consideration

In everyday situations we have to communicate with other people to share information, to gain knowledge about a topic or to reach a variety of goals. To communicate with others we use language. Language is the representation of human mind and portrait of word. By language we can express and share anything. Language is rule governed, creative, universal, innate, and learned, all at the same time. It is also distinctly human (Brinton, 2000, p.3). In other hand Brown (2007, p.6) defined Language is a complex skills, developed in us spontaneously, without conscious effort or formal instruction that we used without understanding the logic, qualitatively as same as each person and different from another skills which is generally in processing information. Thus, as human being who live in different situation individually, we have to have a social being, because human is social human being, we need others to live and we always relate or interact with others. Furthermore Lyons (1977, p.32) acknowledged that “To say that language serves as an instrument of communication is to utter a truism. Indeed, it is difficult to imagine any satisfactory definition of the term ‘language’ that did not incorporate some reference to the nature of communication”.

There are two kinds of language communication such as verbal communication and non verbal communication. In communication, speaker has a message that needs to be conveyed to hearer. The message sometimes cannot be

found in the word and utterances literary. Hence, there is a study called pragmatics as a way of explaining language in context. In explaining the meaning, it is necessary to know who the speaker and the hearer are, the time and the place, and the other aspect of contextual account. Those are used to make hearer comprehend intention of what speaker said.

One of discussions in pragmatics is politeness. It is growing well into the analysis of function of language and its use in communication (Samsuri, 1991, p.3). Politeness analysis can be seen in study of language in daily conversation. In conversation, there are three systems that regulate interpersonal relationships between the speaker and the hearer. Like cooperative principle, courtesy and irony. Among the three systems, I tow on the politeness principles in the conversation. The speakers always consider the feelings of hearer. In a conversation the risk of conflict will always exist. In this case politeness is necessary to reduce the risk of conflict. The efficiency of a conversation is not only determined by the cooperative principle, but also by the politeness principle which maintains the social stability and sociability. Hence we can expect the same feedback from others. Politeness is a form of behavior of a given society and at the same time as one dimension of culture Watss (2003, p.20). One indication of politeness in language can be seen in the expression of language utterances (linguistic utterance). In this case, speakers seek to create a harmony in the relationship of communication, by trying to arrange the selection of speech forms that are expressed verbally supported by non-verbal behavior in order to appreciate the context, and in accordance with the socio-cultural norms and values.

Based on those things politeness principles is necessary to be explored, it is aimed to reducing the risk of conflict and makes the conversation efficiencies which maintains the social stability and sociability. Because the aim of pragmatics is create a win-win conversation, hence the speaker has to be placed in the same position and many people did not realize about this things especially in the formal meeting. Therefore it should be analyzed in order to give us clear information about the application of politeness principle is not only known by the negotiator but also a student has to know about that.

In addition Brown and Levinson (1978, p.70) proposed politeness strategy which the face is saving view of politeness. They divide two kinds of face. First, is negative face and positive face. Negative face is freedom of action and freedom from imposition wanting the actions not to be constrained or inhibited by others. Meanwhile positive face is the positive self image that people have and want to be appreciated and approved of by some other people. Another concept that served when people are talking is the politeness principle which is developed by Geoff Leech. The centre of this concept is effect of what is said on the people. Thus, the speaker can speak untruth in order to make the hearer becoming pleasant. The politeness principle is interesting topic because it teaches us how to produce utterances that cause the hearer not angry. From one of maxims of politeness principle, the speaker is allowed to speak a white lie because in approbation maxim, it requires to minimize dispraise of other and maximize praise of other.

Politeness in communication requires people to adopt strategies of maximizing polite beliefs and minimizing impolite beliefs. There are six maxims of politeness principle introduced by Leech (1983, p.131-132). They are tact

maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim. On the other hand when we engage in a conversation, sometimes our speech involved not only declares a state, but also at the same time a sentence can also be a manifestation of an act called speech acts. Austin (cited in Verschueren, 1999, p.22) showed a lot of speech acts and some of which are polite like praising, offering, and inviting, and some that are not as polite as asking and ordering. Thus, utterances like "What a nice eyes you have!" Which have praised acts and "Do you want a cup of coffee?" This offers act that can be regarded as a polite speech. The others utterances like "Open the window!" And "Shut up" can be regarded as impolite utterances. For the utterances like this have acts that are not polite, but we need strategies to make this utterance to be more polite.

Politeness principles is demanded toward the speakers to reduce the utterances that not polite and reproduce polite utterance. Based on the role of politeness principles in conversations I interested in studying politeness principles. Based on the consideration above the I analyzed politeness principle by applying Geoffrey Leech's theory by title "*An Analysis on Modesty and Agreement Maxims Used in "Dear John" Movie* in order to find the modesty maxim and agreement maxim used by the characters and how they use those maxims.

[Dear John](#) is an impending loving drama and war movie starring by [Channing Tatum](#) and [Amanda Seyfried](#). Directed by [Lasse Hallström](#), the movie is an adaptation of [Nicholas Sparks'](#) novel of the same name. It shows the life of a young woman (Amanda Seyfried) after she falls in love with a soldier (Channing

Tatum). They decide to exchange letters to each other after he was deployed to the war. The film was released theatrically in North America on February 5, 2010. (<http://amiratthemovies.wordpress.com/2010/04/19/review-dear-john-2010/>)

John (an army man) and Savannah fall in love during an annual leave for John. The two write several letters to each other to keep in touch, but as the years pass by, everything starts to drift apart, including John's father, and the seemingly unbreakable bond between Savannah and John. When a holidaying student encounters between-tours Marine, it marks the beginning of a "relationship of a lifetime". Romantic drama starring by Channing Tatum and Amanda Seyfried. (<http://www.imdb.com/title/tt0989757/synopsis>)

This movie is applying politeness maxim. Really touched, I interested to the utterances that occur in this movie. How polite the utterance in this movie. How the American teenager applied the politeness principle in their daily spoken. For example a conversation that a kind of Modesty Maxim “44 00:04:05,058 --> 00:04:10,291 <Savannah>Brave man. This is my life in here, <Savannah>so I owe-- I owe you. 45 00:04:10,463 --> 00:04:11,487 <John>don't worry about it. The using of politeness principle in the type of modesty maxim helps the speaker to be polite to the hearer because the speaker because the speaker minimizes praise of other and maximizes dispraise of self. Besides that, I want to describe the aspects that make the utterances of the participants less or more polite in relation to Leech's politeness principles, and the use politeness maxim principle in this movie. This movie of research has a great potential to explore and giving contribution to us as the English department students who learnt pragmatic

linguistic being able to analysis the utterance by using pragmatic approach. The reason why I chose “Dear John” movie to be analyzed, because it is one of literary movie which talk about love and famous in this world, also I want to see how the American people especially teenager applied politeness principle in their daily conversation.

1.2 Research question

Based on the consideration above I formulate the research questions as follow:

1. What are utterances included in modesty and agreement maxim on “Dear John” movie?
2. How are the pragmatics scale operated in modesty and agreement maxim on “Dear John” movie?

1.3 The objective of research

Dealing with the research questions above the objectives of the study are:

1. To describe the Modesty maxim and agreement maxim employed in the conversations of the movie “ Dear John”,
2. To describe the aspects that make the utterances of the participants less or more polite in relation to Leech’s politeness principles.

1.4 Significance of research

This study contributes as theoretical, practical and academics functions. Theoretically, I hope that the result of this study will be useful and will give contribution to linguistic field, especially in pragmatic study related to politeness maxim. Practically, for the readers and the viewer of movie, I hope that it helps the reader and the viewer to understand the content of each series of movie and

literary works that has been transferred into movie. For students, I hope that it can help them more understand of the applying of politeness principles and the relation between cooperative principle and politeness principle. Academically, I hope that this study gives additional information for those who intend to get the data and do research in the same topic especially about analysis on modesty and agreement maxim.

1.5 Scope and Limitation

The data which is analyzed in this research is the utterances that occur in “Dear John” movie. This research is focused on modesty and agreement maxim of politeness principles used by the characters which found in their utterances in “Dear John” movie that was published in 2006. These two forms of maxim that chosen because both maxims are dominant. I used Geoffrey Leech’s theory in analyzing the data.

1.6 Definition of the key terms

To avoid misunderstanding and misinterpretation of words in this research, I define the meaning of the subsequent important terms as follows:

1. **Politeness principle** is minimizing other things being equal, the expression of impolite beliefs, and there is a corresponding positive version which maximizes other things being equal. (Leech, 1983, p. 81).
2. **Maxims of politeness principle** is a number of maxim dealing with polite behavior who proposed By Leech (1983, p.105-106)
3. **Illocutionary functions** who proposed by Leech as same as Searle like :
Assertive like stating, complaining, reporting and etc.

Directive like ordering, commanding, begging, and advising. For this category Leech use the term *impositif*.

Commissive like promising Offering and vowing.

Expressive which is express feelings and attitudes about thanking, congratulating, apologizing, and Condoling.

Declarations which illustrates the changes in a state of relations such as resigning, baptizing, and sentencing.