

## CHAPTER I

### INTRODUCTION

#### **Background of study**

The social interaction will be well form if the people know well their culture. Watt (2003, p.20) stated that, most of social interaction has become institutional and the appropriate discussed practices which being known by us formerly. The realization of the awareness is the form of politeness based on culture. Politeness is reflected through procedure of communication on verbal or we call speaking manner. According to Rahardi (2002, p.19), this procedure of language consists of words choice, up to the level of sentences, grammar, choice of variety and intonation of a language use.

In generally speaking, politeness involves make of feel other people's feelings. Linguistic politeness used a language by take care the face needs in maintaining the smooth interaction and good relationship. Polite people make others' feeling comfortable. In this case, Holmes (2001, p.268) stated that making decisions by considering polite in any community involving the assessed of social relationship along the dimensions of social distance, action or solidarity and relative power or status. People need to understand the social status values of society in order to speak politely.

In speaking, people sometimes make mistake when they use language. They did not notice that they were speaking impolitly when they were joking and its results make losing the other. That can be normally found in our daily life. In

some of cultures call directly to someone's nickname, it is the wrong things that should avoid in speaking. Although in home we are often called them with their own name but in other situation, we should use politeness language.

For example:

A: Could I interrupt you for a second?

B: Sure, Please.

Or if I could just clarify this then;

Politeness study is one important part of pragmatics. This study have conducted for many years ago by some expert. The researchers bring the theory of politeness to produce their own theories that different from the original theory that seen from their other perspectives. They are Grice with cooperative principle (CP) theory, then, Leech who formulate the politeness principle theory and Brown and Levison in face-saving, the politeness strategy theory. All of them have made great contribution to the development of pragmatic study.

In addition, study of politeness is not only happened in daily life but also in literary works likes novel, movie, poem and short story. So, in this study, the researcher analyzes politeness strategies in one literary work namely movie. Researcher takes in movie which being entitled the great Gatsby 2013. This movie adapted from a novel with same title written by F. Scott Fitzgerald in 1925. Then, this novel have adapted in the movie for several times, the last is the great Gatsby that release at May 10<sup>th</sup>, 2013 in USA with director by Baz Luhrmann. The actor and actress in this movie are Leonardo DiCaprio, Tobey Maguire, Carey

Mulligan, dan Joel Edgerton. This movie tells about the life of Leonardo DiCaprio as Gatsby with his neighbor Tobey Maguire as Nick Carraway. Nick tells again his met with Gatsby in roaring twenties period. Gatsby is a rich person. He has a big house and he has romantic relationship with nick's cousin named Daisy five years ago. He asked nick to make a meeting between him and daisy. However daisy is not same like five years ago, she just come to Gatsby, destroyed his life and run away from him.

Moreover, the researcher chooses this topic based on some reasons.

Firstly, the writer used politeness strategies because politeness topic are interesting to be observed, because politeness language is very influent in the society, it is something that should we use. Besides, politeness language should appropriate the culture. In Indonesian country, if the people speak polite, it shows that they have high education level, opposite if people speak impolite, every people will think that they are bad person. As a matter of fact, in Indonesian education, they teach about lesson but they are concerning to teach about value, moral, and politeness. So, in analysis politeness strategies, we will know the strategies of speaker use more polite to others. Second, the researcher chose the Great Gatsby movie because it is the classic movie which being designed in the New York on 1922, which many people have high social status, so the character used politeness language strategy in addressing to other people. This is supported by Holmes (2008) who stated that "people who have higher social status will choose the formal language or the informal language when addressing to the people whom have the lower social status. However the people in lower social

status only used the formal language when they address to the people in higher social status.” Based on this fact, the researcher is interested in choosing politeness strategies to be analyzed.

Based on the description above, the topic of this research can be formulating “politeness strategies used in the great Gatsby movie.” This will be significant to be carried out this research focus.

### **Scope of study**

The research focus will be limited on the main character utterances. Those are Nick Carraway, Jay Gatsby, Daisy Buchanan, Tom Buchanan and Jordan Baker. The data chosen are from the utterances among the characters in that movie. The narration is taken to be clarified its context when the utterance happened. This is accomplished because a unique discovery is found within the movie. The discussion it will be emphasized on the use of politeness strategies, which is based on Brown and Levinson’s theory that classifies the strategies into bald on- record, positive politeness, negative politeness, and off record.

### **Research Question**

Based on the description above the researcher formulated that “What kinds of politeness strategies that can be found in the great Gatsby movie?”

## **Objective research**

The objective of this research is to answer the question that is “to investigate kinds of politeness strategies that can be found in the great Gatsby movie.”

## **Significance of research**

There are two kinds of significances of this research those are theoretical and practical. Theoretically, the research is significant to provide some information about politeness strategies for those who are interested in the study of politeness strategies. Practically, this topic is very important to the readers in adding knowledge about politeness language. The importance for the teacher, this study could be a reference in teaching in order the teacher can make some variety of sentences. Also, giving more knowledge of the students in using language when they were speaking to the superior or people on choosing the appropriate utterances when speak to higher class or status. Specifically this research will give some knowledge about politeness language. Moreover, to make them understand about the importance of politeness language for use in daily life of interaction. So, they will more polite when speak with the older people. Such as their parents, teachers, seniors, juniors and who speaking to them. In addition, this study is expected to provide a reference for further research in applied politeness language in other situation.