

Chapter 1: Introduction

This chapter describes several points that will be discussed in this research. This chapter is divided into five subtopics, those are: background of study, research questions, objectives of research, significances of study, and the scope of study. Those subtopics will be discussed clearly in order to make the reader understand about this research. All of the subtopics are analyzed and explained as follow:

Background of Study

Conversation is one of the interaction parts. Conversation involves many things which are important in understanding what the speaker means. For example, when one conveys message to someone else, it certainly has a certain purpose, an assumption, and hopes the hearer understands what implies in the utterance. Certainly, the hearer has to try to understand what the speaker means. To be able to understand the speaker's meaning, the hearer has to see the voice inflection emphasis, intonation, and the context in order to know the purpose. Edmondson (1981:69) states that a verbal conversation refers to any interactional talks involving at least two participants, a speaker and a listener, and they change roles. This means that a verbal conversation requires at least two participants, the speaker and the listener. Besides, the participants converse about a certain topic in a natural situation. In short, the study of conversation raises two aspects: the manner and the topic of the conversation.

Talking about manner in the conversation, it is discussed about politeness. Politeness becomes a major concern in pragmatics since it is very important in an interaction (Nurdianingsih,2007). It is important because politeness becomes a measurement of speaker's manner in the interaction. What politeness essentially consists is a special way of treating

people, saying, and doing things in such a way as to take into account the other person's feelings (Brown, 1980). On the whole that means if one wasn't thinking the other's feeling into account it will be less polite. In addition, Leech (1993) defines politeness as a type of behaviour that allows the participants to engage in a social interaction in an atmosphere of relative harmony. Politeness influence to the relative harmony among the speaker because politeness takes a part into the other person's feeling as long as the conversation happens.

Within an interaction, however there is more narrowly specified type of politeness at work. In order to describe it, we need the concept of maxim. As technical term "maxim" means classification of person's politeness (Yule, 1996). It refers to the manner or style that delights people by saying into the other person's feelings. Regarding to the topic has been discussed above about the conversation, politeness, and maxim. This paper is going to investigate politeness principle in the conversation from "Cinderella Movie". There are some reasons to choose this topic.

First, this paper chooses politeness because politeness in conversation shows awareness of another person's face. In this sense, politeness can be accomplished in situations of social distance or closeness. Beside that politeness show the equivalent awareness when the other is socially close is often described in term of friendliness, camaraderie, or solidarity. Second, this paper refers to Leech maxim because Leech describes how the utterance can be called polite or less polite. Third, this study choose movie as the instrument to investigated politeness because movie is a kind of entertainment media which is represented to entertain the audience, besides that a movie is to express the philosophy and worldview of individuals, cultures and nations (Nurdianingsih, 2007). A movie is the representation of real life in the society. The dialogue spoken by the characters and the actions they perform represent an actual language in everyday

life. In addition, the gesture both speaker and listener can be show in the movie. So, it easy to justify the type of the maxim or politeness happens in that movie. For the title of movie, this paper considers “Cinderella Movie” as the media to investigate the politeness in conversation because “Cinderella Movie” fulfills the maxim that will being investigated. To prove “Cinderella Movie” has maxim, it could be seen in the transcript below,

Data 1/ Tact / S: Father A: Ella

Fathe : “do you think I may be allowed one last chance, even though I thought such things were done for good?”

Ella : “of course I do father.”

From the conversation above maxim in this conversation is tact maxim because Cinderella showed her discreetness to her father. It is showed Cinderella gave her father a chance to married with someone else. By showing one maxim in this movie, the researcher believes there will be another maxim in “Cinderella Movie”. Since the movie employed many of politeness principles maxims, the researcher intended to conduct a research entitled *The Analysis of Politeness Principles Based on Leech Theory in “Cinderella Movie” Directed by Kenneth Branaght*

Research Questions

In order to be able to observe how maxim contains in this movie, The research question is how are the maxims employed in the conversations of the movie of Cinderella?

Objectives of Research

This study aims to propose deep insight about politeness principles in the movie. Principally, the research analyses type of maxims occurs in the conversation from Cinderella movie and inspects the utterance of participants less or more polite in relation to Leech’s

politeness principles. By knowing the type of maxim occurs in the conversation, the viewer of the movie not only knows the type of maxim occur in the conversation but also they know what type conversation called polite and less polite.

Significance of Study

This study contributes to give insight about politeness principle in the conversation. This study clearly makes understanding of how and why conversation called polite and less polite. This study expects to give understanding of type of maxim and the factor that affect the conversation in the movie. This focus of analysis has a potential contribution to boarder English Foreign Learners to improve their knowledge about politeness in conversation and the impact for their conversation when interact with each other or when they meet with the native speaker of English. Moreover, knowledge of type and factor of politeness principle allow every element include English teachers, language experts, and other researchers to take part into the attention and development of knowledge and study about politeness principle.

The Scope of Study

The scope of this researcher has several ranges. First, this research focuses on finding and analyzing the utterances maxims in dialogue of Cinderella movie directed by Kenneth Branagh. Second, the researcher uses movie as the object to collect some utterances which is containing maxims politeness. Third, the researcher will analyze sixth maxims politeness by Geoffrey Leech (1983), they are tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim.