

CHAPTER 1. INTRODUCTION

This research takes the object of positive politeness and off record politeness strategies used in the movie of *War Dogs* as the direction of the study which related to the pragmatic. This chapter presents the research question, aim of research, focus of the research, Limitation of Research, and significance of research.

Basic Consideration

In communication, the phenomena of politeness can be found in the community interaction, we are familiar that there are several forms of polite language used by the speaker and the hearer in communication with the intention of conveying something. The phenomena of delivering someone's idea might be the right way through polite language. The speaker and the hearer establish and collaborates their thought or emotional to maintain the appearance in their utterances and trying to build a good relationship toward politeness.

Politeness has a very important role in communicating between the speaker and hearer. The requirements for using good and polite language are inseparable material in this matter. The speaker has the obligation to communicate with the hearer or in the matter of conveying the something that have become the obligations of each speaker. Therefore, a form of polite language is necessary used by speaker to convey their aims and messages. Politeness could be the suitable way on the communication to others. As a result the speaker and the hearer deliver something through polite utterances.

The polite utterances of the language are more often encountered in talking face to face with others, which indicate that people also really need polite and appropriate language, for the purpose of maintaining the harmonious relationship. The polite utterances between the speaker and the hearer certainly very influential on the response back, from the person who intended of creating communication or language that is good and right among them. This is as the real phenomena of the people utterance in having communication.

In the other words, the communications of the speaker and the hearer have the same obligation to keep their face from one to another, in order to maintain the face while having the social interaction. According to Brown and Levinson (1987, p.61) people wants to be appreciated or to be claimed their self-image not to be treat or avoid by others. The concepts of face in this case is not only the speaker or the hearer, but also the sense of social public image in the society which try not to being embarrassed or humiliated of 'losing face'.

Face as the public image of people wants to be respected in social interaction. Everyone have a face, then face itself according to Brown and Levinson (1987, p.62) have defined in two kinds. Such as; negative face and positive face. In negative face wants his/her action to be unimpeded by others. While the positive face wants his/her action to be desirable to by others or at least some other. Furthermore, Politeness as a form of communication in establishing and maintaining the people face in social interaction of politeness strategy.

The theory of politeness strategies are described by Brown and Levinson (1987, p.68-69) in social interaction to avoid the face-threatening-act or FTA. It describes that, there are the certain strategies to minimize the threats or to save the face of the speakers and the hearers. It is because in avoiding the face-threatening-act of the self-image needs to respect and maintenance by other people. In other words, people when communicates to other need to be consider to other people feeling.

Brown and Levinson (1987, p.68) identify the politeness strategies of doing FTA to four types of strategies such us; the bald on record strategy, positive strategy, negative strategy, and off record strategy. In bald on record strategy where the face is not required the use of polite language that happened unpredictable situation of the speaker and hearer. And in positive strategy is where the face consistent to have desired in social image to be approval that seek to minimize the treat the hearers' face, while the negative strategy in the face that wants to be oriented towards the hearers' face and emphasize avoidance of the imposition on the hearers. While in off record strategy, the speaker or the hearer leave the limited information or incomplete description to the speaking partner to establish the language.

Here are the examples of the characters' utterances in the dialogue are:

- David : "you **seriously** want to drive to Baghdad?"
- Ephraim : "David, we're gunrunners. Let's go run some **fucking** guns.

Lets go, Come on! ”

At the example above, David directly uses the word “*seriously*” within being polite then using indirect way of saying things without any minimization to the David’s imposition to Ephraim to minimize the face of the speaking partner, such as “*sorry but, do you seriously*”. Another example showed that, Ephraim puts “*fucking*” instead of noun “it” when he uses “*fucking*” to address himself which showed the wrong replacement of noun, which negative face and emphasize avoidance of the imposition of the hearer David.

On the other hand, David uses direct way of saying things without any minimization to the imposition to communicate in the movie. In the first example, Ephraim uses “fuck” to signal that it was urgent in sending the guns to the Baghdad, Iraq. Another example also showed that both of the character’s dialogues showed the politeness strategies which use in the movie, thus these examples showed in the movie. Reflected from the previous example it is socially shows more polite then use language profanity and nonstandard English.

In this research, the researcher focuses on the types of positive politeness strategy and off record strategy that the characters used when having conversation to the speaking partner in the *War Dogs* movie. The reason why the researcher chooses these two central types of politeness strategy than the other politeness strategy such as negative politeness and bald on record politeness strategy, because its reflected daily conversation, English learners are difficult to decide using polite language and they ignore the use of politeness strategy itself. As the result they make distortion to

the polite language that indicates the terrible or bad attitudes, this distortion influence the use of language approach of politeness strategy.

The researcher decided to choose two central types of positive politeness strategy and off record strategy as the subject of analyzing this research, because these two central types of politeness plays an important function in communication between people than the other strategies. The selected strategies of politeness, indicates the people's utterance while having communication. According to Brown & Levinson (1987) in Rosaria (2017, p.617) had state that "*politeness is an act of avoiding and dealing with speech act that treated the self-image or face of other as well as themselves to be treated (face threatening act or FTA)*". It drew deeply from face theory, advancing face theory in the direction, and with a focus on politeness. In this study, we excavate deeper into the ideas of face strategy put forth by Brown and Levinson (1987) and expanded on his theory, specifically with attention to the positive politeness strategy and off record politeness strategy.

The researcher decided to choose the *War Dogs* movie is because this movie provides the politeness strategy in the conversation among the characters, especially on the character's utterance, in the shape of politeness strategy on their conversations to answer the research question. In this case, the *War Dogs* movie provides the politeness strategy that used by the characters. This is because in this movie, the use of politeness strategy would come out from the suitable situation and condition, where the speaker requires to showing the respectability and politely of the speaking partner in the appropriate situation as the polite attitude.

Therefore, researcher decides to choose the *War Dogs* movie is because the movie also reflected the natural utterances of the speaker and the hearer as strongly dedicated to the appropriate attitude and well acts of how to be polite. According Leech (1983, p.1) states that “we cannot really understand the nature of language itself unless we understand pragmatic: how language is used in communication”. In this case, the nature of language will systematically contain in the communication. The communication is also contain the language politeness that used by speaker in their utterance to convey the messages in form of polite language.

Based on the above explanation, the researcher wants to discover the two central types of positive politeness strategy and off record strategy which used by the characters could be a good way to study in pragmatic particularly to see what are politeness strategies used by the characters in this movie. Therefore, the researcher capture the utterances of the conversation in the movie to represents the character’s utterances of politeness strategy.

Research Question

According to the background that has mentioned above, the problem arises on the communication. The researcher will analyze the characters’ utterances of using positive politeness and off record politeness strategy. Therefore, researchers are attracted in conduct the research with the following research problems: What are the types of politeness strategies used by the characters in *War Dogs* movie ?

Aim of Research

The aim of this research is to explore what are the politeness strategies used by the characters related on a pragmatic study, that the characters used in their conversation of the *War Dogs* movie. Therefore, concept of positive politeness strategy and off record politeness strategy in conveying the message will be acceptable and can be appreciated by others.

Objective of the Research

This research describes and interprets the positive politeness strategy and off record politeness strategy used by the characters in *War Dogs* movie based on the characters' utterances when having dialog in their conversation.

Scope and Limitation of Research

The capacity of this research covered the scope of pragmatic, politeness, and the politeness strategy used by the characters in that movie. The researcher limits the capacity of analyzing the politeness strategy on two central types. The first one is Positive politeness strategy and the second is Off Record strategy. These two central strategies are chosen to identify the appropriate or polite language use for the purpose of English communication.

Significances of Research

The advantage of this research is divided in two aspects such as: theoretically and practically. In theoretically refers to the basic theory of pragmatic which observing

the language meaning. It is useful for understanding the language that has implicit meaning, which uttered by the speaker and interpreted by the hearer. Besides that, in politeness theory, this study will becomes people behavior of being polite of others face in communication. It is appropriate in order to build harmonious social interaction. As social beings, this study will become useful based on the sociolinguistic concept. This will become the reference of how people construct the relationship through language in social life.

In practically, this research is useful for all English learners in majoring English study or English course, and any course that related to the politeness, so that they know how to be polite and cooperative to communicate with others. This research is not only beneficial for English students, but also for the English teachers who have parts in teaching good attitudes of how to teach well. Therefore, this research might be the basic form of politeness strategies within using the correct and good chosen words in politeness, which is appropriate to convey the message correctly polite without threatening others feeling.

Not only in the education field, this research also emphasized to the polite utterance between speaker toward the hearer, whether in a movie or in the real-life situation as the references of delivering the message in modesty. It also helps the English learners, especially non-English speaker who are in the process of learning English to collaborate the politeness strategies between the speaker and the hearer to

convey the messages in order to prevent the using of impolite way when they are having conversations or dialogues.