

An Analysis of Positive Politeness Strategies in Alex Kurtzman Film “People Like Us”

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Abstract

People normally behave in accordance with their hope concerning their public self-image or face wants to be respected. Face means public self-image of a person; it refers to the emotional and social sense of self that everyone has and expects everyone to recognize (Yule, 2010). Face has two aspects, positive and negative. An individual's positive face is reflected in his or her desires to be liked, approved of, respected of and appreciated by others. While an individual's negative face is reflected in the desire not be impeded or put upon, to have the freedom to act as one chooses (Thomas, 1995:169). Therefore, people in their relationship need to preserve both kinds of faces for themselves and the people they interact with the politeness utterances. Considering the phenomena above, the speaker should be able to produce the suitable politeness strategy for being considered as a polite person. Furthermore, the writer is attracted to analyze the politeness strategies based on Brown and Levinson's politeness strategy in a film. The film entitled “People Like Us” has a good solid story of a young man dealing with both his family and keeping his job. The story puts the situation most in a public area, where the different statuses such as family, friend, client, boss or the superior interact as the result there are many politeness strategy employed in this movie. The writer found out there are 15 strategies of positive politeness strategies based on Brown and Levinson. All the kinds of those strategies are employed by the main characters in the Alex Kurtzman film People Like Us. Namely notice, attend to hearer; exaggerate; intensify interest to the hearer; use in-group identity markers; seek agreement; avoid disagreement; presuppose/rise/assert common ground; joke; assert or presuppose S's knowledge of and concern for H's wants; offer, promise; be optimistic; include both the speaker and the hearer in the activity; give (or ask for) reason; assume or assert reciprocity; give gift to the hearer. Furthermore, it is discovered that there are two factors, namely payoff and circumstances that influence the employment of positive politeness. By knowing

Keywords : *analysis, positive politeness strategies, face, pragmatics*

INTRODUCTION

People normally behave in accordance with their hope concerning their public self-image or face wants to be respected. Face means public self-image of a person; it refers to the emotional and social sense of self that everyone has and expects everyone to recognize (Yule, 2010).). Face has two aspects, positive and negative. An individual's positive face is reflected in his or her desires to be liked, approved of, respected of and appreciated by others. While an individual's negative face is reflected in the desire not be impeded or put upon, to have the freedom to act as one chooses

Brown and Levinson (1987) states certain kinds of acts intrinsically threaten face, specifically those acts that by their nature run contrary to the face want of the hearer and / or of the speaker. For example, the hearer's positive face will damage when the speaker insulting the hearer, and also the hearer's negative face will damage when the speaker order the hearer. It also could damage the speaker's own positive and negative face for example, when the speaker admits that he has failed in his work and when the speaker offers help to the hearer. In order to avoid or minimize the possibility of damage to the hearer's face or to the speaker's own face, he or she may adopt politeness strategies.

Based on the phenomena, the speaker should be able to produce the suitable politeness strategy for being considered as a polite person. Furthermore, the writer is attracted to analyze the politeness strategies based on Brown and Levinson's politeness strategy in Alex Kurtzman film *People Like Us* and the factors influencing the employment of those strategies.

By analyzing the positive politeness strategies and the factors influencing it. The writer finds out what kinds of positive politeness strategies are used and what is the context situation.

Theory Related to literature

Yule (1996) states that politeness means showing awareness on another person face, the public self-image of person.

Pragmatics

Meyer (2009:1) states pragmatics is the study of how context affect language use, and grammar, the description of how humans form linguistics structures, from the level of sound up to the sentence. In studying language, one cannot ignore the situation which is the speech is uttered and how the situation affect language use and grammar. There is close relation between an utterance and situations. Thus, pragmatics includes the relevant context or situation, instead of the language usage.

Context

Context is a relevant aspect of the physical or social setting of an utterance and also background knowledge which is shared by the speaker and hearer in understanding their utterance (Leech, 1999:13).

Face

Face is the public self-image of person. Face has two kinds of aspects, positive face and negative face. Positive face is the need to be appreciated and accepted, to be treated as the member of the same group, and to know that his or her wants are share by others, while negative face is the desire to have freedom of action, imposition and not to be impeded by others. (Yule, 1996)

Face Threatening Act (FTA)

Yule (1996) An act or utterance that is a threat to another person's self-image is called face threatening act (FTA)

Politeness Strategy

Brown and Levinson [1978] concludes, face actually has two aspects, namely 'positive' and 'negative'

Negative face or the rights to territories, freedom of action and freedom

from imposition - wanting your actions not to be constrained or inhibited by others.

Positive face, the positive face is the need to be appreciated and accepted, to be treated as the member of the same group, and to know that his or her wants are shared by others.

Positive Politeness Strategy

Positive politeness strategy involves three main strategies, namely: Claim Common Ground, Convey That S & H are Cooperators, Fulfill H's want for some X.

Claim Common Ground, involves ; notice, attend to hearer (his interest, wants, needs, goods); exaggerate (interest, approval, sympathy with hearer); intensify interest to the hearer; use in-group identity markers; seek agreement; avoid disagreement; presuppose/rise/assert common ground; joke.

Convey That S & H are Cooperators involves assert or presuppose speaker's knowledge and concern for the hearer's wants and willingness to fit one's own wants with them; offer, promise; be optimistic; include both the speaker and the hearer in the activity; give (or ask for) reason; assume or assert reciprocity.

Fulfill H's want for some X involves; give gift to the hearer (goods, sympathy, understanding, cooperation).

Factor of Influencing The Use of Positive Politeness Strategy

There are two factors that Influencing The Use of Positive Politeness Strategy, namely; Payoff and Relevant Circumstances.

For Relevant Circumstances there are three part, namely, Relative Power, Social Distance, Size of Imposition.

Methods

Descriptive qualitative method can also be said as a study, its origin in descriptive analysis and is essentially an inductive process, presents the descriptive data in the form of words, sentences,

pictures or oral words using technique of searching, collecting, classifying, analyzing the data, interpreting them and finally drawing conclusion. The conclusion in descriptive method is conducted without making generalizing. It is also stated that qualitative method is a kind of method which is conducted without making generalizing. The objective is to describe phenomena from the data analysis in which a study conclusion will be drawn (Bogdan and Biklen; 1992, Bogdan and Taylor; 1987, Given; 2008, Surakhmad; 1994).

Subject of the Research

The location of the data is in the transcript of Alex Kurtzman film *People Like Us* which the writers made.

Analysing Data

To identify the positive politeness strategies, the writer carefully sorted the data and only analyzed those containing positive politeness strategies based on Brown and Levinson theory. The positive politeness strategies divided into three type: claim common ground, convey that S & H are cooperators, Fulfill H's want for some X and then divided into 15 strategies: notice, attend to hearer; exaggerate; intensify interest to the hearer; use in-group identity markers; seek agreement; avoid disagreement; presuppose/rise/assert common ground; joke; assert or presuppose S's knowledge of and concern for H's wants; offer, promise; be optimistic; include both the speaker and the hearer in the activity; give (or ask for) reason; assume or assert reciprocity; give gift to the hearer. after the data sorted the writer Analyzed how the positive politeness strategy based on Brown and Levinson's is used by the main characters according to the factors influencing the main characters to employ the positive politeness strategy based on Brown and Levinson's politeness scale which consists of relative power, social distance, and absolute ranking of imposition. To help the writer classify the types and kinds of positive politeness

strategies, the writer made table. Presented in table 3.1

Table 4.1

Identify Positive Politeness Strategies

No.	Datum	Types	Strategy

This will help the writer analyze the positive politeness strategies that the main characters used.

Analyzing Positive Politeness Strategies

After classifying data of positive politeness types and kinds. The writer can conduct data analysis

Data Analysis

Datum 01

Sam Harper : How many?

Ben : A hundred thousand.

Sam Harper : A hundred thousand? God, that's a mountain of rubber, Ben!

Type 1: Claim Common Ground,

Strategy 2: Exaggerate

Context situation:

The conversation takes place at Ben's company. The participants are Ben and Sam Harper. Ben's company is a big international company. It has many affiliated firms. Ben is the owner of the company while Sam Harper is a facilitator in Allied Trade Consultant.

When Sam Harper and Ben were walking at Ben's company, Sam Harper noticed that there are a ton of rubbers. Sam Harper asked the number of tires. And then Ben replied "A hundred thousand". Sam Harper responded to Ben by saying "God, that's a mountain of rubber!".

Analyzing datum

The conversation above shows that Sam Harper employs positive politeness strategy because Sam understands Ben's

expectation. When Ben informs Sam Harper that his company product is a hundred thousand of rubber, Sam Harper is interested because he can make the product of rubber to be traded and Ben expects his product to be traded and gain more money. He shows his interest by saying "God, that's a mountain of rubber!" his utterance indicates the exaggeration. It shows that Sam Harper saves Ben's positive face.

Sam Harper employs this strategy because he is influenced by some factors. The first is payoff. Sam Harper wants to satisfy Ben and get a deal to trade Ben's product. The second one is circumstances. Concerns with social distance, it shows that they have close relationship. Ben is a boss in his company, while Sam Harper is a facilitator in his company. In order to make Ben feels happy, he exaggerates his interest. Power rating between them shows that Ben has more power than Sam Harper. As a result Sam Harper as a facilitator wants to make their distance smaller. He wants to get closer to Ben and make a deal.

Research Finding

After analysing the data, there are 15 strategies of positive politeness strategies based on Brown and Levinson. All the kinds of those strategies are employed by the main characters in the Alex Kurtzman film People Like Us. Namely notice, attend to hearer; exaggerate; intensify interest to the hearer; use in-group identity markers; seek agreement; avoid disagreement; presuppose/rise/assert common ground; joke; assert or presuppose S's knowledge of and concern for H's wants; offer, promise; be optimistic; include both the speaker and the hearer in the activity; give (or ask for) reason; assume or assert reciprocity; give gift to the hearer.

It is discovered that there are two factors, namely payoff and circumstances that influence the employment of positive politeness. The first is payoff. By employing positive politeness strategy the speaker can get any advantages. The

speaker can minimize the FTA by assuring the hearer that the speaker considers himself to be the same kind, he likes the hearer and wants to fulfill the hearer wants. Another possible payoff is that the speaker can avoid or minimize the debt implications of FTA such as request and offer. It is found in the entire of the data.

Suggestions

Based on the analysis and conclusion of the research, the researcher would like to give some suggestions about the analysis of dialogs in a film using pragmatics approach particularly on Positive Politeness Strategy based on Brown and Levinson. There are many occasions where people employ politeness strategy. Therefore, it is recommended that the other researchers analyze the same point of view about positive politeness and its factors influencing the use of the strategy, but they may look at it from different kind of angle e.g. the analysis of Bald on Record, Negative Politeness, and Bald off Record strategy.

Besides analyzing the same point of view about Politeness Strategy based on Brown and Levinson and its factors influencing the use of the strategy from a different kind of angle, it is suggested that other researchers also pay attention in combining those politeness strategies above with other issues, for example the use of politeness strategy by children.

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