

## **THE STRATEGIES OF NEGATIVE AND POSITIVE POLITENESS USED BY BRAD'S UTTERANCES IN *FRONT OF THE CLASS* MOVIE**

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### **ABSTRACT**

Politeness plays an important role in keeping a conversation run well. However, there are still some difficulties in playing polite and proper language for communication. Considering these phenomena, a study of politeness strategy was conducted. In this research, the researcher analyzed the use of politeness strategies especially positive and negative politeness in *Front of the Class* movie. The purposes of this research were to find out the kinds of positive politeness strategies, negative politeness strategies, and factors influencing Brad Cohen in using positive and negative politeness strategies in the movie. The research method in this research was descriptive qualitative research, the theory of politeness strategies by Brown and Levinson (1987) was used to analyze the four two of politeness strategy. The result of this research showed that there were twenty-seven utterances represented two politeness strategies used by Brad Cohen in *Front of the class* movie. Twenty-one utterances represented a positive politeness strategy and six utterances represented a negative politeness strategy. In positive politeness strategy 6: avoid disagreement and strategy 11: be optimistic are strategies that many researchers find in the film. Meanwhile, in negative politeness, they are only 2 strategy that the researcher found in the movie they are strategy 3: be pessimistic and strategy 5: give deference which both had the same amount of data. There are 2 factors influencing the choice of politeness strategies used by Brad Cohen in *Front of the class* movie. They are payoff and the circumstances. Twenty-seven utterances categorized as politeness strategies, twenty-one of them belong to positive politeness strategy, so that positive politeness strategy is the most dominantly used by Brad Cohen in *Front of the class* movie.

**Keyword:** Negative Politeness, Positive Politeness, Factor Influence, *Front of the class* movie

### **ABSTRAK**

*Kesopanan memainkan peran penting agar percakapan tetap berjalan dengan baik. Namun demikian, masih terdapat beberapa kesulitan dalam memainkan bahasa yang sopan dan pantas untuk komunikasi. Melihat fenomena tersebut, maka dilakukan studi tentang strategi*

kesantunan. Dalam penelitian ini, peneliti menganalisis penggunaan strategi kesantunan khususnya kesopanan positif dan negatif dalam film *Front of the class*. Tujuan dari penelitian ini adalah untuk mengetahui macam-macam strategi kesantunan positif, strategi kesantunan negatif, dan faktor-faktor yang mempengaruhi Brad Cohen dalam menggunakan strategi kesantunan positif dan negatif dalam film tersebut. Metode penelitian dalam penelitian ini adalah penelitian kualitatif deskriptif, teori strategi kesantunan oleh Brown dan Levinson (1987) digunakan untuk menganalisis dua jenis strategi kesantunan. Hasil penelitian menunjukkan bahwa terdapat dua puluh tujuh ujaran yang merupakan dua strategi kesantunan yang digunakan oleh Brad Cohen di film *Front of the class*. dua puluh satu ucapan mewakili strategi kesantunan positif dan enam ucapan mewakili strategi kesopanan negative. Dalam kesantunan positif, strategi 6: hindari ketidaksepakatan dan strategi 11: optimis adalah strategi yang banyak ditemukan peneliti dalam film tersebut. Sedangkan dalam kesantunan negatif, hanya ada 2 strategi yang peneliti temukan dalam film tersebut yaitu strategi 3: pesimis dan strategi 5: memberi hormat yang keduanya memiliki jumlah data yang sama. Ada 2 faktor yang mempengaruhi pemilihan strategi kesantunan yang digunakan oleh Brad Cohen dalam film *Front Class*. Mereka adalah imbalan dan keadaannya. Dua puluh tujuh ujaran dikategorikan sebagai strategi kesantunan, dua puluh satu diantaranya termasuk dalam strategi kesantunan positif, sehingga strategi kesantunan positif paling dominan digunakan oleh Brad Cohen dalam film *Front of Class*.

**Keyword:** Kesopanan negatif, kesopanan positif, factor yang mempengaruhi, film *Front of the Class*

## A. INTRODUCTION

Human and language is a unity that may not be separated. Language is utilized by human creatures to communicate with one another. By the use of the language in their everyday lives, they can express their feelings, views, and others. Without the use of language, it seems impossible for individuals to connect and communicates with others. Weiten (2007:10) states that there are symbols found in any language which convey meaning. Therefore, those symbols help language users to deliver their messages through their utterances.

When individuals use language to communicate with others, they continuously need to have a discussion that runs well and goes easily since by having a great discussion, they can keep up a great and close relationship with others. According to Wang (2010:121), speakers have to be able to choose various communicative strategies to maintain a good relationship between both interlocutors and they also need to apply strategies to construct a good conversation. These strategies are also known as politeness strategies.

Politeness is important in conversation. It means when someone communicates with others, not all listeners can interpret what the speaker is saying. Politeness strategies are used by people to ensure smooth and harmonious communication. According to Yule (1996:60), politeness in an interaction can be defined then as the means employed to show awareness of another person's face

and to be polite in communication. According to Leech (1995:109), politeness is a conflict avoidance strategy that can be measured by the level of effort. The purpose is to avoid discomfort or disrespect between speakers and listeners in communication. In another sense, politeness as a real-goal world. This means that politeness is interpreted as a sincere desire to please others, or as a motivation that underlies individual linguistic behavior (Thomas, 1995: 150).

The phenomenon of politeness strategies can be seen from various contexts of the conversation such as in the movie. The researcher takes a movie because it is a picture of social life. The movie provides conversations where politeness strategies occur. So, the researcher chooses movies as the object of this research because the movie is watched by people all over the world and movies can affect people who watch it because movies not only as entertainment but also the movie as education.

The researcher takes two politeness strategies they are positive politeness and negative politeness as a subject in this research because politeness is an important subject matter in communication and behaving in a way that attempts to take into account the feelings of the people being addressed.

This movie has politeness strategies especially positive and negative politeness in Brad's utterances and then to Brad interact with other characters to show that he wants to make a request, apology, refusal, and thank. This is used to understand the context that occurs in a conversation conducted by the main character.

The objectives of this research were To find out the negative politeness strategies used by Brad Cohen in *Front of the class* movie, To find out the positive politeness strategies used by Brad Cohen in *Front of the class* movie, and To identify the factors which influence Brad Cohen to use negative and positive strategies in *Front of the class* movie.

## **B. THEORETICAL BACKGROUND**

### **1. Politeness Strategy**

Politeness in an interaction can then be defined as the means employed to show awareness of another person's face. In this sense, politeness can be accomplished in situations of social distance or closeness. According to Brown and Levinson (1987) identify two different types of politeness are used in interaction, namely negative politeness, and positive politeness. Negative politeness as "a redressive action addressed to the addressee's negative face: his want to have his freedom of action unhindered and his attention unimpeded (1987:129). Whereas positive politeness is defined as "redress directed to the addressee's positive face, his perennial desire that his wants (or the actions/acquisitions/ values resulting from them) should be thought of as desirable" (1987:101).

#### **(1) Positive Politeness strategy**

According to Brown and Levinson (1987:101), positive politeness is redress directed to the addressee's positive face, his perennial desire that his wants (or the actions/acquisitions/values resulting from them) should be thought of as desirable. Brown and Levinson list 15 positive politeness

strategies: strategies: (1) Notice. Attend to hearer's wants, (2) Exaggerate interest/approval, (3) Intensify interest, (4) Use in-group identity markers, (5) Seek agreement, (6) Avoid disagreement, (7) Presuppose/assert common ground, (8) Joke, (9) Assert knowledge of hearer's want, (10) Offer, promise, (11) Be optimistic, (12) Give (or ask for) reasons, (13) Assume/assert reciprocity, (14) Include speaker and hearer in the activity, (15) Give hints to the hearer (goods, sympathy, etc).

## **(2) Negative Politeness Strategy**

According to Brown and Levinson (1987:129), negative politeness as “a repressive action addressed to the addressee’s negative face: his want to have his freedom of action unhindered and his attention unimpeded. It means that this strategy of respect behavior is usually characterized by satisfying the negative faces of listeners from recognizing and respecting the address's negative face wants. Negative politeness is specific and focused, it performs the function of minimizing the particular imposition that FTA unavoidably affects. Brown and Levinson list 10 negative politeness strategies: (1) Be conventionally Indirect, (2) Question or Hedges, (3) Be pessimistic (4) Minimize the imposition,(5) Give Deference, (6) Apologies (7) Impersonalize speaker and hearer, (8) State the FTA as a general rule, (9) Nominalize, (10) Go On-record as Incurring a debt or as not indebting hearer.

## **(3) Factors Influencing the Choice of Politeness Strategies**

According to Brown and Levinson (1987: 70), there are two factors that influence the choice of politeness strategies. These two factors include payoffs and circumstances. When someone does a conversation, there is always a factor behind a speech.

### **(a) Payoffs**

The speaker can minimize FTA by employs each politeness strategy, especially negative and positive politeness.

### **(b) The circumstances**

The circumstances relate to three sociological variables including the social 'distance' (D) between the speaker and listener, the relative 'power' (P) between the speaker and listener, and the absolute ranking ( R) of impositions in the particular culture.

## **C. RESEARCH METHOD**

This research applied a qualitative approach based on an analysis of pragmatics since this was the study of politeness in a movie. Vanderstoep and Johnston (2009:310) define qualitative research as a type of study which creates a descriptive text of the phenomena. Furthermore, Bungin (2007:167) states that the aim of qualitative research is more descriptive than predictive. They also add that the goal of qualitative research is to get a deep understanding of the research participants' point of view. This research used a descriptive qualitative approach because the objective of this study was to understand the findings of language phenomena of politeness deeply. Then, the research's findings tend to be more descriptive. Using

the descriptive qualitative approach, this research was aimed at identifying the positive and negative politeness strategies, and the factor influence the main character employed negative and positive politeness in the *Front of the Class* movie.

To analyze the point of this research, there are three steps used by the researcher in the study, namely: data reduction, data display, and verification/conclusion

## **(a) Data Reduction**

First of all, in the analysis of a qualitative study, the researcher needs to arrange data that has been specifically collected. According to Miles & Huberman (1994:10), data reduction refers to the process of selecting, focusing, simplifying, abstracting, and transforming the data that appear in written-up field notes or transcriptions. After all, data have been collected, the researcher will analyze all the data. This research described what strategies of positive and negative politeness found in Brad's utterance in *Front of the Class* movie using the theory of politeness approach. First of all, the researcher focus on Brad's utterances who becomes the subject of the research. Then, the researcher makes the classification which is placing strategies of positive and negative politeness found of Brad's utterance in *Front of the class* movie to make the researcher easier for analyzing the data.

## **(b) Data Display**

Miles and Huberman (1994) stated: "*data display is organized, compressed, assembly of information that permits conclusion drawing and action*". In this step, the researcher uses Brown and Levinson's theory of politeness strategies to answer questions from this study.

## **(c) Verification/conclusion**

After all the data have been collected, the last step in analyzing data is the conclusion drawn. In this process, the researcher must explain clearly what is being discussed. According to Miles and Huberman (1994: 11) that when starting to collect data, the qualitative analyst is the beginning of the process of regular flows, patterns, explanations, a possible configuration of casual flows, and prepositions. When the researcher thinks about what they want in their research, they don't think randomly. Competent researchers are easier to the conclusion what their research. Then, this study also uses a conclusion to packing up all the data that have been analyzed. This conclusion will explain what is conveyed in the data display. The researcher gives a clear explanation to make this research clearly understood.

## **D. FINDINGS AND DISCUSSION**

### **1. Positive Politeness Strategy**

There were twenty-one utterances positive politeness strategy used by Brad Cohen in *Front of the class* movie. They are:

1. *Yes, ma'am !*
2. *Yes mom, it is absolutely wonderful, but you know, they've only given me a contract for a year, OK?*
3. *She was perfect. I just didn't want to ruin it.*

4. *I love you, Dad*
5. *You're a hiccup!*
6. *No. No Sir, I have Tourette syndrome.*
7. *OK, OK. Umm... OK. Thanks, guys. Maybe next year, all right?*
8. *It happened when I was a little kid, I don't even remember it.*
9. *Not...not when they understand. It's simply a matter of ...*
10. *Oh, you know: "Who wants a teacher that barks like a dog?"*
11. *Maybe we should talk about the elephant. My Tourette's.*
12. *All I want is a chance. Just get me the interviews, and let me prove to them that I can do the job. The Americans with Disabilities Act says I'm entitled to a chance.*
13. *It's OK, Mom. We'll get through this, all right.*
14. *I will mom.*
15. *I'm going to teach, Dad. OK?I can't let anything get in the way of that.*
16. *I'm thinking of becoming a Braves fan. So, ahh...Georgia honors my Illinois teaching certificate. Plus I fell in love with Atlanta when worked down here as a camp counselor*
17. *I've worked very hard to become the best teacher I can be*
18. *Look, I'm never going to give up, I just...I have to find the right school.*
19. *Why didn't you tell me were coming?*
20. *Can't he just give me a chance? We've only just started.*
21. *Anything you want to know about it, I want you to ask.*

The researcher took one example to describe and find out factor influencing the choice of strategy by following data analysis below:

### (D.07/T. 00:03:22 – 00:03:39/Page.26)

<b>Time</b>	: 00:03:22 – 00:03:39
<b>Setting</b>	: Golf course
<b>Situation</b>	: Brad and Jeff are at the golf course to play golf
<b>Participants</b>	: Brad Cohen, Jeff Cohen, Joe, Golfer 1 and Golfer 2
<b>Joe</b>	: You're gonna have to leave the course. I gotta think of the other members.
<b>Golfer 1</b>	: Hey, Joe. Leave the guy alone. He's fine.
<b>Golfer 2</b>	: Hey, man. We're a twosome and our buddies don't appear to would you like to join us?
<b>Joe</b>	: if you don't leave, I'm going to have to call security.
<b>Brad</b>	: <i>OK, OK. Umm... OK. Thanks, guys. Maybe next year, all right?</i> Jeff, come on. Come on, buddy. Thanks.

In this conversation, Joe as the golf guard told Brad and Jeff to leave the golf course because his Tourette could interfere with the concentration of other golfers. To minimize the Face Threatening Act, Brad tried to avoid disagreement by saying “OK, OK. Umm... OK. Thanks, guys. Maybe next

year, all right?." This action is called pretend to agree or to hide disagreement in order to avoid face damaging to the hearer. The factor influencing this strategy was payoff by doing on record with negative politeness. Brad, in this situation, pays respect and difference to Joe as a golf keeper by saying "OK, Thanks, guys. Maybe next time" in return for the Face Threatening Act (FTA).

## 2. Negative Politeness Strategy

There were six utterances of negative politeness strategy used by Brad Cohen in *Front of the class* movie. They are:

1. *I mean, it just, it scares me. Right? I never thought about it before. I never dared think about it.*
2. *... Little worried they might not ask me back next year. There are plenty of teachers with a lot more experience than me.*
3. *I can't go in the library, they'll throw me out. Please, Mom.*
4. *No, Sir.*
5. *No, Sir. It's a sickness.*
6. *Yes, sir. As soon as I can.*

In this research, the researcher took one example to describe and find out factor influencing the choice of strategy by following data analysis below:

**(D.01/T. 00:21:09 – 00:21:50/Page. 43)**

<b>Time</b>	: 00:21:09 – 00:21:50
<b>Setting</b>	: In kitchen of Brad's mother
<b>Situation</b>	: when Brad talk to his mother about women that he love the most
<b>Participants</b>	: Brad Cohen and Brad's mother
<b>Brad</b>	: <i>I mean, it just, it scares me. Right? I never thought about it before. I never dared think about it.</i>
<b>Brad's mother</b>	: Look, Brad. She understands about your noises, she doesn't care. You know, you make her happy. Brad she told me that, Brad. You make her laugh.
<b>Brad</b>	: Well, what if one day she stops laughing? What if one day she gets fed up of living with someone who I just, I don't want to hurt her, Mom...
<b>Brad's mother</b>	: Maybe you don't want to get hurt.

From the conversation above, Brad applied Negative Politeness, Strategy 3: Be pessimistic. During this conversation, Brad said, "*What if one day she gets fed up with living with someone who I just, I don't want to hurt her, Mom...*" Brad was pessimistic that he was afraid he could not make the woman he loved happy, Brad said that because he was afraid she would be embarrassed because of the Tourette Syndrome he

was experiencing. The factor influence this strategy was distance. Because Brad and his mother have a close relationship, therefore he dared to say or say his complaints to his mother.

## **E. CONCLUSIONS**

There were several conclusions in this research based on the research findings. First, the researcher found twenty-one utterances represented positive politeness strategies used by Brad Cohen in *Front of the class* movie, it was found 8 strategies, which are strategy 1 notice, attend to the hearer, strategy 2 exaggerate, strategy 5 seek, strategy 6 avoid disagreement, strategy 8 joke, strategy 10 offer or promises, strategy 11 be optimistic, strategy 13 give or ask reason were used by Brad Cohen within the movie. Strategy 6 avoid disagreement and strategy 11 be optimistic were the most frequently used by Brad Cohen and strategy 1 notice, attend to the hearer and strategy 5 seek agreement were the least used within in the movie.

Second, the researcher also found six utterances represented negative politeness strategies used by Brad Cohen in *Front of the class* movie, which are strategy 3 be pessimistic and strategy 5 give deference. From two strategies that the researcher found in the movie, the data of both strategies have the same data.

Third, there were two factors influencing the choice of politeness strategies used by the characters in *Front of the class* movie. The first factor is the payoff concerned with the use of each politeness strategy such as by doing on record, by doing off record, by doing on record with positive politeness, by doing on record with negative politeness strategy. The second factor is the circumstances includes relative power is based on who has a great power than another, distance is based on their intensity of interaction, age and sex (gender) and the ranking of imposition relates to culture and situations in which the listener is considered to interfere with the speaker's desire for him.

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