

# ANALYSIS OF POLITENESS STRATEGIES IN COMMAND USED BY MAIN CHARACTERS IN MOVIES ENTITLED “FACING THE GIANTS”, “DANGEROUS MINDS”, AND “THE RON CLARK STORY”

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**Abstract:** In communication, the speakers should be polite toward the hearers by considering their social level, age, situation, and condition. The current study focused on the use of politeness strategies, especially in command. The aims of the study are to identify the types of sentence in command, the applied of politeness strategies, and to investigate the factors that influence the main characters in applying politeness strategies in command. The data were politeness utterances in command used by main character in 3 drama movies: “Facing the Giants”, “Dangerous Minds”, and “The Ron Clark Story”. The data were analyzed using politeness strategies purposed by Brown and Levinson (1987). The results of this study shown that there are 2 forms of command: declarative sentence and imperative sentence. The characters applied 2 types of politeness strategy in giving command: bald on record (24 data) and positive politeness (4 data). The factors that influenced the main characters in applying politeness strategies in command were the main characters, as the speakers, have higher status than the hearers, the size of imposition between the speakers and the hearers were small, and the situation were urgent and emergency in which the speakers and the hearers involved.

**Keywords:** *Politeness, Politeness Strategies, Command Utterance, Movies*

## INTRODUCTION

Communication has an important role in our life. In communication, people often employ command to ask someone to do something. Kreidler (1998, p.190) states that “a command is effectively only if the speaker has some degree of control over the actions of the addressee”. Yule (1996) states that “politeness in an interaction can be defined as the means to show awareness of another person’s face” (p. 60). The knowledge of politeness is important because politeness has an instrumental role in the social interaction. In addition, is a using politeness strategy, the speakers have

factors why they employ politeness strategies. Movie is reality in visual media. It presents the audiences with reality scene such as acted by stars, has different story, interesting events, and connected with society events. So far, politeness strategies in command have been examined in pragmatic research which involved the characters in movies or story, for instance, analysis politeness strategies in the Story of “Five on A Treasure Island by Enid Blyton (Sulistyaningrum, 2015), in the Tempest Drama by William Shakespeare (Zulaikah, 2014), in the Subtitle of Action Movies (Widyaningsih, 2013), in

Tintin Comic Manuscript (Parbaningrum, 2013), in a Film Entitled "The Ghost Writer" (Saputra, 2013), in John Steinbeck's of Mice and Man movie (Murliati, 2013), in Movie "The Lady" (Yulianti, 2012), in the Novel "The Red Phon" by John Steinbeck (Diantisari, 2010), in the Film of *Total Recall* (Prastiwi, 2014), and in the Film "Tears of the Sun" (Fuad, 2015)

Movie is close to reality because it presents with reality scene. It also can be example of employing politeness strategies in social interaction. Hence, the aims of this research are to identify the types of sentence in command, the applied of politeness strategies, and to investigate the factors that influence the main characters in applying politeness strategies in command.

Sulistyaningrum (2015) analyzed the politeness strategies in delivering command and the factor that influence of employing of those strategies which operates in the story entitled "Five on A Treasure Island". The results of the data shown that the most politeness strategy that used in delivering command was bald on record strategy (55.56%). There are three main factors which influence the character in the story to choose politeness strategy; they are power, distance, and size of imposition.

Zulaikah (2015) focused on politeness strategies in direct and indirect commanding act in "The Tempest" drama by William Shakespeare. The result of the research shown that the most politeness strategies applied by character to express direct and indirect command was bald on record strategy (39.68%).

Widyaningsih (2013) identified the forms of command and described

the politeness strategies of command in strategies of command utterances used in the subtitle of action movies, especially Hurt Locker movie and The Eagles movie. The results shown that the characters were use imperative sentence form and applied bald on record strategy in giving command.

Parbaningrum (2013) focused on politeness strategies of directive in *Tintin* Comic Manuscript. The study revealed that in giving command most of characters employed positive politeness strategy (70%).

Saputra (2013) investigates politeness strategies and the factors in the film entitled "The Ghost Writer". The result of that research shown that there are three politeness strategies employed by the character, that is negative politeness, positive politeness, and off record. The factors that influence in use of the strategies are social status between the speaker and the hearer, the domain of the conversation, degree of imposition, and the situation when the conversation happens.

Murliati (2013) focused the research in the used of politeness strategies used by George Milton in John Steinbeck's of Mice and Men. There are 35 utterances of command found in the research and most of characters in giving command employed bald on record strategy.

Naeni (2011) only investigated positive and negative politeness strategies used by Aung San Suu Kyi to Rule Burmese in Movie "The Lady". In addition, the research also investigated the factors of employing positive and negative politeness strategies. The result of this study found that the factor that influenced the speaker were subject, relation, and context.

Diantisari (2010) described politeness strategies in giving command in the novel "The Red Phony" and found out the reason in choosing those strategies. Bald on record as the dominant strategies that employed by the characters in the research. The factors of employing politeness strategies were situations, the relationship, the social status, and the degree of imposition.

Prastiwi (2014) focused on politeness strategies in the film of Total Recall and its subtitle. The result of this study found that in command there two types of politeness strategies. They are bald on record strategy (12 data) and positive politeness (2 data).

Fuad (2015) analyzed politeness strategies in movie entitled "Tears of the Sun". The finding was shown that in giving command there were four types of politeness strategies. They were bald on record strategy (59 data), positive politeness (2 data), negative politeness (2 data), and off-record (10 data).

In communication, sometimes the hearers do not understand what the speakers' means. It can make different perception among of them. Pragmatic is the study about meaning. It can help the hearers understand what the speakers' means related to the context. Levinson (1983) claims that "pragmatics is the study of relation between language and context that are relevant to the writing of grammars" (p. 9). Speech acts are acts of communication. It also part of pragmatic. In communication, speech acts is acts to express what the speakers' want to the hearer. A speech act is success if the hearers can understand what the speakers' means with their utterances.

Communication is important in social interaction. In social interaction, there are different people with different status and background. In communication, people often employ command to ask someone to do something. Kreidler (1998, p.190) states that "a command is effectively only if the speaker has some degree of control over the actions of the addressee". Politeness is the way to communicate in social interaction by concern with other's face to minimize the conflict because of that different background. According to Brown and Levinson, politeness, in an interaction, can be defined as the means employed to show awareness of another person's face (in Yule, 1996, p. 60). It means that with employing politeness strategies in communication it can minimize potential conflict in human interaction. Brown and Levinson (1987) outline four main types of politeness strategies:

*a. Bald on-Record*

Bald on record is politeness strategies that can directly address others as a means of expressing your needs (Yule, 1996, p.63). There are two strategies of bald on record; those are cause of non-minimization of the face threat and case of FTA-oriented bald-on-record usage.

*b. Positive Politeness*

Positive politeness strategy is oriented to enhance the positive face of hearer. Positive face is the hearer need to be appreciated and accepted by others. It leads to achieve solidarity through offers of friendship. The strategy includes Strategy 1(Notice, attend to hearer's interest, want, needs etc.), Strategy 2: Exaggerate (interest, sympathy, etc with the hearer),

Strategy 3: Intensify interest to H, Strategy 4: Use in-group identity markers Strategy 5: Seek agreement, Strategy 6: Avoid disagreement, Strategy 7: Presuppose/raise/assert common ground, Strategy 8: joke, Strategy 9: Assert or presuppose S's knowledge of and concern for H's wants, Strategy 10: Offer, promise, Strategy 11: Be optimistic, Strategy 12: Include both S and H, Strategy 13: Give or ask for reasons, Strategy 14: Assume or assert reciprocity, and Strategy 15: Give gift to H (goods, sympathy, understanding, cooperation).

c. *Negative Politeness*

Negative politeness strategy is oriented towards a hearer's negative face. Negative face is the desire to have freedom of action, freedom of imposition and not to be impeded by others. Negative politeness is specific and focused which functions to minimize the particular imposition that FTA unavoidably effects (Brown and Levinson, 1987, p.129). This strategy is tending to show be conventionally indirect, to show deference, emphasize the importance of others time or concerns, an apology for interruption, impersonalize S and H, State the FTA as a general rule, and even includes Nominalize.

d. *Off-record indirect strategy*

It strategy is the opposite of ball on-record. This main purpose is to take some of the speaker's pressure off. The speakers decided to say something, but not actually express what they want. The strategy of off-record can be

performed such strategy 1: Give hints, strategy 2: Give association clues, strategy 3: Presuppose, strategy 4: Understate, strategy 5: Overstate, strategy 6: Use tautologies, strategy 7: Use contradictions, strategy 8: Be ironic, strategy 9: Use metaphors, strategy 10: Use rhetorical questions, strategy 11: Be ambiguous, strategy 12: Be vague, strategy 13: Over-generalize, strategy 14: Displace H (hearer can choose to do the act as a bonus free gift), and strategy 15: Be incomplete, use ellipsis.

In employing politeness strategies, people have factor that influence them. Brown and Levinson (1987) states there are three factors that influence the speakers employed politeness strategies; they are social distance between the speaker and the hearer, power between the speaker and the hearer, and the degree of imposition.

## RESEARCH METHODOLOGY

This is descriptive qualitative research which procedure results in descriptive data both in oral and written forms. The subject of this research are main characters in movies entitled "Facing the Giants", "Dangerous Minds", and "The Ron Clark Story". In movie "Facing the Giants" the main character is Grant Taylor. In movie "Dangerous Mind" the main character is LouAnne Johnson and in movie "The Ron Clark Story" the main character is Ron Clark. The object of this research is politeness strategies in command used by main characters in movies entitled "Facing the Giants", "Dangerous Minds", and "The Ron Clark Story".

In conducting this research, this study use the movie entitled

“Facing the Giants” directed by Alex Kendrick, “Dangerous Minds” directed by John N. Smith, “The Ron Clark Story” directed by Randa Haines, and the transcript of the film as the source of the data. Data in this research contain the politeness strategies in command expression spoken by main characters in the movie entitled “Facing the Giants”, “Dangerous Minds”, and “The Ron Clark Story”.

In technique of analyzing data, this research analyzing and interpreting each datum based on Frank’s statement about the types of sentence in command, Brown and Levinson’s theory of politeness strategies and in the last step, this research analyzing the factors include power rating, social distance, and degree of imposition that influencing the characters to use the politeness strategies based on Brown and Levinson strategy of politeness.

## RESULT AND DISCUSSION

### a. Types of Sentence in Command

After analyzing the data, this research found 28 data of command. There are two types of sentence in command found in this research; they are declarative sentence (4 data) and imperative sentence (24 data).

In declarative sentence, subject and predicate have normal word order, for example:

- *David. I need a 51-yards field goal.*
- *You'll have to tell me why.*

In imperative sentence there is no subject present, only predicate is expressed because it is understood as speaker, for example:

- *Throw it, Jacob!*
- *Huddle up!*

### b. Politeness Strategies Involved in Command

After analyzed the data, this study found 28 data of politeness strategies. This study found that in bald on record strategy there were 24 data of bald on record strategies. Bald on record is politeness strategies that can directly address others as a means of expressing your needs (Yule, 1996, p.63). In this case, the speakers directly expressed what they want. It can be seen as follows:

- *Listen to me!* Do you think God could help you make this kick? Do you believe it, David? (attention getter)

By saying “*Listen to me!*”, the speaker tries to make the hearer gives attention and listen what Taylor said

- Shameika, *don't do that!* (using imperative)

The speaker applied this strategy to give command to the speaker and directly addressee what the speaker’s wants.

The research also found positive politeness strategies. These strategies are redress directed to the addressee’s positive face. In this case, the speakers applied this strategy to save the hearers’ positive face. The research found data of positive politeness, such as:

- *You'll have to tell me why.* (strategy 13)

The utterance above shows that the speaker asks the reason from the hearer.

- *I'll tell you, Julio, if you turn around.* (strategy 14)

It is reciprocity because the speaker will give

what the hearer's wants if the hearer follows the speaker's wants.

c. *Factors that Influenced Character in use of Politeness Strategies*

From the data analysis, this study also found the factors that influenced the speaker employed those politeness strategies. This research found that there are 3 factors that influenced the speaker employs politeness strategies: unequal power relationship – position, age, status, gender, or other social factors – between the speakers and the hearers, social distance – how well develop the social relationship – between the speakers and the hearers, and size of imposition that relative to the context.

Based on statement Frank (1972) about the forms of sentence, this study found 2 types of sentence in command utterances by main characters in 3 movies. They are declarative sentence and imperative sentence. This research focused on analyzed politeness strategies in command. Hence, the dominant form of command that found was imperative sentence. Brown and Levinson (1987) proposed four types of politeness strategies: bald on record strategy, positive politeness, negative politeness, and off record. In this research, bald on record is the dominant strategies which applied by the main characters in giving command. According to Brown and Levinson (1987), there are 3 factors that influenced the speaker in applying politeness strategies: power, social distance, and the size of imposition. Since this research analyzed politeness strategies in command, the power of speakers higher than the hearers, they

have smaller social distance, and the situation is urgent or emergency it was necessary for the speakers to employed little polite when they speak with the hearers.

## CONCLUSION

Based on the research findings, the research shown the following conclusion. There are 28 data found in this research. The data include the types of sentence in command, the applied of politeness strategies in command, and the factors that influencing the main character in applying those politeness strategies. The types of sentence in command which are used in "Facing the Giants, Dangerous Minds, and The Ron Clark Story" movies: declarative sentence and imperative sentence. The whole results of data analysis included the applied of politeness strategies covering bald on record strategies and positive politeness strategies. Bald on record is the dominant politeness strategies which applied by the main characters in movies entitled "Facing the Giants", "Dangerous Minds", and "The Ron Clark Story". There are three factors influenced by characters to employed politeness strategies; they are social distance, power rating, and the size of imposition.

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