CHAPTER IV

FINDING AND DISCUSSION

This chapter is explaining about the analysis of the pragmatic scale in politeness strategies found in Beauty and The Beast's movie script containing to the tact maxim's utterances. Focusing on the pragmatic scale, it is found five pragmatic scales; cost-benefit, optionality, indirectness, social distance, and power/authority scale in bald on record strategy, positive politeness strategy, and negative politeness strategy. In addition, it is only one pragmatic scale, indirectness, found in off record strategy.

4.1 Positive Politeness

In this classification, it discusses about the pragmatic scales which appear in positive politeness strategy. There are 5 scales found in this strategy; cost-benefit, optionality, indirectness, social distance, and power/authority scale.

4.1.1 Positive Politeness with Cost-Benefit Scale

Here, the writer found 8 data that show the cost-benefit scale in positive politeness strategy. However, it is only 4 data which were analyzed as the representative.

Data 1 (B&B 08)

Context: Belle (R) figures out that Maurice (E) is lost. It's because Phillipe, their horse goes back home alone, without Maurice. Then Belle asks Phillipe to send her to the place where Maurice is. Finally, she finds the castle where Maurice is. Then, she finds Maurice in the cell. He is being Beast's prisoner. She wants to get Maurice out from there.

MAURICE : *"Belle?"*
BELLE : *(Rushes up to the cell to find him)"Oh, Papa!"*
MAURICE : *"How did you find me?"*
BELLE : *"Oh, your hands are like ice.* ***We have to get you out of here.****"*

Analysis:

In this data, Belle finds out that Maurice is sick after touching Maurice's hands which are like ice. Then, she wants to get Maurice out from the cell also from the castle. If she can get Maurice out, it's a benefit for Maurice because he will not be in the cell anymore, then Belle can take care of him. If **Maurice (E) can get benefit** from what is being said by Belle (R), then Belle's utterance can be said as ***the tact maxim utterance.***

When Belle knows that Maurice's hands are like ice, she notices and attends that he is sick. Then it makes her thinks that she needs to get Maurice out from the castle. Her utterance "***We have to get you out of here****"*is showing her attention to Maurice since he is sick because his hands are like ice. ***Notice and attend to E*** is one of the sub strategies in using the ***positive politeness strategy*** in the utterance.

Also, Belle uses the word ***we*** in her utterance to show that it is not only Maurice who should get out from the castle, but also Belle. When they both can get out together, there will be no one who is in danger. So, Belle includes both herself (R) and Maurice (E) in the activity of getting out from there. ***Including both E and R in the activity*** is also one of the sub strategies in doing the ***positive politeness strategy.***

Since, she notices that Maurice is sick; she wants to get him out from the castle and the cell which make his condition worst. Saying "***We have to get you out of here****"* Belle wants to give benefit for Maurice not to get more sick again than before if they both can get out from there. After that, Belle can take a good care of Maurice in their house. Here, in Belle's utterance appears a ***cost-benefit scale.***

Using the positive politeness strategy in her utterance "***We have to get you out of here****"* can be said that her utterance is a polite utterance. In her utterance ***the rank of the politeness is high*** since she gives benefit to Maurice by making decision to get him out from the castle.

Data 2 (B&B 05)

Context: Maurice (E) gets lost on his way to the fair. He finds a castle and meets Cogsworth and Lumiere, Beast's servants. Lumiere (R) welcomes him and serves him good since Maurice catches a cold from being in the rain.

MAURICE : *aah aah aah-chooo!!!! (MAURICE sneezes in the face of COGSWORTH)*

LUMIERE : *Oh, you are soaked to the bone, monsieur.* ***Come, warm yourself by the fire.***

Analysis:

As it can be seen from the data, Lumiere offers Maurice to warm himself by the fire. When he can feel warm, ***he will get the benefit*** since he gets a cold; his condition will be better. Getting benefit from the addresser's utterance is a ***tact maxim.***

Lumiere offers Maurice to come and warm himself by the fire since he finds out that Maurice is sick after touching his hands which are soaked to the bone. He notices and attends what Maurice needs. Here, Maurice needs to warm himself to make him feel better. Thus, it can be said that Lumiere uses two sub-strategies in positive politeness which are ***notice/attend to the addressee*** and ***offer.*** In addition, Lumiere does the ***positive politeness strategy*** in making his utterance to Maurice.

In Lumiere's utterance, he makes an offer by using a positive politeness strategy. In making an offer, he shows that ***his offer can give benefit*** to Maurice if Maurice accepts it. The benefit is Maurice will feel warm since he has caught from being in a rain before he comes to the castle. So, there is a pragmatic scale appears in his utterance; ***cost-benefit scale***.

Lumiere offers a benefit to Maurice by using positive politeness strategy which can make him feel respected and not being forced to accept his offer. This is

why ***his utterance shows a politeness***. Also, he shows a cost-benefit scale to Maurice as the E. Because of those reasons, it can be said that Lumiere makes a polite utterance.

Data 3 (B&B 09)

Context: Belle (E) replaces Maurice's place as Beast's prisoner. That's the deal if Belle wants Beast (R) to let Maurice free. So, Beast commands his servants to get Maurice out without giving a chance for Belle to say anything to Maurice, her dad.

(BEAST enters the cell where BELLE is still crying.)

BELLE : *You didn't even let me say good bye. I'll never see him again. I didn't get to say good-bye.*

BEAST : *(feeling bad)* ***I'll show you to your room.***

BELLE : *(surprised) My room? (Indicating the cell) But I thought--*

BEAST : *You wanna, you wanna stay in the tower?*

BELLE : *No.*

BEAST : *Then follow me.*

Analysis:

From the data above, it can be seen that Beast changes his mind to give Belle a room rather than make her stay in a tower because he feels bad of his attitude for not giving her a chance to say goodbye to her father. If Belle can stay in a room, not in a tower, it means that ***Belle gets benefit from Beast***. She will sleep in a good place not like in a tower which is dark and scary. Since Belle gets a benefit from Beast, Beast's utterance is a ***tact maxim utterance.***

In Beast's utterance, he shows what he will do in the future by saying ***will*** as an indication of the futurity. It means that he is going to do that in the future; showing a room to Belle. So, he makes a promise to Belle that he will show a room for her. ***Making a promise*** is one of the sub-strategies in positive politeness strategy. Therefore, Beast uses a ***positive politeness strategy*** to make his utterance.

In his promise to Belle, ***he gives a benefit to Belle*** since she will not sleep in a cell in the tower as a typical place for a prisoner. However, she will have a room to sleep. So, ***cost-benefit scale*** appears here.

Using one of the sub strategies of positive politeness strategy which is making a promise to do something in the future is an indicator that can show that ***Beast's utterance is polite***. In addition, showing a cost-benefit scale in his utterance ***makes the rank of his politeness being high.***

Data 4 (B&B 20)

Context: Beast (R) gets closer to Belle (E). He tries to treat her good to make her happy. So, he shows Belle the thing that she really likes, library with full of books.

BELLE : *I can't believe it. I've never seen so many books in all my life!*
BEAST : *You--you like it?*
BELLE : *It's wonderful.*
BEAST : ***Then it's yours.***

Analysis:

The data above shows that Beast wants to give all the books in the library to Belle because Belle looks so happy when she sees them. Getting all the book is ***a benefit to Belle*** since she is a person who really likes to read books. That is why Beast's utterance ***"Then, it's yours"*** is a ***tact maxim utterance.***

When Belle says ***"it's wonderful"*** it makes Beast presupposes that Belle likes the library. He says ***"You—you like it?"*** to make sure his knowledge about Belle likes the library so much. Then, he concerns what Belle's want by making a decision to give all the books in the library for Belle by saying ***"Then, it's yours!"*** He says ***"then"*** to indicate the reason why Beast gives the library to Belle; because she likes it. It can be figured out from the question that Beast makes ***"You—you like it?"*** then Belle says ***"it's wonderful"*** to show that she really likes it and afterward Beast says ***"Then, it's yours!"*** It also means that Beast concerns what Belle wants. ***Assert or presuppose the E's knowledge of and concern for the E's wants*** is one of the sub-strategies in ***positive politeness strategy.***

Thereafter, when Belle can own the library, she can read a lot of books as much as she can. This is what ***Belle can get as a benefit from Beast***. Thus, a ***cost-benefit scale*** exists in Beast's utterance.

From those explanations about the politeness strategy used in Beast's utterance makes a conclusion that ***Beast's utterance is polite***. Also the scale which

appears in it makes a clear conclusion as well that ***the rank of politeness in Beast's utterance is high.***

4.1.2 Positive Politeness with Optionality Scale

Here, there are 2 data show the optionality scale that appears in positive politeness strategy.

Data 5 (B&B 01)

Context: Belle (E) goes to the bookshop to borrow a book. However, the book which she wants to borrow is the book which she already read it for twice. Then, the bookseller (R) offers her to own the book.

BELLE	:	*(on ladder of bookshelf) "That's all right. I'll borrow this one."*
BOOKSELLER	:	*"That one? But you've read it twice!"*
BELLE	:	*"Well it's my favorite! (BELLE swings off side of ladder, rolling down it's track) Far off places, daring swordfights, magic spells, a prince in disguise!"*
BOOKSELLER	:	*(handing her the book) "**Well, if you like it all that much, it's yours!**"*
BELLE	:	*"But sir!"*

Analysis:

As seen from the data, the bookseller offers Belle to own the book. If she accepts his offer, she will own the book and she doesn't have to borrow her favorite book all the time. Also, she can read it as much as she wants. ***It is a benefit for her***. So, the bookseller' utterance is a ***tact maxim*** because he as the speaker gives benefit than the cost for Belle.

The bookseller wonders why Belle wants to borrow a book which she has already read it twice. Belle tells him that it's her favorite book. Knowing that, he decides to offer Belle to own the book. His utterance "***Well, if you like it all that much, it's yours!"*** uses some strategies of politeness. First, he ***notices, attends to E***, Belle. He notices that Belle really likes the book. When Belle explains about what the book is all about, the bookseller says "***Well, if u like it all that much …***" It is showing that he notices how much Belle really likes the book even she can remember all the book is about. Second, he ***presupposes his knowledge*** that Belle like the book so much because she still wants to borrow it even though she has read the book twice so he ***concerns for Belle's wants***. The third strategy is ***offer.*** He offers Belle to have the book. Those three strategies are the sub-strategies of the positive politeness strategy. So, the bookseller's utterance uses ***positive politeness strategy***.

In the bookseller's utterance, there is an ***if***. When the speaker puts ***if*** in his/her utterance, it means that he/she gives an option for the hearer. Here, the bookseller gives an option for Belle to accept his offer or not. Once Belle accepts the

kindness of the bookseller by offering her to own the book, in the end, the book is going to be Belle's. However, if she doesn't accept his offer, the book wouldn't be hers and it would be ok for the bookseller even she rejects his offer. In addition, Belle will not feel bad because of she doesn't accept his offer. Giving option to be more polite to the hearer is classified as the ***optionality scale***.

From the explanation above, it can be said that bookseller's utterance is a polite utterance and the rank of his politeness in his utterance is high since he offers benefit for Belle by giving an option to be chosen by her without forcing her to accept his offer.

Data 6 (B&B 06)

Context: Maurice (E) gets a good service from all the servants in the castle. They treat him as their guest in the castle. One of the servants, Mrs. Potts (R) offers a cup of tea to make Maurice feel warm.

MAURICE : *(As FOOTSTOOL rushes up to him) Well, hello there, boy. (FOOTSTOOL props himself up under the feet of MAURICE. COATRACK enters and removes his cloak.) What service!*

COGSWORTH : *All right, this has gone far enough. I'm in charge here, and (COGSWORTH is run over by the (once again) anachronistic IndyCar sounding teacart of MRS. POTTS)*

MRS. POTTS : *(Arriving by the side of MAURICE)* ***How would you like a nice spot of tea, sir?*** *It'll warm you up in no time.*

Analysis:

As seen from the data above, Mrs. Potts offers a nice spot of tea to Maurice. If he accepts it, he will get a benefit; the tea will warm him up in no time as Mrs.Potts already said. Since ***Maurice will get benefit*** from Mrs. Potts, her utterance can be classified as a ***tact maxim utterance.***

From what Mrs.Potts utters to Maurice, it is obvious that she offers Maurice a nice spot of the. The indication of her offer is ***"How would you like … ?"*** So, ***making an offer*** is one of the sub-strategies in doing the ***positive politeness strategy.***

Mrs. Potts offers a tea to Maurice without forcing him accept it. It can be seen from her question ***"How would you like … ?"*** that shows an option for Maurice to have a tea or not. Giving an option to Maurice shows that an ***optionality scale*** appears in Mrs. Potts's utterance.

Mrs. Potts uses positive politeness to offer something for Maurice is the reason why her utterance can be said as ***a polite utterance***. In addition, she also shows an optionality scale in her utterance makes it clear that ***the rank of her politeness in her utterance is high.***

4.1.3 Positive Politeness with Indirectness Scale

Here, there are 3 data show the indirectness scale which appear in positive politeness strategy.

Data 7 (B&B 21)

Context: Cogsworth and Mrs. Potts think that the relationship between Beast and Belle is getting better. They think that maybe, now there is love in their relationship since now they both look happy together. When Cogsworth and Mrs. Potts are talking about that, Chip, Mrs. Potts's son wants to know what they are talking about. Since Chip (E) is still young and he will not understand about relationship, Mrs.Potts (R) decides to tell him when he's older.

COGSWORTH : *"Yes, perhaps there's something there that wasn't there before."*
CHIP : *" What?"*
MRS. POTTS : *"There may be something there that wasn't there before."*
CHIP : *"What's there, mama?"*
MRS. POTTS : ***I'll tell you when you're older.***

Analysis:

The data shows that ***Chip can get benefit*** from Mrs.Potts's utterance. Benefit for Chip when Mrs. Potts is going to tell him about what she is talking about with Lumiere when he's older is he will understand about that easier. Since, Cogsworth and Mrs. Potts are talking about relationship for the adult, like Belle and Beast, so Chip will not understand if he is told about that like now when he's still young. So, Mrs.Potts's utterance "***I'll tell you when you're older"*** is a ***tact maxim*** since it gives benefit to Chip as the hearer.

Mrs. Potts says about an action that she will do in the future because of the word ***will*** It can be said that she promises to Chip that in the future when he's older, she will tell him about what she is talking with Cogsworth which is about the relationship. ***Making a promise*** is a sub strategy in using the ***positive politeness strategy.***

In Mrs. Potts's utterance actually ***implies something***. It implies that she doesn't want to tell Chip about what she is talking with Cogsworth. However, she says it indirect by saying that she will tell him when he's older. Since, he is still young, so Mrs. Potts will not tell him. In this case, an **indirectness scale** appears.

Using the sub strategy of positive politeness which is making a promise can prove that ***Mrs.Potts's utterance is a polite utterance***. In addition, ***the rank of politeness is high*** since she says her intention that she does not want to tell Chip indirectly to make Chip feels good with that. Saying something more indirect is more polite.

Data 8 (B&B 15)

Context: Belle (E) feels a little hungry since she doesn't accept Beast's invitation to have dinner with him. She tells the servants that she is hungry. However, Cogsworth still remembers what Beast says that if Belle doesn't want to eat with him, so she will not eat at all. Yet, Mrs. Potts (R) doesn't want to follow what Beast have already said to them. She still wants to give some food for Belle.

BELLE : I am a little hungry.

MRS. POTTS : (excited, to the other tea pots) You are? Hear that? She's hungry. Stoke the fire, break out the silver, wake the china.(The fire on the STOVE roars to life, and drawers open to reveal silverware standing at attention.)

COGSWORTH : (secretively) Remember what the master said.

MRS. POTTS : Oh, pish tosh. ***I'm not going to let the poor child go hungry.***

Analysis:

In this data, Belle shows her hunger by saying ***"I am a little bit hungry"*** to Mrs.Potts and Cogsworth. However, Cogsworth doesn't want to give her food because he remembers what Beast says to them not to give food for Belle since she doesn't want to eat with Beast. However, Mrs.Potts doesn't want to do that. It can be seen from her utterance saying ***"I am not going to let poor child go hungry"*** Poor child here is referring to Belle meaning that Mrs.Potts will give food to her. When she gets food, ***she gets a benefit*** for not being hungry anymore. Because of Belle can get a benefit from Mrs.Potts, Mrs.Potts's utterance can be classified as a ***tact maxim utterance.***

Here, Mrs.Potts notices that Belle needs food since she is hungry. She decides not to follow Beast command of banning them to give food for Belle. She attends what Belle wants; eating. That is why she makes an utterance like ***"I am not going to let poor child go hungry"*** to tell Belle that she will give food for her. ***Notice, attend to R*** is one of the sub-strategies in ***positive politeness strategy.***

When Mrs.Potts notices what Belle wants by saying ***"I am not going to let poor child go hungry"*** In her utterance, she doesn't say that she will give food to Belle, but by saying ***"I am not going to let poor child go hungry"*** she says what she will do indirectly meaning that if she is not going to let a poor child hungry, she will give Belle food to make her not feel hungry. So, in Mrs.Potts utterance, there is an ***indirectness scale*** appears.

Mrs.Potts notices what Belle needs and wants, but she says it indirectly to ***make her utterance be more polite*** because saying something more indirect indicates more politeness.

Data 9 (B&B 14)

Context: Belle (E) rejects Beast invitation to have dinner with him. Because of that, Beast gets so angry to Belle. It makes Belle feels so sad and don't want to have anything to do with him. However, Wardrobe (R) tries to explain to Belle that Beast is not as bad as she thinks if she gives a chance for him.

WARDROBE: (in mirror pleading) Why? the master's not so bad once you get to know him. ***Why don't you give him a chance?***

BELLE: (still disturbed by the attack) I don't want to get to know him. I don't want to have anything to do with him!

Analysis:

From the data above, it is shown that Wardrobe tries to explain that Beast is not that bad if Belle gives a chance to him. If Belle she does so, ***she can get benefit*** like she can get to know more about Beast kindness and there will be no more fight between them. Since she will get a benefit, Wardrobe's utterance can be said as a ***tact maxim utterance.***

Wardrobe's utterance "***Why don't you give him a chance?"*** is a question to Belle for asking a reason why she doesn't give a chance to Beast. The words ***"why don't you …?"*** indicates the question for asking a reason. Give or ask a reason is one of the sub-strategies in ***positive politeness strategy.***

Asking a reason why Belle doesn't give a chance to Belle actually is not a real question asked by Wardrobe. ***She implies something in her utterance***. Actually she is not really asking about a reason why Belle doesn't give Beast a chance, but she wants Belle to do so. It can be seen from her utterance before saying ***"Why? The master's not so bad once you get to know him."*** It means that if Belle gives a chance to Beast, she will know that he's not bad once she gets to know him. Wardrobe tries to convince Belle to give a chance for Beast. Since Wardrobe says what she means indirectly, the scale which appears in her utterance is an ***indirectness scale.***

Wardrobe doesn't show to Belle that she forces her to do what Wardrobe wants by making a question to Belle. However, actually she wants to Belle to do so by saying it indirectly to show that ***she is being polite to Belle***. In addition, since she

says her intention indirectly, the politeness of hers in her utterance can be measured as ***the more polite utterance***.

4.1.4 Positive Politeness with Social Distance Scale

Here, it is only 1 data found that social distance scale appears in positive politeness strategy.

Data 10 (B&B 02)

Context: Belle (R) goes to home and looks at her dad, Maurice (E) is whining on his invention. Seeing this, Belle asks if he is all right or not.

BELLE : *Papa?*
MAURICE : *How on earth did that happen? Dog gonnit!*
(He pulls the barrel off his waist, along with his pants.)
BELLE : ***Are you all right, Papa?***
MAURICE : *I'm about ready to give up on this hunk of junk! (kicking machine)*

Analysis:

In this data, it could be seen that Belle cares of Maurice and worries about him by asking if he is all right or not. When Maurice knows that somebody worries and cares of him, ***it is a benefit for him***. Getting the benefit from what the speaker says to the hearer is a ***tact maxim***.

Belle is asking to Maurice if he is all right or not because she notices and attends that something happen to Maurice since he is whining like ***"How on earth did that happen? Dog gonnit!"*** After hearing that, she shows her attention to him by asking ***"Are you all right, Papa?"*** to Maurice. ***Notice to E*** is one of the sub strategies of the ***positive politeness strategy.***

Also, Belle uses another sub strategy of positive politeness which is ***use in-group identity markers*** by saying ***"Papa"*** in her utterance to show that they relationship and their closeness.

When Belle calls ***"Papa"*** to Maurice in her utterance, it can be seen that their relation is a father and daughter. She tries to show her respect to Maurice since he is her father and they have different age. That's why she doesn't call Maurice by his name ***"Maurice"*** but ***"Papa".*** Therefore, the ***social distance scale*** appears in here.

In short, ***Belle's utterance can be concluded as a polite utterance*** since she shows her respect of the different social distance with Maurice as her dad by showing their relationship using one of the strategies of the positive politeness strategy; use in-group identity markers. Also, since the social-distance scale appears in her utterance to show her closeness to her dad by calling him "Dad" makes ***the rank of her politeness is high.***

4.1.5 Positive Politeness with Power / Authority Scale

Here, it is only 1 data shows that power/authority scale appears in positive politeness strategy.

Data 11 (B&B 10)

Context: Since Belle (E) now is being Beast prisoner replacing her father's place, she will stay at the Beast's castle. Beast (R) shows her room and starts to talk to Belle because Lumiere asks him to do so.

LUMIERE : *"Say something to her.*"

BEAST : *"Hmm? Oh. (To BELLE)* I...um...hope you like it here."
(He looks at LUMIERE for approval. He motions BEAST to continue.)
"The castle is your home now, so you can go anywhere you wish except the West Wing."

(BEAST continues, and BELLE reluctantly follows. Cut to int. of BELLE's room, dark. The door opens and light spills in.)

BEAST : *(Tenderly)* ***"Now, if there's anything you need, my servants will attend you."***

Analysis:

The data indicates that Beast's utterance ***"Now, if there's anything you need, my servants will attend you." will give benefit to Belle*** because now, every

time she needs something, it's easy for her to get it by asking the servant of Beast. This is why Beast utterance can be said as the ***tact maxim utterance***.

Beast says ***".. if there's anything you need …"*** to offer her a help when she needs something. Then a help will be Beast's servant who will attend her since he says ***"my servants will attend you"*** When he says that, he makes a promise to Belle that his servants ***will*** attend her every time she needs something in the future. ***Offering and promising*** are the sub strategies in doing the ***positive politeness strategy***.

Beast's utterance can show his power an authority because he says ***"my servants will attend you."*** to Belle. If Beast has servants means that he is a master or a boss in his castle. So, he is the one who has power to command all his servants. Then, in his utterance appears the ***power / authority scale.***

As a person who has a power in the castle, Beast uses it to treat Belle well by offering and promising the action that his servant will do if she needs something. So, ***his utterance is a polite utterance***. In addition, since he knows his position is higher than all the servants, he can command them, the power/authority scale appear to make ***his utterance more polite.***

4.2 Negative Politeness

In this classification, it discusses about the pragmatic scales which appear in negative politeness strategy. There are 5 scales found in this strategy; cost-benefit, optionality, indirectness, social distance, and power/authority scale.

4.2.1 Negative Politeness with Cost-Benefit Scale

Here, it is only 1 data shows that cost-benefit scale appears in negative politeness strategy.

Data 12 (B&B 31)

Context: Beast (E) is angry to Belle (R) because she goes to the West Wing which is forbidden for her to go there because there is a place where Beast stays. Then, Belle feels bad because Beast yells at her. She goes out from the castle. On the way she runs, there are some wolfs frightening her. She feels so afraid. However, Beast comes to help her. He can save her from the wolf even he gets pain. Then, they go back to the castle and Belle takes care if Beast's pain.

BEAST : *" That hurts!"*
BELLE : *(In counterpoint)* ***"If you'd hold still, it wouldn't hurt as much."***

Analysis:

This data shows that Belle gives an advice to Beast to hold still to make his pain will not hurt much by saying ***"If you'd hold still, it wouldn't hurt as much."***

When his pain will not hurt as much is ***a benefit for Beast***. Thus, Belle's utterance is a ***tact maxim.***

Belle hedges what Beast should do to make the pain wouldn't hurt as much by saying ***"If you'd hold still …"*** So, the action which Beast should do is only to hold still, nothing more. She wants to command Beast not to move but to hold still to make the pain will not hurt him, yet instead of commanding, she tries to be polite by hedging her utterance. So, when Belle making kind of ***hedge*** in her utterance, she uses ***negative politeness strategy.***

Since Beast feels hurt, Belle wants Beast to hold still to make him not feel hurt as much. It is a benefit for Beast that he will not feel hurt anymore if he would hold still. Then, ***cost-benefit scale*** appears in Belle's utterance.

Since Belle uses one of the sub strategies of negative politeness which is hedge, then it can be said that ***Belle makes a polite utterance***. Also, in her utterance, she gives benefit to R in the utterance of course can be said that ***the rank of politeness is high.***

4.2.2 Negative Politeness with Optionality Scale

Here, it is only 1 data shows that optionality scale appears in negative politeness strategy.

Data 13 (B&B 18)

Context: Belle (E) cannot sleep after having dinner. Then, Cogsworth (R) offers her a tour through the castle. They walk through the castle until Belle figures out where the West Wing is which is forbidden for her to go there. However, she feels curious to go there. Lumiere and Cogsworth are afraid if she goes there and Beast will be angry so much. Then, Cogsworth tries to offer her to see another place instead of the West Wing.

BELLE : *"What's up there?"*

COGSWORTH : *"Where? Up there? Nothing. Absolutely nothing of interest at all in the West Wing. Dusty, dull, very boring."*

(LUMIERE has been shaking his head, but COGSWORTH nudges him and he nods in agreement)

BELLE : *"Oh, so that's the West Wing."*

LUMIERE : *(To COGSWORTH) "Nice going!"*

BELLE : *"I wonder what he's hiding up there."*

LUMIERE : *"Hiding? The master is hiding nothing!"*

BELLE : *"Then it wouldn't be forbidden."*

(She steps over them, but they dash up and block her again.)

COGSWORTH : ***"Perhaps mademoiselle would like to see something else. We have exquisite tapestries dating all the way back to..."***

Analysis:

It could be seen from the data that Cogsworth's utterance can give benefit for Belle if she accepts his offer to see something else which is more exquisite than

only the West Wing which is dusty, dull and very boring like he says ***"Where? Up there? Nothing. Absolutely nothing of interest at all in the West Wing. Dusty, dull, very boring."*** If ***Belle can get benefit***, then Cogsworth's utterance contains the ***tact maxim.***

Doesn't want to make Belle feel like being forced by him, Cogsworth uses a strategy to be polite by being pessimistic. He says ***perhaps*** to show that he doesn't force or even command Belle to see something else, but, ***perhaps*** she wants, he can do it for Belle. Also, He doesn't assume that Belle wants to see something else, but ***maybe*** she wants to see something else rather than the West Wing. Here, Belle can be freely to reject his offer without feeling bad by telling if she doesn't want to see so. *Being pessimistic* is a sub strategy in doing the ***negative politeness strategy***.

When he is being pessimistic by saying ***perhaps*** to Belle, he is being polite to her and even more polite since he gives an *option* to belle by saying ***" … would like to see something else …"*** Belle can choose if she would like to see something else or wouldn't like to do so. It depends on Belle's decision to choose the option given by Cogsworth. In his utterance can appear the ***optionallity scale.***

Being pessimistic not to assume what Belle's wants and forcing her to do what Cogsworth's wants is a proof that ***Cogsworth's utterance is a polite utterance***. In addition, , since Cogsworth gives an option to be chosen by Belle, ***the rank of his politeness in his utterance is high.***

4.2.3 Negative Politeness with Indirectness Scale

Here, it is only 1 data shows that indirectness scale appears in negative politeness strategy.

Data 14 (B&B 13)

Context: Belle (E) is now Beast's prisoner. She replaces Maurice, her dad's place. In the evening, Beast (R) wants to have dinner with Belle but she doesn't want to do so since she is still sad. She is sad because Beast is not letting her to say goodbye for the last time to her dad. Beast is angry to her and forcing her to join him for dinner by yelling at her and commanding her to out from her room. However, Cogsworth gives him advice to him that he needs to be gentle if he wants Belle to accept his dinner invitation.

BEAST : *(very dejected) "Will you come down to dinner?"*
BELLE : *"No!"*
(BEAST looks at the OBJECTS, very frustrated.)
COGSWORTH : *"Suave. Genteel."*
BEAST : *(Trying to act formal, bowing at the door)* ***"It would give me great pleasure if you would join me for dinner."***
COGSWORTH : *Ahem, ahem, we say 'please.'*
BEAST : *(once again dejected) ...please.*
BELLE : *(Mad at BEAST) No, thank you.*
BEAST : *(furious) You can't stay in there forever!*
BELLE : *(provokingly) Yes I can!*
BEAST : *Fine! Then go ahead and STARVE!!!!*

Analysis:

The data shows that Beast's utterance can be classified as the ***tact maxim***, because ***it is maximizing benefit to Belle and minimizing cost to her***. In this case, Belle (E) can get more benefit than the cost. The benefit is Belle will not feel hungry if she has dinner and there is no cost that Belle has to do, except to accept the invitation for dinner.

In Beast's utterance, ***he makes such a request indirectly*** because the utterance ***"It would give me great pleasure if you would join me for dinner."*** conveys something more than from what it literally means; Beast wants Belle to have dinner with him and even Belle should come to have dinner with him. She cannot say no, because after she keeps rejecting his invitation to have dinner, Beast is angry and even says ***"Fine! Then go ahead and STARVE!!!! (To OBJECTS) If she doesn't eat with me, then she doesn't eat at all!"***

Because of *being indirectness* is one of the sub-strategies of negative politeness, so it can be said that the politeness strategy used here is ***negative politeness strategy.***

Beast seems like giving an option for Belle to accept his invitation to have dinner or not by saying ***if***. When he says ***if***, Belle has two possibilities to answer either ***"if she wants to join"*** or ***"if she doesn't want to join"***. However, in the end, even it seems like an option, but Beast doesn't give any options for her to be chosen. Since, when Belles chooses not to join him for dinner, he is angry. So, actually, in his

utterance, he wants to command Belle to have dinner with him, but he says it indirectly. So, the ***indirectness scale*** appears in his utterance.

The higher indirectness indicates the higher politeness. So, because Beast is being indirect to say what he means in his utterance, ***he makes a polite utterance***.

4.2.4 Negative Politeness with Social Distance Scale

Here, it is only 1 data shows that social distance scale appears in negative politeness strategy.

Data 15 (B&B 11)

Context: Beast (E) is angry to Belle because she doesn't come to have dinner with him. He even yells at her. Then, Lumiere (R) who sees this says to Beast that he doesn't have to be as angry like that to her if he wants to get Belle's attention.

BEAST	:	*(Yelling)"I thought I told you to come down to dinner!"*
BELLE	:	*(From behind the door) "I'm not hungry."*
BEAST	:	*"You'll come out or I'll...I'll break down the door!"*
LUMIERE	:	*(interrupting)* ***"Master, I could be wrong, but that may not be the best way to win the girl's affections."***

Analysis:

As seen in this data, Lumiere gives an advice to Beast that what he is doing to Belle like yelling at her is not the best way to win her affection. ***His advice is a benefit for Beast*** to stop his bad action to Belle and he can try to be nice and get her

affection with more gentle's act than yelling at her. Thus, it can be said that Lumiere's utterance is a ***tact maxim*** since he gives benefit to Beast more than the cost.

When he says ***"Master, I could be wrong …"*** is obvious that he is being pessimistic that what he says to Beast could be wrong. He doesn't want Beast as his boss feel like he is commanding him not to yell at Belle. He tries to be polite and show his respect to Beast as his boss by using sub strategy ***being pessimistic*** as one of the sub strategies in the ***negative politeness strategy.***

Lumiere knows his different status between him and Beast. That's why, when he wants to say something even gives advice to Beast as his boss, he is being pessimistic that what he says could be wrong, He doesn't want Beast to be angry. It can be seen that Beast as his boss because Maurice calls him ***"Master"*** He is being polite to Beast since he knows that they have social distance. So, the scale in Lumiere's utterance which appears is ***social-distance scale.***

Lumiere knows that between him and Beast has a social distance, so ***he makes a polite utterance*** using negative politeness sub strategy; be pessimistic. He also uses a social distance scale to show that ***he is being more polite*** to a person with different social status, Beast as his boss.

4.2.5 Negative Politeness with Power / Authority Scale

Here, it is only 1 data shows that power/authority scale appears in negative politeness strategy.

Data 16 (B&B 12)

Context: Because of Belle (E) wants to help Maurice, her father, out from Beast's castle, she makes a deal with Beast (R) that she will be his prisoner and do anything for him if Beast will let Maurice out. Beast agrees with it. Then, Belle is locked in the room. However, Beast thinks that Belle could be the girl who can break the spell, so he tries to be nice to her by inviting her to have dinner with him. Yet, because Belle still sad of her dad, she rejects Beast's invitation. It makes Beast angry and says something rudely, but his servants suggest him to ask her for dinner again in a gently way.

COGSWORTH : *(pleading) Please! Attempt to be a gentleman.*
MRS. POTTS : *Gently, gently.*
BEAST : *(very dejected)* ***Will you come down to dinner?***
BELLE : *No!*
COGSWORTH : *Suave. Genteel.*
BEAST : *(Trying to act formal, bowing at the door) It would give me great pleasure if you would join me for dinner.*
COGSWORTH : *Ahem, ahem, we say 'please.'*
BEAST : *(once again dejected) ...please.*
BELLE : *(Mad at BEAST) No, thank you.*
BEAST : *(furious) You can't stay in there forever!*

BELLE : (provokingly) Yes I can!
BEAST : Fine! Then go ahead and STARVE!!!!

Analysis:

It can be shown from the data that Beast's utterance **"*Will you come down to dinner?"*** can give benefit for Belle. ***The benefit is Belle will not feel hungry*** if she has dinner and there is no cost that Belle has to do, except to accept the invitation for dinner. Since Beast (R) is maximizing benefit to (E) Belle and minimizing cost to her, his utterance can be classified as the ***tact maxim.***

In Beast's utterance, he makes such a request ***indirectly*** because the utterance ***"will you come down for dinner?"*** Mean something more than from what it is said; Beast wants Belle to have dinner with him and even Belle should come to have dinner with him. She cannot say no, because after she keeps rejecting his invitation to have dinner, Beast is angry and even says ***"Fine! Then go ahead and STARVE!!!! (To OBJECTS) If she doesn't eat with me, then she doesn't eat at all!"*** Being indirectness is one of the sub-strategies of negative politeness, so Beast uses the ***negative politeness strategy*** in his utterance.

The reaction of Beast after Belle's rejection over and over again even he already tries to be more polite and gentle makes Beast really angry. It can be seen from his utterance said ***"Fine! Then go ahead and STARVE!!!! (To OBJECTS) If she doesn't eat with me, then she doesn't eat at all!"*** It shows Beast's power as the owner of the castle to request anything that he wants including to request Belle to

have dinner with him and no one can say no to him. In this case, ***the power/authority scale appears.***

Using negative politeness strategy can show that ***Beast is being polite*** to Belle. His rank of politeness can be measured as well since there is an indirectness scale appears in his utterance, so ***the rank of his politeness is high.***

4.3 Bald On-Record Strategy

In this classification, it examines the pragmatic scales which appear in bald on-record strategy. There are 5 scales found in this strategy; cost-benefit, optionality, indirectness, social distance, and power/authority scale.

4.3.1 Bald On-Record with Cost-Benefit Scale

Here, it is only 1 data shows that cost-benefit scale appears in bald on-record politeness strategy.

Data 17 (B&B 03)

Context: Maurice (R) is giving a try to his invention if it can work or not in his house. Then, finally, it works. So, he is going to the fair to do the competition at the fair by his horse, Phillipe. It means Maurice will leave Belle (E). Then, he wants Belle to take care of herself while he's gone.

MAURICE : *"Hitch up Phillipe, girl. I'm off to the fair!" (Log strikes him in the head, knocking him out. Fade to later in the day)*

BELLE : *" Good bye, Papa! Good luck!"*
MAURICE : *" Good bye, Belle.. and* ***take care while I'm gone.***

Analysis:

The data mentions Maurice's utterance ***"take care while I'm gone!"*** to Belle is to show that ***he wants to give benefit for Belle*** if she takes care of herself while Maurice is gone. The utterance which gives more benefit than the cost to the hearer is a ***tact maxim utterance.***

A feeling when a dad should leave her daughter is always a worried feeling. That's what happens to Maurice as Belle's dad when he has to leave Belle. Then, he wants Belle to take care of herself while he's gone by saying ***"take care while I'm gone!"*** His utterance is a kind of advice. He advices Belle to take care of herself. It is also a command utterance because Maurice's utterance is supposed to be like **"(you should)** ***take care*** **(yourself)** ***while I'm gone!"*** It's a command for Belle to take care of herself. It can be said as a command utterance also because of the punctuation ***"!"*** showing a command or an imperative utterance. Giving advice and command to the hearer is two of the sub strategies in doing the Bald on-record strategy. Therefore, the politeness strategy used in Maurice utterance is ***Bald on-record strategy.***

Saying something on record to the hearer makes clear the message that the speaker wants to deliver to the hearer without making any implication which can make a confusing interpretation. Here, Maurice as the speaker says his advice to Belle as the hearer on-record because of he is already in his horse and about ready to go.

This situation is shown from his utterance **"*Hitch up Phillipe, girl. I'm off to the fair!*"** It means he only has short time to talk to Belle. That's why he chooses to say it directly by doing the Bald On-Record strategy not to make Belle gets what he means easily. It's a benefit to Belle to know what he means directly without thinking hard of any implication in his utterance.

Then, Maurice gives an advice and command to Belle to take care of herself. When she takes care of herself, she will get the benefit for her own self. For example, taking care of herself can be like eating as much as she needs, having an enough time to rest, being careful, etc. In addition, all of those things are the benefits which she can get if she obeys Maurice's advice. So, Maurice gives benefit to Belle in his utterance. The scale appeared in Maurice's utterance is ***cost-benefit scale.***

Maurice's utterance can be said as a polite utterance because he commands and gives an advice for Belle to get benefit for her own self. Since Maurice gives more benefit than the cost to Belle, ***he is being more polite to her.***

4.3.2 Bald On-Record with Optionality Scale

Here, it is only 1 data shows that optionality scale appears in bald on-record politeness strategy.

Data 18 (B&B 17)

Context: Belle (E) just had her dinner served by all the servants at the Beast's castle. However, she doesn't want to sleep yet. She wants to look around the castle. So, Lumiere (R) offers her a tour around the castle.

BELLE : *"Oh, I couldn't possibly go to bed now. It's my first time an enchanted castle."*

BELLE : *" I, um, figured it out for myself." (COGSWORTH and LUMIERE have been fighting. They both look at her, then stop. COGSWORTH dusts himself off, and LUMIERE fixes his wax nose.)" I'd like to look around, if that's all right."*

LUMIERE : *(excited) "Oh!* ***Would you like a tour?****"*

Analysis:

The data shows that Lumiere gives an offer to Belle if she would like a tour through the castle. ***His offer can give a benefit for Belle*** if she accepts it because Belle can see all places in the castle which she thinks enchanted. Giving benefit to the hearer is ***a tact maxim***.

Lumiere knows what Belle wants. She wants to look around the castle because she doesn't want to sleep yet. So, Lumiere offers Belle a tour to look around the castle. ***Giving an offer*** is a sub strategy on bald on record strategy. Thus, Lumiere's utterance is using ***bald on record strategy.***

When the speaker offers something to the hearer, it should not be a forcing offer. To make it polite, the speaker should be able to give an option to the hearer to accept his offer or not. In this case, Lumiere offers a tour to Belle by saying ***"Would you like a tour?"*** means he gives an option for Belle to accept it or not. If she would, then Lumiere would do a tour around the castle for her and if she wouldn't, then Lumiere wouldn't do so. Also, Lumiere will be ok if she doesn't accept his offer because he gives an option to accept and not to accept it for Belle, so he already knows there can be two possibilities for Belle to response his offer. Thus, Lumiere is being polite to Belle by giving an option in his offer statement for Belle. When E (Lumiere) gives an option to be chosen by R (Belle), it can be said that an ***optionallity scale*** appears in his utterance.

Lumiere uses negative politeness strategy to give an offer to Belle to make ***a politeness utterance.*** Even he is being ***more polite*** to Belle since he gives an option to her.

4.3.3 Bald On-Record with Indirectness Scale

Here, it is only 1 data shows that indirectness scale appears in bald on-record politeness strategy.

Data 19 (B&B 22)

Context: At his castle, Beast (E) is waiting for Belle to meet up. While waiting for her, he talks to Lumiere about his feeling to Belle. Then, Cogsworth (R) tells Beast that Belle already comes.

LUMIERE : *" You care for the girl, don't you?"*
BEAST : *"More than anything."*
LUMIERE : *"Well then you must tell her."*
COGSWORTH : *"**Ahem ahem ahem. Your lady awaits.**"*

Analysis:

As seen from the data, Cogsworth is giving information to Beast that Belle already awaits. ***This could be a benefit for Beast*** since he is waiting for Belle to come then he knows that Belle already comes after hearing Cogsworth's utterance. So, Cogsworth's utterance can be said as the ***tact maxim utterance.***

Beast is talking to Lumiere, not to Cogsworth. Yet, Cogsworth wants to tell Beast that Belle already awaits without disturbing the conversation between Lumiere and Beast. That's why he starts his utterance with ***"Ahem ahem ahem"*** to get Beast's attention and after that he continues his utterance by saying what he really wants to tell Beast ***"Your lady awaits."*** When Cogsworth is saying ***"Ahem ahem ahem",*** he is doing ***an attention getters*** which is one of the sub strategies in ***bald on-record strategy***.

Even though he is doing a bald on-record strategy in his utterance which means he says his utterance "on record", but it is containing an indirectness mean. When he starts his utterance by saying ***"Ahem ahem ahem"*** to get Beast's attention, then he wants to make Beast notices that Belle is already there. Also, he tells Beast that Belle awaits for him doesn't mean he only gives the information of that, but he wants Beast to end his conversation with Lumiere and comes to Belle because she already awaits for him. It makes sense because people know that somebody awaits for him/her, then (s)he needs to come to him/her. That's what Cogsworth tries to tell about it to Beast to do so. Saying something indirectly make an utterance more polite. This is what Cogsworth does and it is called an ***indirectly scale.***

Bald on-record is one of the strategies that used to make a polite utterance. This is what is being used by Cogsworth to make ***his utterance polite***. In addition, there is an indirectness scale appears in his utterance which measure that ***his politeness is high*** since he says what he means indirectly.

4.3.4 Bald On-Record with Social Distance Scale

Here, it is only 1 data shows that social distance scale appears in bald on-record politeness strategy.

Data 20 (B&B 04)

Context: Maurice (E) gets lost on his way to the fair. Then, he finds a big castle where the Beast lives. He tries to get in and check if there is somebody there who can give a permission for him to stay just for the night. Lumiere (R) who hears that welcomes him to stay at the castle.

MAURICE : *"Is someone there?"*
COGSWORTH : *"Not a word, Lumiere. Not one word!"*
MAURICE : *"I don't mean to intrude, but I've lost my horse and I need a place to stay for the night."*
LUMIERE : *(looking at COGSWORTH like a child having just found a lost puppy) "Oh Cogsworth, have a heart."*
COGSWORTH : *"Shush shush shhhhh!" (COGSWORTH puts hand over LUMIERE'S mouth, who promptly proceeds to touch his lit candle hand to COGSWORTH's hand.) "Ow ow Ow OW OW OUCH!!!!!"*
LUMIERE : *"**Of course, monsieur, you are welcome here.**"*

Analysis:

As mentioned in the data above, Maurice (R) asks permission if he can stay a night at the castle, then Lumiere (E) welcomes him to stay. When Lumiere welcomes Maurice who asks permission for something is a benefit for Maurice. Thus, his utterance ***"Of course, monsieur, you are welcome here"*** contains a ***tact maxim***.

Maurice wants to get permission to anybody who lives there to give a place to stay there for the night because he gets lost on his way. Then, Lumiere allows him to

stay there by saying **"*Of course, monsieur, you are welcome here*"** So, if Lumiere says that Maurice is welcome there, he grants permission for him. Granting permission is one of the sub strategies in bald on-record strategy. Thus, it can be said that Lumiere's utterance uses ***bald on-record strategy.***

Lumiere grants permission for Maurice to stay at the castle. Actually, Maurice is a stranger for him. They haven't met before and they don't know each other. It can be shown from Maurice's situation of getting lost and he doesn't know anybody at that place. When people don't know very well each other, they need to be more polite to show that they respectful. That's why Lumiere says ***monsieur*** which means ***sir*** in English to show his respectfulness to Maurice. Also the difference of the age between Maurice and Lumiere can be shown as well by the word ***monsieur*** which used by Lumiere. It means, Maurice is older than Lumiere. The scale which indicates the degree of respectfulness depends on real factors, age, social class, sex, etc called ***the social distance scale.***

From all those explanation, it can be said that ***Lumiere's utterance is polite*** since he uses bald on-record strategy. Also, showing respect to older people like Maurice by calling him ***monsier*** makes ***his rank of politeness is high.***

4.3.5 Bald On-Record with Power/ Authority Scale

Here, it is only 1 data shows that power/authority scale appears in bald on-record politeness strategy.

Data 21 (B&B 07)

Context: Since Maurice is allowed to stay at the castle where the Beast's live for the night, the servants serve him well also because of he catches a cold. However, Beast (E) hears that somebody is in his castle and he's Maurice. He doesn't like a stranger comes to there. However, Lumiere (R) tries to give an explanation to him to make it clear.

BEAST : (Growling his words) "There's a stranger here."
*LUMIERE : (who has relit his flames) "**Master, allow me to explain**."*

Analysis:

It could be seen from the data that Lumiere wants to explain to Beast about the situation to make him understand. His explanation can be a benefit for Beast to know about the real situation which he doesn't know yet and it can reduce the misunderstanding situation. So, what Lumiere tries to is to ***give a benefit for Beast***. Then, his utterance can be said as the ***tact maxim utterance.***

Lumiere notices that Beast is angry because of Maurice's presence. It is shown by the way he talks like growling. Then he wants to explain about why Maurice can be there so there will be no misunderstanding between Maurice and Beast. However, before he wants to explain that, he asks a permission first to Beast to do so. He does the entreaties to get permission from Beast to explain about all the

things he sees. ***The entreaties*** is a sub strategy in bald on-record strategy. So, in making his utterance, Lumiere uses **bald on record strategy.**

Do the entreaties to somebody for doing something show the power/authority between R and E. Here, the R is Beast and E is Lumiere. Lumiere is the one who do the entreaties to explain about what exactly happen to Beast. If they have the same power, Lumiere doesn't have to say ***"allow me to explain"*** to Beast. It shows they have different power and the power of Beast is higher than Lumiere which makes Lumiere even needs to do the entreaties to explain about something to Beast. Then, the higher power that Beast has is more obvious in Lumiere's utterance **"Master.."** The word **"Master"** shows the higher power and authority that Beast has. A person with higher position has authority to order a command to a person with lower position or a person with lower position needs to ask if (S)he is allowed to something to a person with higher position. This is what happens to Lumiere. Therefore, the scale which represents in this case is a ***power/authority scale.***

As can be seen from the explanation above, ***Lumiere's utterance is polite*** because he uses one of the politeness strategies which is bald on-record strategy. Also, ***he's even being more polite*** since the power/authority scale appears just to show his lower position than Beast which influence the way he talks to Beast.

4.4 Off-Record

In this classification, it describes the pragmatic scales which appear in off-record strategy. There is 1 scale found in this strategy; indirectness scale.

4.4.1 Off-Record with Indirectness

Here, it is only 1 data shows that indirectness scale appears in off-record politeness strategy.

Data 22 (B&B 16)

Context: Belle (E) is having a special treatment for her dinner from all the servants at Beast's castle. However, Cogsworth (R) notices that it's already late so they need to go sleep.

COGSWORTH: *(Looking at his own face)* ***"Oh, my goodness, will you look at the time? Now, it's off to bed, off to bed!"***

(LUMIERE comes up next to COGSWORTH.)

BELLE : *"Oh, I couldn't possibly go to bed now. It's my first time in an enchanted castle."*

Analysis:

The data indicates that By saying ***"Oh, my goodness, will you look at the time? Now, it's off to bed, off to bed!"*** Cogsworth gives benefit for Belle. The benefit if Belle goes to bed to sleep, she will not feel tired because it's already late at that time. There is no cost for Belle. She just needs to sleep to take a rest for herself.

Then, when ***Cogsworth (R) maximizes the benefit than the cost to Belle (E),*** he makes a ***tact maxim utterance.***

Cogsworth says what he wants to say by using the *association clues*. He gives the clue by asking Belle to look at the time ***"Oh, my goodness, will you look at the time?"*** When Belle looks at the time and it shows the late time means that late time associate to go to bed. That's why after asking Belle to look at the time, he says **"*Now, it's off to bed, off to bed!"*** So, the association clue is between ***"the time"*** an ***"off to bed"*** Giving association clues is one of the sub strategies in using the **off-record strategy.**

Since Cogsworth uses an off-record strategy, what he means in his utterance is being said *indirectly*. When he asks Belle to look at the time is not only asking Belle to do so, but also to make Belle knows that it's already late so she needs to off to bed. Saying what he means indirectly makes ***indirectness scale*** appears in his utterance.

Cogsworth makes a polite utterance to Belle because he uses indirectly way to say what he means. The more indirect people say what they exactly means, the more polite they would be.