CHAPTER I

INTRODUCTION

This chapter presents background to the study, research question, objectives, significance to knowledge, and framework of the theories.

1.1 Background to the *S*tudy

Pragmatics is a study of how utterances have meanings in situation. In making an utterance, the addresser (*R*), the sender of the message, has a particular goal by uttering it to the addressee (*E*), the receiver, regarding the situation itself. For example, when the weather is cold, R says, *"you can wear my sweater if you feel cold"* to the E because E looks freezing. R has a goal to make E feels warm by offering his sweater.

When R offers his sweater, R notices what E needs since R sees that E looks freezing. However, R does not force E to accept it by saying "if" to show that R gives an option to E. R prevents the conflict between them and tries to save the face of E. Face means the public self-image of a person.

To save the face of others, there are four strategies of politeness introduced by Brown and Levinson (1978:68) that can be used; positive politeness, negative politeness, bald on-record, and off record strategy. Taking the example above, R notices that E wants and needs sweater to make E feels warm because the weather is cold. Notice what E needs is one of the sub-strategies in positive politeness.

Therefore, it can be said that R is using positive politeness to save E's face and being polite to him.

Yet, even if R already uses politeness strategy to make his utterance, but the scale of politeness in the utterance can be measured either less polite or more polite. To measure the scale of politeness, Leech (1983:123) introduces five pragmatic scale; cost-benefit, optionality, indirectness, social distance, and power/authority scale. In *"you can wear my sweater if you feel cold"* R gives benefit to E if E accepts his offer to wear the sweater. The benefit is E will feel warm and it means there is cost-benefit scale in R's utterance. Thus, it can be said that R is even more being polite to E since R uses the politeness strategy, which is positive politeness, and arise the pragmatic scale that is cost-benefit scale. However, R utterance can be less polite if he says *"if you feel cold, you can buy a sweater at the store"*. It is less polite since E gets the cost more than the benefit. The cost is E has to buy a sweater first and it needs money and time as well. This is the difference between the firs example, R lends his sweater to E, so E doesn't have any cost to do. That is why the first utterance is more polite and the second one is less polite even R already uses positive politeness strategy in his utterance.

It is interesting to analyze how people use some strategies to be polite to aim what they want without making the others feel disrespected but they still can get what they want. In addition, it is more interesting when the politeness in the utterance can be measured by using the pragmatic scale either it is less polite or more polite. Eventually, in the case R is being less or more polite or not in making his utterance can be figured out.

For all those reasons, this research is focused on analyzing the pragmatic scales in politeness strategies since they are related to each other in making the polite utterances. To limit the data, the writer analyzed the utterances that contain the tact maxim only as one of the maxims dealing with polite behaviour. The rules in tact maxim according to Leech (1983:109) is minimizing the cost to other and maximizing the benefit to other. This is just what happens in the previous example in which R gives more benefit to E (feel warm) than the cost. In addition, in finding out the data, the writer chooses the movie script of *Beauty and the Beast.*

In relation to this research, there are two previous researches analyzing about politeness. First is a research about the analysis of utterances according to its illocutionary categories and its obedience and the violation of the maxim of politeness principle that was analyzed by Anggun Cita Resmi (2006), a student of English Department of UNIKOM. Second is a research about the analysis of realization of politeness strategies in directive illocutionary acts describing both purposes and motives of it in accordance with the context that was analyzed by Fifi Kafilatul Jannah (2011), a student of Padjajaran University. Since they both did not mention about the pragmatic scale in maxim of politeness and politeness strategies, this research is hopefully going to improve and complete their research by analyzing the pragmatic scale in politeness strategies. This research aims to prove that politeness principle is applied in the utterances of *Beauty and the Beast* movie script.

Based on the descriptions and focus of the research, the writer was interested in digging more on the topic of the research. Therefore, this research is

entitled "*Pragmatic Scales in Politeness Strategies found in the Beauty and the Beast Movie Script"*.

1.2 Research Questions

Concerning the background of the study, the statements of the problem are formulated as follows:

1. What are the strategies of politeness used in the utterance containing the tact maxim in "Beauty and The Beast" movie script?
2. What are the pragmatic scales found in those strategies?

1.3 Objectives

The objectives in this research according to the problems above are:

1. To analyze kinds of politeness strategies in the utterance with tact maxim.
2. To analyze what kind of pragmatic scales found in the strategies.

1.4 Significance to Knowledge

This research, entitled "Pragmatic *S*cales in Politeness *S*trategies in the *Beauty and the Beast* Movie *S*cript" is a study of pragmatics that focuses on analyzing the pragmatic scales in politeness strategies used in the utterance containing the tact maxim. The finding of this research is hoped to enrich the knowledge about politeness theoretically and practically for the writer herself. Therefore, the writer is not only analyzing all those things related to politeness,

but also applying them in the real life. In addition, this research is expected to give the readers contribution and information about how to use the four politeness strategies in daily life. In addition, they can follow measurement of pragmatic scales to express their politeness. Knowing, understanding, and applying politeness in life are useful to make a good relation between each other. People will always try to respect and make conflict-free interaction when they communicate with others since they know about the strategies of politeness and the pragmatic scale. They can easily choose which strategy and scale they want to use in their utterance to make it polite.

In addition, for the others who are interested in making the similar research about the pragmatic scales in politeness strategies, this research can be used as the reference to improve the similar research in the future.

1.5 Framework of the Theories

To get what R wants from the E without making E feels disrespected, there are some politeness strategies need to be followed; positive politeness, negative politeness, bald on record, and off record. As stated by Brown and Levinson in their book *Politeness* (1978) that the politeness strategies make no conflict between the speaker and the hearer in communication. Politeness strategies used to show that R is being respectful to E and to save E's face.

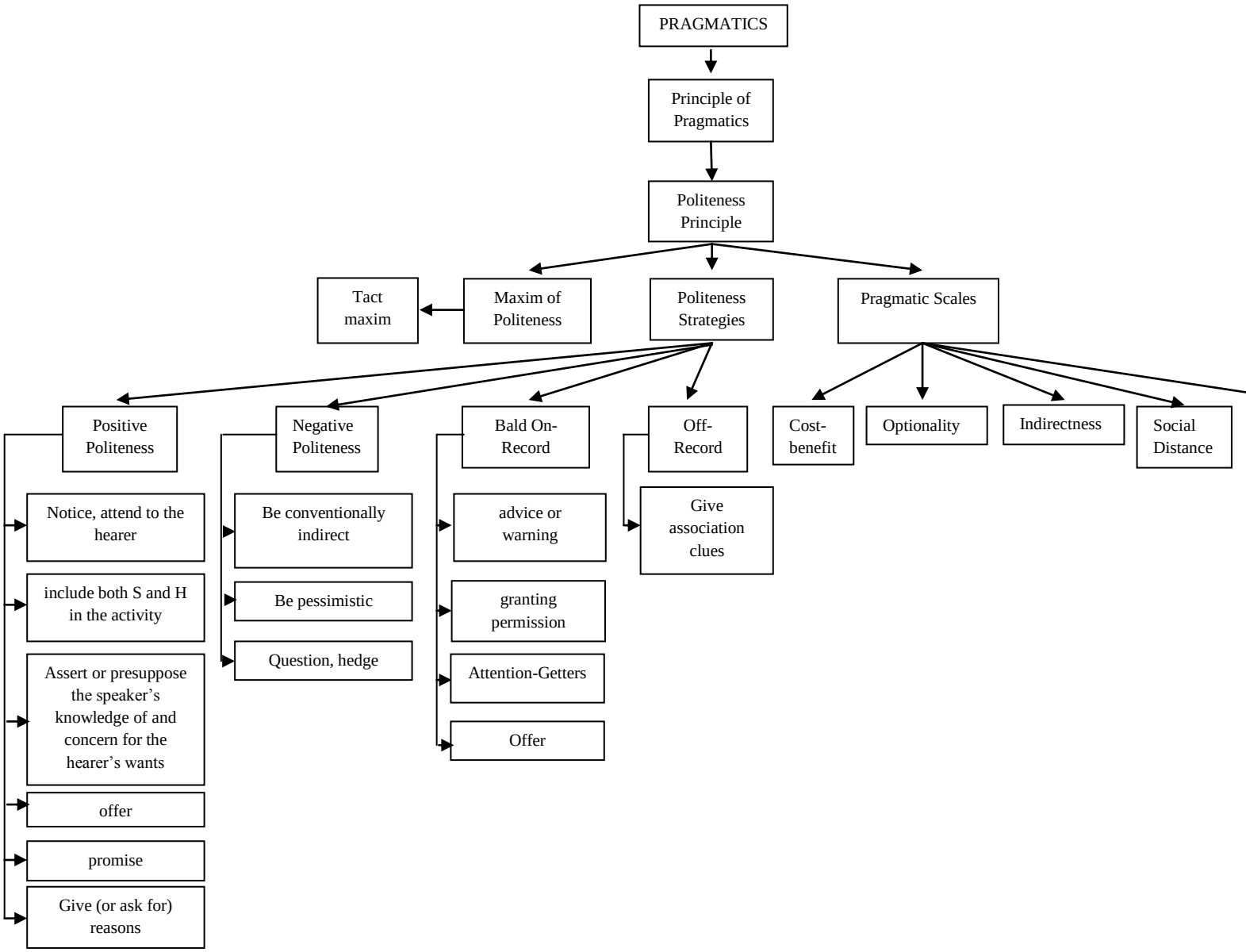
In the politeness strategies used in making the polite utterance, it can be measured the scale of the politeness itself. Additionally, Leech in his book *Principle of Pragmatics* (1983) introduces the pragmatic scales in order to define

the parameters of the various values, cost, benefit, praise, sympathy, etc. They are cost-benefit, optionality, indirectness, social distance, and power/authority scale.

In politeness, there are a number of maxims dealing with polite behaviour which is called maxim of politeness introduces by Leech (1983). They are generosity maxim, approbation maxim, modesty maxim, agreement maxim, sympathy maxim, and tact maxim. Tact maxim itself is used to minimize cost to other and maximize benefit to other.

Therefore, there are two theories used to analyze this research object; Brown and Levinson (1978) about the politeness strategies and Leech (1983) about the pragmatic scale.

The framework can be illustrated in the following figure:



1.1 The figure of the theoretical framework