

1. INTRODUCTION

1.1. Background of the Study

Human beings are social creatures, and thus need language to communicate with others. In language there are rules of how to use the language such as grammatical rules, function words and pronunciations. Essentially, people in interacting with others need norms so that they can use the language appropriately and are able to build or maintain their good relationship with others. In society there is one important norm to communicate with others and that is politeness. People need to help each other and socialize with the other individuals and one of the important tools to build and preserve the bridge of relations with others is through politeness strategies.

According to Kasper (1994), the word ‘polite’ in English, dates back to the fifteenth century and it originally meant ‘polished’. Oxford Dictionary of Etymology claims that in the seventeenth century, a polite person was defined as having ‘refined, courteous manners’. Politeness is thus closely associated with the behavior of the upper classes and hence, the expression “polite society”. Meanwhile, still from Oxford Dictionary of Etymology, in the modern usage, “polite” is defined as having refined manners, courteous; cultivated, cultured; well-bred; (of literature) refined, elegant. It is clearly seen that there is no significance change of the meaning of politeness either in modern era and seventeenth century. Brown (1987) describes politeness is behaving in a way that attempts to take into account the feeling of people being addressed. Being polite means that we try to keep our manners or behaviors and our language not to hurt other people’s feelings. For example, if someone wants to borrow a book, he would say, *“Would you mind if I borrow your book?”* This kind of request will keep the positive face of the hearer. In contrast if he says, *“Give me your book. I want to read it.”* By doing so, that person can be considered as being impolite and his attitude will result in a feeling of disrespect and dislike towards him.

Nonetheless, it depends on whom we are speaking to, if we speak to our close friends formally then our utterance would sound weird and funny. Thus, someone can be considered as polite people depend on how, to whom and when he/she applies that polite manners.

Politeness is a communication strategy that people use to maintain and develop relationships (relation goal) and language is the most important tool for human beings to interact with others, because we are social creatures. For that reason, that is why it is important to understand the norms of politeness when we are conversing with others. Gumperz (1987) adds that because their status as universal principles of human interaction, politeness phenomena by their very nature is reflected in language. So, people might know whether one is being polite or impolite through the way he or she speaks. Holmes (1995: p. 4) says that, "politeness is an expression of concern of the feeling of others". Thus, through politeness people express their feeling and apprehension, whether it is negative or positive emotion.

Brown and Levinson (1987) define politeness as maintaining hearer's face, that is, being unimposed on and approved of in certain respects. Goffman (1967: p. 12-13) explains that face is "the positive social value a person effectively claims for himself by the line others assume he has taken during a particular contact; not a specific identity but successful presentation of any identity". Face refers to a speaker's sense of social identity in which any speech act may impose on this sense and therefore face threatening, such as in this example; 'You are older than me, that's why I give you "face."' The other terms are, 'have face', "safe face" and "lost face." In this case, face refers to wants. Brown and Levinson argued that we have two types of wants: ego-preserving wants and public-self preserving wants, which refer to people's desire to be considered contributing members of the society. They are positive face and negative face. This theory is believed as widen of Goffman's opinions about face which is more detailed specification of face and face-work than Goffman's opinions. Positive face is the need for approval or the need to have positive image accepted by the others. Negative face is the need for autonomy or the need to be free from obligation. Certain acts naturally are threatening positive face and

negative face. Negative face is threatened by future acts that are pressing on the addressee. Meanwhile, positive face is threatened by negative or neutral evaluation of the speaker's face wants.

Politeness strategies are developed for the main purpose of dealing with these FTAs. Face Threatening Acts (FTA's) are acts that infringe on the hearer's to maintain hearer's esteem, and be respected. Brown and Levinson also argue that people have a tendency to preserve one another's face continuously in their communication with the others, either in written or spoken form of communication. According to Brown and Levinson, there are four main strategies in the politeness strategies; they are, bald on record, positive politeness, negative politeness and off record.

The writer chooses film "Meet the Parents" because this movie provides utterances and conflicts that contain politeness strategies. However, the writer sees a very interesting relationship between Jack and Greg. First, they have different social status, Greg is a Jack's future son in law, and their relationship is not going well. Furthermore, sometimes Jack is intimidating Greg.

This film is about a male nurse Greg Focker, the main character, who wants to propose his girlfriend Pam. However, it is not that simple, because Greg needs to ask her father first, that is Jack Byrnes, ex- CIA agent and who is over-protected to Pam. Greg, who seeks for approval is not as simple as he thinks, he ruins Pam's sister wedding party and moreover, he becomes a dishonest person in the eyes of Pam's entire family, especially Jack Byrnes. Briefly, the writer thinks that this film is supporting his research, because it provides the application of politeness strategies in almost each scene of the film. Furthermore, this film also provides conflicts and social factors that influenced the character in choosing the (politeness) strategies. Through this research, the writer wants to find out the politeness expressions that are produced by the American people, that's why the writer chooses American movie. Therefore, by knowing and understanding how to use politeness strategies in daily conversation with people appropriately can avoid or at least minimize miscommunication.

1.2. Statement of the Research Problem

The writer wants to know which type of politeness strategy that is used the most by the main characters and also to find out what factors that influencing the main characters in using certain politeness strategies when they have conversation to each other in the film.

1.3. Definition of Key Terms

The Definitions of Key Term are taken from Brown and Levinson (1987).

1. Politeness strategies: Strategies that are used to minimize or avoid the Face Threatening Acts (FTAs) that a speaker makes. There are four main politeness strategies:
 - a) Bald on Record: A direct politeness strategy, which contains no redressive particle to soften the FTA.
 - b) Positive Politeness: Tend to satisfy the positive face of the hearer by approaching or including him as a friend or as a member of an in-group.
 - c) Negative Politeness: Used to indicate that the speaker is aware and respect the social distance between him or her and the hearer.
 - d) Off Record: Indirect Politeness strategies in which the speaker says something that can be interrupted in more than one-way.
2. FTA: An act that causes a threat to the positive or negative face of the hearer.
3. Face: The positive image or impression of oneself that intends to show to the other participants. There are two kind of faces:
 - a) Positive face: The positive self-image or personality that each one wants the other to appreciate and approve.
 - b) Negative face: The desire of every interactant that he / she has freedom of action and freedom of being imposed.
4. Redressive : By redressive action, it means that action the 'gives face' to the addressee, that is, attempts to counteract the potential face damage of the FTA by doing it in such a way, or with such modifications or additions, that indicate clearly that no face threat is intended or desired.

1.4. Research Objectives

The objectives in this research are to identify the type of politeness strategies that is used the most by Greg and Jack when conversing to each other and also to know the factors of both of the characters in choosing or applying certain politeness strategy in their conversation.

1.5. Scope and Limitation

The writer uses discourse analysis as a scope in analyzing the use of politeness strategies between Greg and Jack in the film 'Meet the Parents'.

The writer limited the area of investigation of politeness strategies in the utterances that are produced by the main characters only based on Brown and Levinson's theory.

1.6. Significance of the Study

Hopefully, the readers can understand the idea of politeness strategies including the pattern of each strategy and the social factors that usually influenced in the choice of certain (politeness) strategy. Furthermore, the readers will realize the importance of politeness strategies in their social life and thus would be able to apply politeness strategies appropriately in their social life, in order to maintain relationship with the others.

1.7. Organization of the Study

The writer divides the thesis into five chapters. The first chapter is about the background of the study, research problem and research, questions, definition of key terms, research objectives, scope and limitation and significance of the study. The second chapter is the review of literature that includes review the underlying theory and supporting theory. The third chapter is the research methods which contain type of research, procedure of data collection, source of data, instrument of the study, and method data analysis. The fourth chapter explains the analysis that consists of the findings and analysis or interpretation. The final chapter is the conclusion which contain conclusion of the study.