

An Analysis of Positive Politeness Strategy Used In "Up" Movie

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Abstract

This research is entitled "An Analysis of Positive Politeness Strategies used in "UP" movie. It aims at finding the kinds of politeness strategies and context produced in "UP" movie. The researcher used qualitative research since the data engaged are displayed in the form of strings of words. The data were collected from a movie "UP" which was released in 2010. Analysis of this research is focused on the utterances produced by the character in Up movie. Using the theory of Brown and Levinson (1987), there are 15 strategies in positive politeness, they are 1) notice, attend to the hearer (his interest, wants, needs, goods); 2) exaggerate (interest, approval, sympathy with the hearer); 3) intensify interest to the hearer; 4) use in-group identity markers; 5) seek agreement; 6) avoid disagreement; 7) presuppose/ raise/ assert common ground; 8) joke; 9) assert or presuppose the speaker's knowledge and concern for the hearer's wants; 10) offer/promise; 11) be optimistic; 12) include both the speaker and the hearer in the activity; 13) give (or ask for) reasons; 14) assume or assert reciprocity; 15) and give gifts to the hearer (goods, sympathy, understanding, cooperation). The result shows that the character produced the highest number of positive politeness in the utterances that found in strategy 4: Use in group identity markers. Context of positive politeness strategy also using Brown and Levinson theory where 9 from 15 context theory found in the utterance. The result shows that the character produced the highest number of contexts of positive politeness in the utterances that found in give association clue context.

Keyword: *Movie, Positive Politeness strategy and context, Utterances.*



How to cite this article

Thoyyibah, mawar, isthi.et.al. (2021). An Analysis Of Positive Politeness Strategy Used In "Up" Movie. *Literary Criticism*, 08(01), 27-32.

A. Introduction

The scientific study of human language is referred to as linguistic. Linguistics is often defined as the field of study devoted to the scientific study of natural language. It can be either Applied or Theoretical in nature (Richard L. W. Clarke 2011,p.1). It made a little more revealing by drawing in greater detail

in the implication contain in the qualification "scientific". Language is foremost a means of communication, and communication almost always takes place within some sort of social context. This is why effective communication requires an understanding and recognition of the connections between a language and the people who use it. According Keraf in Smarapradhipa (2005, p. 1), providing two language understanding. The first notion of language as stated means of communication between members of the public in the form of a symbol of the sound produced by means of said human. Second, language is a communication system that uses symbols vocal (speech sound) which are arbitrary. The science is closely related with the context is pragmatics. Pragmatics is the conditions that resulted in a matching or not the use of language in communication (Kridalaksana, 2008,p.159). The definition does not mention at all the problem context that following the events in order to determine the meaning of the language quickly.

One branch of pragmatic is politeness. Politeness is defined as using communicative strategies to create and maintain social harmony. In an effort to find some kind of consensus may of course take refuge in very general statements, but our usual way out of the dilemma is to resort to giving examples of behavior which, personally, would consider 'polite'. Politeness has been conceptualized especially as strategic conflict-avoidance or as strategic construction of co-operative social interaction (cf. Eelen 2003, p. 21, Watts 2003, p.47). Eelen refers to the kinds of metapragmatic evaluation of the nature and significance of politeness/impoliteness as metapragmatic politeness, and the comments made either by outsiders to the interaction or even by the participants themselves as classificatory politeness. When people are asked what they imagine polite behavior to be, there is a surprising amount of disagreement. Politeness is divided into two aspects, There are positive and negative politeness. Positive politeness is thus concerned with demonstrating closeness and affiliation, while negative politeness is concerned with distance and formality (Mills 2003,p.89). In this thesis, the researcher would only be explained in depth about the positive politeness. According to Brown and Levinson (1987,p.65), certain kinds of face threatening act (FTA), namely those acts that by their nature run contrary to the face wants of the hearer and / or of the speaker. For example, the hearer's positive face will damage when the speaker insulting the hearer, and also the hearer's negative face will damage when the speaker order the hearer. It also could damage the speaker's own positive and negative face for example, when

the speaker admits that he has failed in his job and when the speaker offers help to the hearer. One way to find a positive politeness is in a movie. Movies are truly modern-day storytelling instrument. Movie is a sequence of picture projected on a screen from a developed and prepared film especially with an accompanying sound track (Webster's Dictionary, 2004, p.654). Up is a 2009 American 3D computer-animated adventure comedy-drama film produced by Pixar Animation Studios and released by Walt Disney Pictures. Directed by Pete Docter, the film centers on an elderly widower named Carl Fredricksen (voiced by Edward Asner) and an earnest young Wilderness Explorer named Russell (Jordan Nagai). By tying thousands of balloons to his home, 78-year-old Carl sets out to fulfill his dream to see the wilds of South America and to complete a promise made to his late wife. The film was co-directed by Bob Peterson, with music composed by Michael Giacchino. The researcher chose the film UP as the object of this study because this movie is the first animated and 3D that became a great financial success and received five academy award nomination. Up also won Best Original Score and Best Animated Feature Film at the 67th Golden Globe Awards. It was nominated for nine Annie Awards in eight categories, winning two awards for "Best Animated Feature" and "Best Directing in a Feature Production". At the 2010 Kids' Choice Awards the film won Favorite Animated Movie. Therefore, the researcher chose a thesis title "An Analysis Of Positive Politeness Strategy used In Up Movie".

Using Positive politeness as a part of pragmatic study as the topic of the research often occurs. But object of the previous research might be works. different, because of the broaden explanation of linguistic and The first previous study was conducted by Luissa Gea Valor with The pragmatic of positive politeness in the book review published in 2001, focuses on compliments, one of the most frequent and interesting politeness strategies involves in the book review ,and its pragmatic aspects. The difference is in the theory of context, Luissa's study used searle's theory of context, but in this research uses Leech's theory of context. The second study is from Galih Endah Nurhajanti (2000) with The Use of Compliments as a Positive Politeness Strategy in Speeches of Men and Women's Characters in The Film "Notting Hill". This is about Pragmatic study. The study covered by the findings of women receiving more compliments than men as their positive politeness strategy in language use. Therefore,

women are linguistically more polite than man. There are three topics; appearances / possession, performance / skills / abilities, and personality traits / friendliness topics and the function are to increase and consolidate solidarity between the interlocutor, to ease communication, to express positive evaluation /admiration and to replace other speech act formulas. It also describes the factors influencing the characters to employ this strategy the difference with researcher analysis is in the theory of analysis. Galih discussed about positive politeness found in the complements in speeches of men and women's characters in the film "Nothing Hill" The third study is from Akutsu Yuka (2009) with the title Positive politeness strategies in oral communication 1 Textbook. This paper will provide a description and analysis of address terms in Oral Communication I textbooks, which are high school English textbooks approved by Japanese Ministry of Education, Culture, Sports, Science and Technology. The focus of the paper is on how many and what kind of address terms are presented, which is one of the important positive politeness strategies. The difference is the object of analysis Akutsu's object is the oral communication in text book. There are some studies that may have similar discussion with the previous research although it is not the same at all. However, the study about the politeness strategies which is focused on the strategy of the positive politeness in "Up" movie is absolutely investigated by the researcher in purpose to give additional contribution to the field of the study especially in pragmatics study. Therefore, this study will lead the next study. Meanwhile the researcher's object of analysis is the conversation script in "Up" movie

B. Methods

1. Research Instruments

The purpose of this research is to find out how many positive politeness strategies in up movie and what is the most strategy used the most in the "Up" movie. The study on positive politeness is very challenging because it is in the aspects of Pragmatics of linguistics study field and the movie is very interesting because it is educative and worth watching. Through the thesis, the researcher has a great feeling that it will useful for the readers to add their knowledge about pragmatics. In this research, the researcher used descriptive qualitative and critical discourse analysis method. The researcher analyzed and identified the conversation that contain positive politeness in parts of the movie according to Brown and Levinson theory, after that the researcher will describe the data which will answer two questions in statements of the problems.

2. Data Collection

There are some theories about Pragmatic and about positive politeness that will be used in conducting this research. Pragmatics is the study of the speaker meaning. It is concerned with the study of meaning as communicated by speaker and interpreted by listener. It's also can be the study of how more gets communicated than is said. This type of study explores how great deal of what is unsaid is recognized as part of what is communicated. According Smarapradhipa (2005,p. 1), providing two language understanding. The first notion of language as stated means of communication between members of the public in the form of a symbol of the sound produced by means of said human. Second, language is a communication system that uses symbols vocal (speech sound) which are arbitrary. Positive Politeness is thus concerned with demonstrating closeness and affiliation (Mills 2003,p.89). Positive Politeness is redress directed to the addressee's positive face, his desire that his wants should be thought of as desirable. Redress consists in partially satisfying that desire by communicating that one's own wants are in some respects similar to the addressee's wants. The linguistic realizations of Positive Politeness are in many respects representative of the normal linguistic behaviour between intimates..

3. Data Analysis

The methodologies that are used to analyses the positive politeness in movie entitled UP; (1) watching the movie to understand the story line, (2) selecting conversation and scenes that use the positive politeness. (3) analyzing the context of dialogues that have the positive politeness, (5) concluding the result of analyzing the dialogues which have positive politeness. The dialogues and pictures are existed as supporting ideas in strengthen the thesis especially about the use of positive politeness.

C. Finding

Based on research, there are 9 positive politeness strategies which used in the movie. The most positive politeness strategies which used in the movie is notice..

Strategy 1: Notice, attend to hearer (his interest, wants, needs, goods) In this part of the discussion, the researcher found that the main character Carl and Russell produced this strategy 1 named Notice, attend to hearer"s wants. In this conversation it can be seen in the example 1 below:

example 1

Carl : (Resigned) Proceed Carl

Russell : "Good afternoon. My-"

But skip to the end

Russell : See these? These are my wilderness Explorer badges. You may notice one is missing. It's my assisting the elderly badges. If I get it I will become a senior wilderness explorer!

Based on the utterance, Russell wanted Carl to notice with what russell's saying about the bedges trough the inviting question "see these" so Carl's attention would be straight directly to Russell. The context of this utterance is overstated, because Russel exaggerate that one of his wilderness explorer badges was missing, so he exaggerated the situation to make his problem became important.

Another example showing strategy 1 can be seen below

Excerpt 2:

Russell : Cool! my mom loves that game.

Carl : Wait. Why are we going to paradise falls again? Hey. Let's play a game. it's called: "see who can be quiet the longest.

Based on the utterance, Carl wanted Russell to notice that he wanted Rusell to be quiet for a second, because Russell couldn't stop talking. The context of this utterance is give hints, because through the sarcasm of "hey. Let's play a game. It's called "see who can be quiet the longest", Carl actually wanted to make Russel stop talking.

Strategy 2: Exaggerate (interest, approval, sympathy with H) This is often done with exaggerated intonation, stress and other aspects of prosodic, as well as with intensifying modifies, as in English. The following excerpt 3 below is an example of positive of exaggerates interest produced by the character in the politeness conversation.

Example 3:

Russell : Wow, this is great! You should try this Mr. Fredericksen! Look, there's a bus that could take me home two block away! Hey, I can see your house from here!

Carl : Don't Jerk around so much, kid! Based on the utterance, Russell exaggerated the place that he had seen to Carl

D. Discussion

Based on the findings, the amount of strategy in analysis instrument is 14. From the 14 strategy that are found in the movie, the using of Use in-group identity markers mostly appeared in the utterances. There are about 4 used in-group identity markers strategy that have been detected, the second strategy that commonly used is seek agreement that appeared 3 times, and then exaggerate that appeared 3 times. Notice, attend to hearer, disabled strategy then come afterward with 2 times appearances, and then there are also intensify interest to hearer with the amount of strategy are 2, offer or promises are 2, and avoid disagreement, presuppose/raise/assert common ground, assert or presuppose speakers' knowledge of and concerns for hearers wants, be optimistic, include both speaker and hearer in the activity. Give reason, assume or assert reciprocity, and give gifts to hearer in the movie, there is only 1 utterance that has strategy. Joke is the only one of positive politeness strategies that cannot be found in "Up" movie

As the most commonly used by the characters, the use in-group identity markers strategy can be analyzed by the words such as "Dug" for a name of dog and "sweetheart" for his wife. Take a word of "Dug" that is uttered by Dug in up. "oh yes.my name is Dug. I have just meet you and I love you". The word of "Dug" as a name that commonly used by human, but when it is used in the utterance above, it also means something that needed by the speaker who say it. Meanwhile, there is another sample of the same kind of used in- group identity markers is in the utterance below. "The word of "sweetheart" actually means a heart that sweet. But in the utterance spoken by Carl "morning, sweetheart" means a beloved human being, which is respectful and considered as a strategy. So, based on positive politeness

strategy, finding in the movie, the words such "Dug" and "sweetheart" are considered as a strategy. Although the meaning of them does not always refer to the real since- it can be a form of some kind of polite.

Whenever people state it in every occasion, it is still a positive politeness. So, the reason why the characters used positive politeness strategy is because they intended to express their feeling based on the fortunes that they had in the movie that the positive politeness strategies include somewhat exaggerated elements or element of insincerity', and that separates a positive politeness strategy from ordinary daily conversation. The second raising of 'safe topics' allows speaker to stress his agreement with hearer and therefore to satisfy hearer's desire to be 'right', or to be corroborated in his opinions. The third strategy commonly used is exaggerate. This is often done with exaggerated intonation, stress, and other aspects of prosodic, as well as with intensifying modifiers. The fourth strategy used is notice, attend to hearer, disabled strategy. This output suggests that speaker should take notice of aspects of hearer's condition (noticeable changes, remarkable possessions, anything which looks as though hearer would want speaker to notice and approve of it). The fifth strategy used is intensify interest to hearer. Speaker wants to share his interest to hearer as a form of speaker's contribution into the conversation.

Therefore, speaker exaggerates facts as well as he makes good story to draw hearer as a participant into the conversation, and H also usually uses tag questions. The sixth strategy used is offer or promises. Speaker and hearer are good co-operators that they share some goals or speaker is willing to help to achieve those goals. Promise or offer demonstrates S's good attention in satisfying hearer's positive-face wants, even if they are false. The seventh strategy used is avoid disagreement. Speaker may go in twisting their utterances so as to appear to agree or to hide disagreement-to respond to a preceding utterance with 'yes, but. 'in effect, rather than a blatant 'No'. The eighth strategy is assert or presuppose speakers knowledge of and concerns for hearers wants. Speaker wants to assert and imply knowledge of hearer's wants and willingness to fit one's own wants in with them. The ninth strategy is be optimistic. Speaker assumes that hearer wants speaker's wants for speaker (or for speaker and hearer) and will help to obtain them. This usually happens among people with close relationship. The tenth strategy is both speaker and hearer in the activity.

E. Conclusion

Based on the finding and analysis above, the researcher would like to conclude that there are fifteen kind of positive politeness strategy found in Up movie. There are 4 used in-group identity markers strategy that have been mostly detected, the second strategy that commonly used is seek agreement that appeared 3 times, and then exaggerate that appeared 3 times Notice, attend to hearer, disabled strategy then come afterward with 2 times appearances, and then there are also intensify interest to hearer with the amount of strategy are 2, offer or promises are 2, and avoid disagreement, presuppose/raise/assert common ground, jokes ,assert or presuppose speakers knowledge of and concerns for hearers wants, be optimistic, include both speaker and hearer in the activity, give reason, assume or assert reciprocity, and give gifts to hearer in the movie, there is only 1 utterance that has strategy. It can be seen that the character used in-group identity marker is because in this movie much of the character using animal, and the animal need a name like human to recognize by the spectator. The amount of the context of positive in the movie There are 8 utterances give association clue context, 4 overstate contexts that are found in the movie, 4 utterances use tautologies context, 2 utterances that contain give hints in text, 2 utterances presuppose context, 2 utterances that use contradiction context, utterance rhetorical question context, 1 utterance understate context and 1 utterance over generalize contexts.. From the analysis above, the researcher conclude that the characters want tell implicitly and purpose to associate something that hearer has been known. And the characters want to shows you to recognize that hearer has a desire to be respected.

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