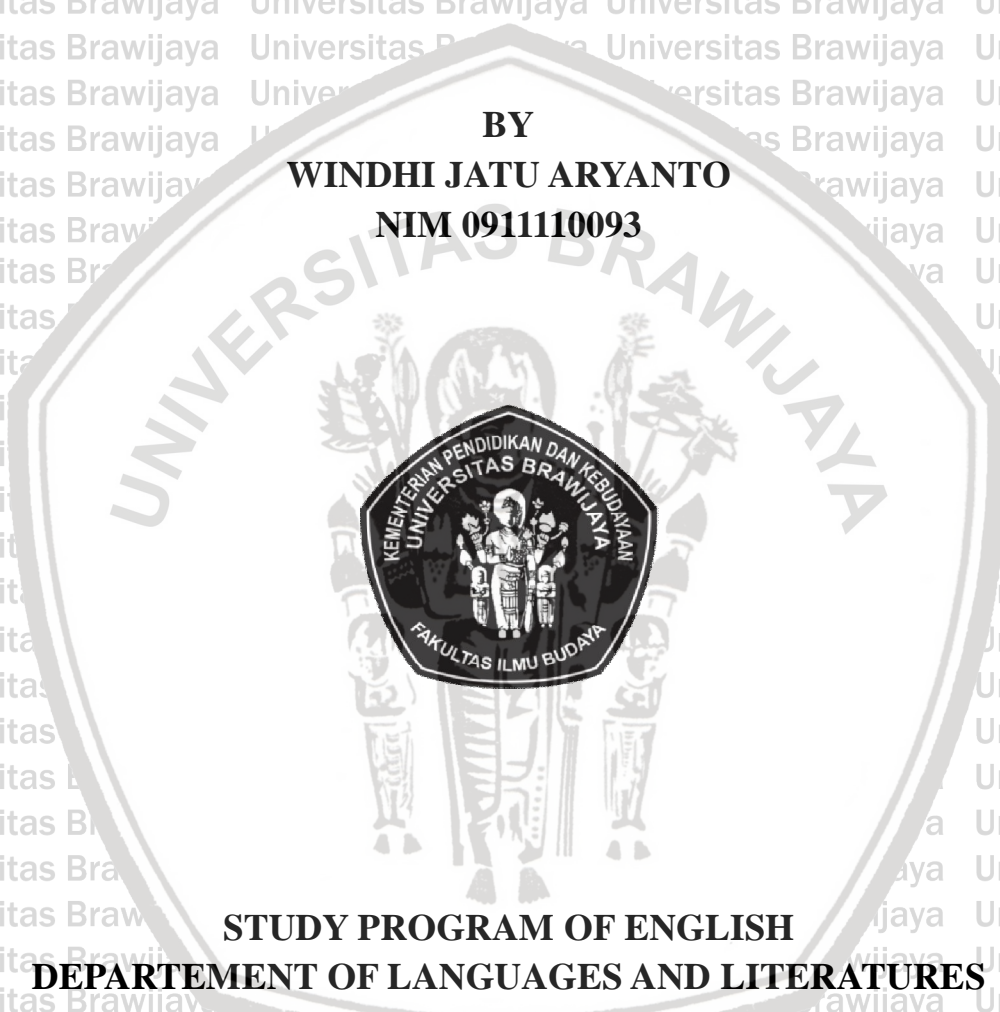


**A STUDY OF POLITENESS STRATEGIES
USED BY THE CHARACTERS OF *THE UGLY TRUTH* MOVIE**

THESIS

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DEPARTEMENT OF LANGUAGES AND LITERATURES
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA**

2014

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THESIS

**Presented to
Universitas Brawijaya
in partial fulfillment of the requirements
for the degree of *Sarjana Sastra***

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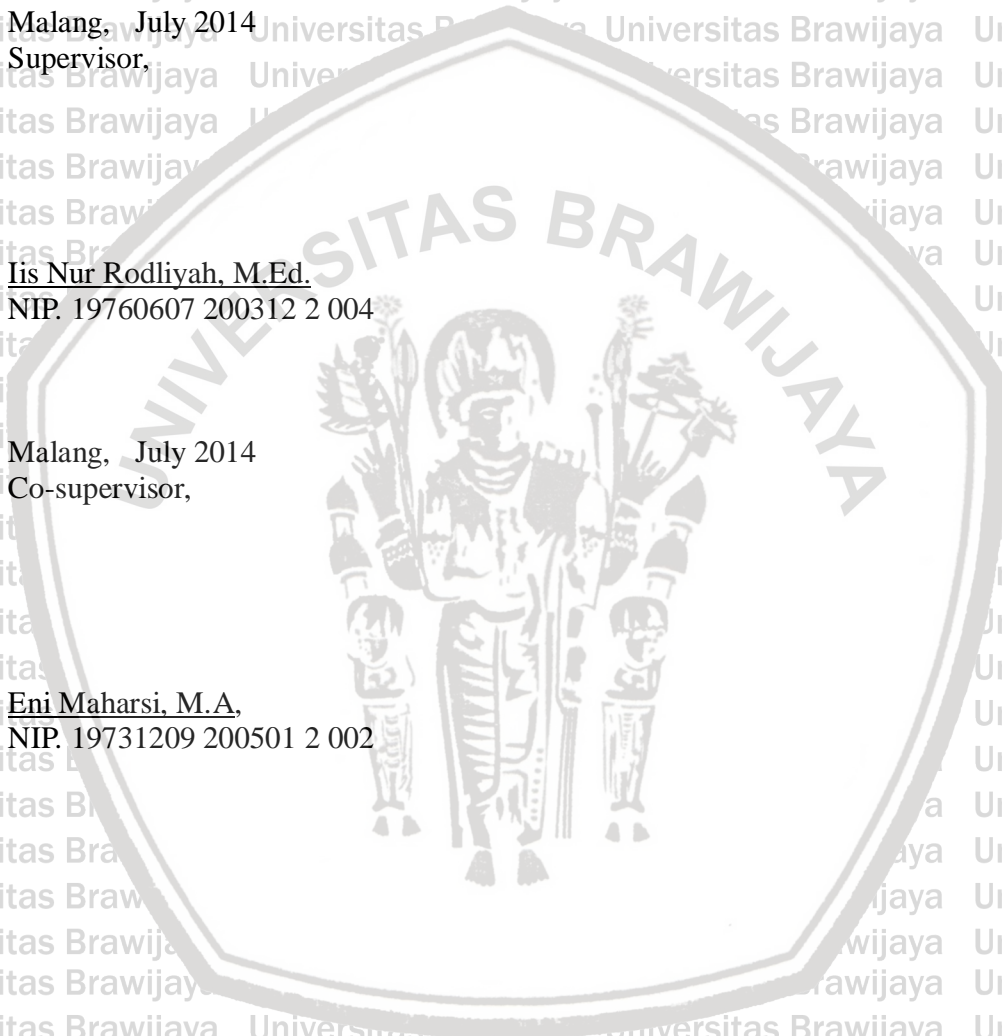
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ABSTRACT

Aryanto, Windhi Jatu. 2014. **A Study Of Politeness Strategies Used by The Characters Of The Ugly Truth Movie**, Study Program of English, Department of Languages and Literatures, Faculty of Cultural Studies, Universitas Brawijaya. Supervisor: Iis Nur Rodliyah; Co-Supervisor: Eni Maharsi.

Keywords: Politeness strategies, The Ugly Truth.

In doing communication, people share information, tell their emotions, ask something, and so on. In order to make a good communication, people should use the words that intended to convey politeness, respect, humility, and lesser social status so that it will be easy to building a relationship with each other. Politeness is the expression of the speaker's intention to mitigate face threat carried by certain face threatening acts towards another. In this research, The Ugly Truth movie is chosen as the object. It is done to answer the problems of the research, they are: (1) What types of politeness strategies are used by the characters in The Ugly Truth movie? and (2) What are the factors influencing the choice of strategies used by the characters in *The Ugly Truth* movie?

The method that is used in this research is qualitative and content or document analysis as the type of study. The data of this research are the selected utterances by the characters in the *The Ugly Truth* movie. There are 12 dialogues used by 5 characters in the movie that analyzed as the object.

The result of this research shows that there are 12 utterances using politeness strategies, consist of *Bald on Record Strategy*, *Positive Politeness Strategy*, *Negative Politeness Strategy*, and *Off Record Strategy*. Each strategy consists of three examples. The factor that influenced the different politeness strategy consists of three factors, *social distance*, *relative power*, and *absolute ranking*. The data showed that the social distance is the most used as the factor that influenced the different politeness strategy.

The writer suggests that the next researchers use other theories in Pragmatic. The next researcher can also conduct a research on the politeness strategies in its semantic feature, or elaborate it with another field of study such as the critical discourse analysis to make this study more complete.

ABSTRAK

Aryanto, Windhi Jatu. 2014. **Studi Strategi Kesantunan yang digunakan oleh Karakter di Film *The Ugly Truth***, Program Studi Sastra Inggris, Departemen Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing: (I) Iis Nur Rodliyah (II) Eni Maharsi.

Kata Kunci: Strategi kesantunan, *The Ugly Truth*

Dalam berkomunikasi, orang-orang berbagi informasi, mengemukakan emosi mereka, bertanya tentang sesuatu dan sebagainya. Untuk membuat komunikasi yang baik, orang-orang seharusnya menggunakan kata-kata yang bermaksud untuk menyampaikan kesantunan, hormat, rendah hati dan sedikit status sosial sehingga akan mudah untuk membangun hubungan antar sesama. Kesantunan adalah ekspresi dari maksud pembicara untuk mengurangi mengancam wajah yang dibawa oleh aksi mengancam wajah terhadap yang lainnya. Dalam penelitian ini, *The Ugly Truth* dipilih sebagai objek. Studi ini dilakukan untuk menjawab pertanyaan dari permasalahan penelitian ini, yaitu: (1) Jenis strategi kesantunan apakah yang digunakan oleh karakter-karakter di film *The Ugly Truth*? dan (2) Faktor-faktor apakah yang mempengaruhi pemilihan strategi yang digunakan karakter-karakter di film *The Ugly Truth*?

Metode penelitian yang digunakan dalam penelitian ini adalah kualitatif dan analisis konten atau deskriptif sebagai tipe penelitiannya. Data penelitian ini adalah ungkapan-ungkapan oleh karakter di film *The Ugly Truth*. Ada 12 dialog yang digunakan 5 karakter di film yang dianalisis sebagai objek.

Hasil penelitian ini menunjukkan bahwa ada 12 ungkapan yang menggunakan strategi kesantunan yang terdiri dari *Bald on Record Strategy*, *Positive Politeness Strategy*, *Negative Politeness Strategy* dan *Off Record Strategy*. Setiap strategi terdiri dari tiga contoh. Faktor yang mempengaruhi berbedanya strategi kesantunan terdiri dari tiga faktor, *social distance*, *relative power* dan *absolute ranking*. Data menunjukkan bahwa *social distance* paling banyak digunakan sebagai faktor yang mempengaruhi berbedanya strategi kesantunan.

Penulis menyarankan untuk peneliti selanjutnya menggunakan teori lainnya dalam pragmatik. Peneliti selanjutnya juga dapat menganalisis strategi kesantunan dalam fitur semantiknya, atau menambahkan bidang studi lain contohnya analisis kritik wacana agar penelitiannya semakin lengkap.

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Finally, the writer hopes that this thesis can be helpful for the reader and next researcher.

Malang, July 2014

The writer

TABLE OF CONTENTS

TITLE PAGE	i
DECLARATION OF AUTHORSHIP	ii
SUPERVISORS' APPROVAL	iii
BOARD OF EXAMINER CERTIFICATE OF APPROVAL	iv
ABSTRACT	v
ABSTRAK	vi
ACKNOWLEDGEMENTS	vii
TABLE OF CONTENTS	viii
 CHAPTER I INTRODUCTION	
1.1 Background of the Study	1
1.2 Problems of the Study	5
1.3 Objectives of the Study.....	5
1.4 Definition of Key Terms.....	5
 CHAPTER II REVIEW OF RELATED LITERATURE	
2.1 Politeness	7
2.2 Face and Face Threatening Acts (FTA)	9
2.3 Brown and Levinson's Politeness Strategies.....	11
2.3.1 Off Record Strategies	11
2.3.2 Bald on Record.....	12
2.3.3 Positive Politeness Strategies.....	13
2.3.4 Negative Politeness Strategies	20
2.4 Factors Influencing the Choice of Strategies.....	21
2.5 Previous Studies.....	22
 CHAPTER III RESEARCH METHOD	
3.1 Research Design.....	24
3.2 Data and Data Source	25
3.3 Data Collection.....	25
3.4 Data Analysis	26
 CHAPTER IV FINDING AND DISCUSSION	
4.1 Finding.....	27
4.1.1 The types of Politeness Strategies Used by the Characters in <i>The Ugly Truth</i> Movie	30
4.1.1.1 Bald on Record	30
4.1.1.2 Positive Politeness Strategy	33
4.1.1.3 Negative Politeness Strategy.....	36

4.1.1.4 Off Record Strategy.....	38
4.2 Discussion.....	41
CHAPTER V. CONCLUSION AND SUGGESTION	
5.1 Conclusion.....	46
5.2 Suggestion.....	47
REFERENCES.....	48
APPENDICES.....	50



CHAPTER I

INTRODUCTION

This chapter presents a general description of this research which covers background of the study, problems of the study, objectives of the study, and definition of key terms.

1.1 Background of the Study

In doing communication, people share information, tell their emotions, ask something, and so on. Sapir (2004) states that “language is a purely human and non-instinctive method of communicating ideas, emotions and desires by means of voluntary produced symbol”. It functions to transfer information and establish social relationship. The main function of language is to make an interaction or communication, it means that a tools for delivering a thought, idea, or feeling. So people can express what they mean and deliver it to the interlocutor.

The words that people should use intended to convey politeness, respect, humility, and lesser social status in building a relationship with each other. Politeness is the expression of the speaker’s intention to mitigate face threat carried by certain face threatening acts towards another (Mills, 2003). Politeness is behavior that can break down the face threatening acts into the harmony of life. Being polite, therefore, consists of attempting to save face.

Politeness theory states that some speech act threatens others face. In case of communication, the speaker chooses the strategies to have polite conversation. People use politeness strategies in order to get their conversation run well and go smoothly. Speaking politeness involves taking account of the other's feeling and face, and being polite person means that he should make others feel comfortable.

Brown and Levinson (1987) said that there is speech act because one aim or one way of speaking can cause lots of their (speaker and hearer) face. Face is derived from Goffman and from the English folk term, which ties face up with notions of being embarrassed or humiliated, or 'losing face'. Thus face is something that is emotionally invested, and that can be lost, maintained, or enhanced, and must be constantly attended to in interaction. In general, people cooperate (and assume each other's cooperation) in maintaining face in interaction, such cooperation being based on the mutual vulnerability face (Jaworski and Coupland, 2006).

"Face need are thought of as desire to be appreciated and protected" (Brown and Levinson, 1987, p.62). Further Brown and Levinson argue that face is broken down into two different categories: positive face and negative face. Positive face is desire to be liked and appreciated. Positive politeness is designed to meet the face needs by performing an action like complimenting or showing concern for another person. Negative face is the desire to be autonomous and not to infringe on the other persons. Negative politeness is designed to protect the other person when face needs threatened (Brown and Levinson 1987). In other word, positive politeness is

behaviors in showing positive concern to the hearer, and negative politeness is behaviors to keep the face of the other person when they feel threatened.

The using of Face Threatening Act that performed by men will be different with women. It is because linguistic behavior between men and women are different too. Women's linguistic behavior is often characterized by being concern with co-operation (more positively polite than men) and avoidance of conflict (more negatively polite than men). This characterization is based on the assumption that women are powerless and show their powerlessness in language, these forms politeness are markers of their subordination (Mills, 2003). Different from women, in society men are in superior positions. That reality which affects the differences of behavior between men and women ways of speaking.

In daily life, people usually communicate in oral or written forms, or signs. Crystal (2003) also states that language refers to the concrete act of speaking, writing, or signing in a given situation. Language in written form can be found in mass media, like newspaper, magazine, and literary works. On the other hand, the sign form of language can be found and produced in human interaction in any certain condition. Then, the oral language can be found in human's daily life, like in the conversation, at the play, television, movie, and so on. However, the language used ought to be meaningful and understandable to avoid misunderstanding and misinterpretation from the hearer. Women's conversations are more likely to avoid conflict with his interlocutor and show their interest to the other person, such as those found in the example of *The Ugly Truth* movie.

The writer takes politeness strategies as a subject in this research because politeness is an important subject matter in communication. Politeness is behaving in a way that attempts to take into account the feelings of the people being addressed. In this case, the speakers try to avoid embarrassing other person, or making him or her feels uncomfortable. Besides, the significances of politeness strategies in communication do not only occur in the real society. Those can also be found in the form of literary works such as movie, play, dramas, novel, and so on. The writer takes a movie as the object because they are as the imitation and portrayal of social life

The Ugly Truth movie is a 2010 American romantic comedy film, directed by Robert Luketic and starring by Katherine Heigl and Gerrard Butler. The film was released in North America on July 24, 2010. This film was nominated for the category of Best Actress, Comedy or Musical in Satellite Awards and Choice Summer Movie Star: Female in Teen Choice Awards (<http://www.imsdb.com/scripts/The-Ugly-Truth.html>).

This study is expected to be able give contribution to the students to understand politeness strategy in social context. The writer also expected this research gives benefit for the next researcher who wants to conduct a research about politeness strategies, and especially for students of English Department in learning about politeness strategies.

1.2 Problems of the Study

Based on the background above, this research analyzes politeness strategy expressed by six characters in *The Ugly Truth* movie. This study is done to answer the following question:

1. What types of politeness strategies used by six characters in *The Ugly Truth* movie?
2. What are the factors influencing the choice of strategies used by six characters in *The Ugly Truth* movie?

1.3 Objectives of the Study

In line with the research question above, the objective of this study is:

1. To describe the types of politeness strategies are used by six characters in *The Ugly Truth* movie.
2. To describe the factors influencing the choice of strategies used by six characters in *The Ugly Truth* movie.

1.4 Definition of the Key Terms

To avoid misunderstanding and misinterpretation, the following key terms are defined:

1. **Politeness strategies** is “a concentration on the amount of verbal ‘work’ which individual speakers have to perform in their utterances to counteract the force of potential threats to the ‘face’” (Brown and Levinson, 1987).
2. **Face** is “something that is emotionally invested and it can be lost, maintained or enhanced and must be constantly attended to in interaction (Brown and Levinson, 1987).
3. **Face Threatening Acts (FTA)** is “such that threats generally require a mitigating statement or some verbal repair (politeness), otherwise breakdown of communication will ensue” (Brown and Levinson, 1987).
4. ***The Ugly Truth* movie** is a 2010 American romantic comedy film, directed by Robert Luketic and starring by Katherine Heigl and Gerrard Butler. The film was released in North America on July 24, 2010,

CHAPTER II

REVIEW RELATED LITERATURE

2.1 Politeness

Politeness can be defined as the means employed to show awareness of another person's face. In this sense, politeness can be accomplished in situations of social distance or closeness. Showing awareness for another person's face when the other seems socially distant is often described in term of respect of difference. Showing the equivalent awareness when the other is socially close is often described in term of friendliness, camaraderie, or solidarity (Yule, 1996).

Being polite is trying to determine what appropriate things to say to someone else are and what ones are not to (Holmes, 1992). Politeness is an aspect of pragmatics in that use in language is determined by an external context. Polite person makes other feel comfortable. Being linguistically polite involves speaking to people appropriately in their relationship to other. According Brown and Levinson (1987), politeness strategies used by people reflected in language, people might know whether one is being polite or impolite through the way he or she speaks. Beside, someone can be considered as a polite person depending on how, to whom, and when he or she applies those polite manners.

It is nearly impossible to say anything without indicating the social relationships between the speaker and listener in terms of status and familiarity

(Geertz, 1960). Therefore, in conversational interaction whether spoken or written, a stereotypical level, politeness is often considered to be people's concern. In the sense that stereotypes of how black people in this movie in general should behave to be accepted in the society.

Holmes (1995, p.5) defines "politeness as behavior which actively express positive concern for others, as well as non-imposing distancing behavior". A participant who is polite through language shows that give attention in having conversation for others. Linguistically, being polite involves speaking to participants in order to build up their relationship.

Brown and Levinson (1987) describe politeness as a concentration on the amount of verbal 'work' which individual speakers have to perform in their utterances to counteract the force of potential threats to the 'face'. 'Face' here refers to describe the self-image which the speaker or the hearer would like to see maintained in the interaction (Goffman, 1967). "'Face' is something that is constantly attended to in interactions" (Brown and Levinson, 1987, p.66).

All in all, Politeness is behavior to show the positive concern and attention to people in order to get a good conversation and build harmony with the society, whether showing the positive face or negative face.

2.2 Face and Face Threatening Acts (FTA)

Brown and Levinson (1987) state the notion of 'face' is derived from that Goffman (1967) and English people which is relate to the idea of being embarrassed, humiliated, or losing face. Thus face is something that is emotionally invested, and that can be lost, maintained and enhanced. In general, a person has to pay attention to his speaker's face. In other word, the speaker and hearer must cooperate in maintaining each other's face in interaction based on the mutual vulnerability of face.

There are two kinds of face as divided by Brown and Levinson (1987) that everyone possesses. They are positive face and negative face. Positives face is defined as the desire of every member that his self-image, want, and opinion be liked and approved. Take for the example, a woman who spends most of her time gardening and takes care of her roses. She is proud of her and expects people admire her. Second, negative face is defined as the desire of every member that has Freedom of Action as well as Freedom of Imposition. For example is a teacher who is in the middle of giving advice to her students expecting that her student expecting that her student do not cheat to the final exam (Freedom of Imposition).

In general, using the positive face can give comfortable and convenient feeling to the hearer. Meanwhile, negative face does not give convenient feeling to the hearer and may be give bad impress to the surrounding.

In our society, sometimes people act unfriendly and shows uncomfortable attitude towards other people. Such as the ‘face’ of the speaker and the hearer. Brown and Levinson (1987, p.66) state, “Face Threatening Acts (FTA) is such that threats generally require a mitigating statement or some verbal repair (politeness), otherwise breakdown of communication will ensue”. In other word, Face Threatening Act is action that threatened by other face, and it does not make satisfied or not run a well in communication.

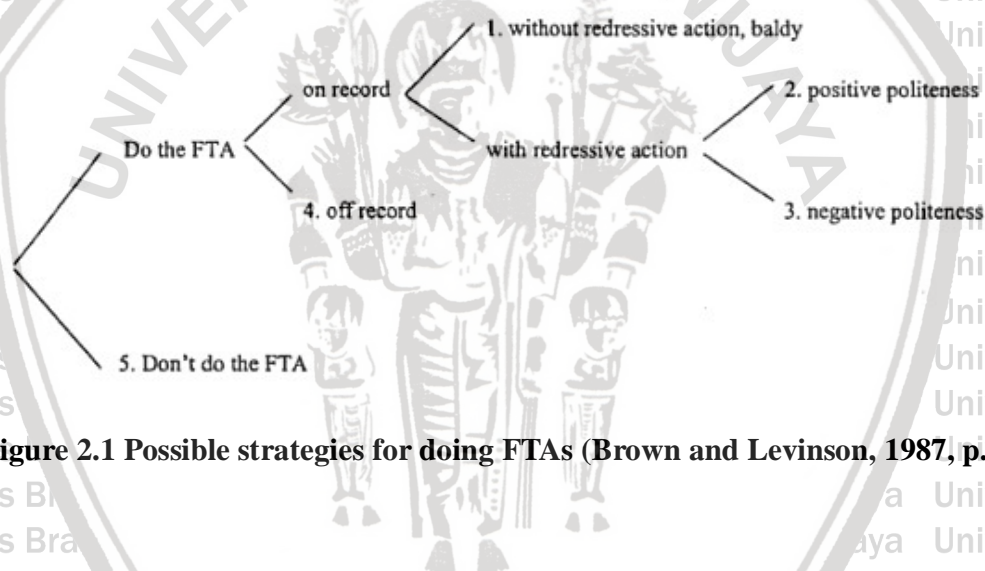


Figure 2.1 Possible strategies for doing FTAs (Brown and Levinson, 1987, p.69)

In the Figure 2.1, these strategies are based on a hierarchy of binary choices and are ordered with respect to the degree of politeness involved: First, the speaker has to decide whether or not to commit the FTA, if he decides to do so, then he must decide to do it either on record or off record (e.g., irony, understatement, rhetorical questions). If the decision is to go on record, the speaker must perform the act with or without redressive action (e.g., ‘turn off the light, please’ vs. ‘turn off the light’).

Finally, if the speaker chooses to perform an FTA with redressive action, he/she must do it using positive or negative politeness strategies (e.g., 'Nicky, honey, turn off the light' vs. 'could you please turn off the light?').

2.3 Brown and Levinson Politeness Strategies

Politeness strategies are strategies which adopted by the speaker and the hearer to avoid and minimizing the FTA that occurred in communication. They analyze four broad strategies: bald on record, positive politeness, negative politeness and off-record. Politeness is viewed as a form of strategic behavior which the speaker engages in, weighing up the potential threat to the hearer, the degree of familiarity with the hearer, the power relationship between them, and modifying the utterance accordingly (Brown and Levinson, 1987, p.75). Applying the politeness strategies depends on the weightiness of FTA, which is determined by three social factors. They are the imposition of the act itself, relative power of the hearer over the speaker and social distance between speaker and the hearer (Brown and Levinson, 1987), the more politeness strategy will be gotten when the speaker or the hearer's when the social condition in more acts threatens condition.

2.3.1 Off Record Strategies

Off record strategy has the main purpose of taking some pressure of the hearer. In this case, the speaker shows an action a vague manner that could be interpreted by the hearer as some other acts. Such an off record utterance commonly uses indirect

language that constructs more general utterance or actually different from what one mean (Brown and Levinson, 1987). Therefore, the interpretation of the utterance greatly depends on the existence of context that frames up the utterance.

2.3.2 Bald on Record

According to Brown and Levinson (1987), whenever the speaker wants to do the FTAs with maximum efficiency more than he wants to satisfy the hearer's face, he will choose the strategy of 'bald on record'. Doing an act baldly involves doing it in the most direct, clear, ambiguous and concise way. Normally an FTA will be done in this way only if the speaker does not fear retribution from the addressee or hearer (H), for instance in circumstances where (a) S and H both are in efficient situation, (b) the threaten to H's very small (as an offers, requests, and suggestions that in H's interest), and (c) S holds a high relative authority H (Brown and Levinson, 1987).

Consequently the strategy is tied up with Grice's maxims. Maxims are numbers of conversational rules regulate conversation by way of enforcing compliance with the cooperative principles proposed by philosopher Paul H. Grice.

These rules assumed as guidelines for achieving maximally efficient communication.

It consists of four maxims:

a. Maxim of quantity

- Make your contribution as informative as is required (for the current purposes of the exchange)
- Do not make your contribution more informative than is required

b. Maxim of quality

- Try to make your contribution one that is true
- Do not say what you believe to be false
- Do not say that for which you lack adequate evidence

c. Maxim of Relation

- Be relevant

d. Maxim of Manner

- Be perspicuous
- Avoid obscurity of expression
- Avoid ambiguity
- Be brief
- Be orderly

2.3.3 Positive Politeness Strategies

Positive Politeness is claimed to enjoy the Positive Face of H by showing or involving him as a friend or partner in a group. A speaker shows Positive Politeness

to apply an impression that S wants what H's want (e.g. by treating him as a partner in a group, friend a person whose wants and personality traits are known and liked) or S at least doing what of H's wants in order to minimize the FTA (Brown and Levinson, 1987).

To reduce the listener's disappointment, Brown and Levinson (1987) offers the following strategies for action that violates the positive face opponents said:

Strategy 1:

Taking notice attend to H (*his interests, wants, deeds, and goods*). By using this strategy, the speaker considering the condition of listener that include physical changes, the ownership of certain goods and others. This strategy can be realized as in the form of giving special attention to the listener (Giving special attention to H) (Brown and Levinson, 1987). Example:

“Goodness you cut your hair... by the way I came borrow some flour”

Strategy 2:

Exaggerate (*interest, approval, sympathy with H*). Example:

“What a fantastic garden you have”

In the utterance above shows that the speaker expressed his interest in excess to the other which aimed to reduce the disappointment of the opponents said.

Strategy 3

Intensify interest to H. Another way for S to communicate to H that he shares some of his wants is to intensify the interest of his own (S's) contribution to the conversation, by 'making a good story'.

For example, in an interaction, the speaker like to insert parenthetical expression and also the question that aim only make the listener more involved in the interaction. Example:

'you know..' – '....isn't it?'

Strategy 4

Use in-group identity markers (Brown & Levinson, p.103, 1987) By using any of the innumerable ways to convey in-group membership, S can implicitly claim the common ground with H that is carried by that definition of the group. These include in-group usages of address forms, of language or dialect, of jargon or slang, and of ellipsis.

- **Address forms**

In many languages the second person plural pronoun of address doubles as an honorific form to singular respected or distant alters. Other address forms used to convey such in-group membership include generic names and terms of address like *Mac, mate, buddy, pal, honey, dear, duckie, luv, babe, Mom, blondie, brother, sister, cutie, sweetheart, guys, fellas,*

“Help me with this bag, will you mate?”

- **Use of in-group language or dialect**

The phenomenon of *code-switching* involves any switch from one language or dialect to another in communities where the linguistic repertoire includes two or more such as codes. In some cases, situations of diglossia, the switch is between two varieties or dialect of a language, one of which is considered ‘high’ and prestigious, the other ‘low’ and domestic. Other cases simply involve switching from one language to another, in bilingual or multilingual communities.

First call: “come here, Johnny”

Second call: “John Henry Smith, you come here right away”

- **Use of jargon or slang**

Related to the use of an in-group language or dialect is the use of in-group terminology. By referring to an object with a slang term, S may evoke all the shared associations and attitudes that he and H both have toward that object, this then may be used as FTA redress. For example, use of brand names in a request may stress that S and H share an (in-group) reliance on the required object:

“Got any Winstons?”

“I came to borrow some Allinsons if you’ve got any.”

In British English one uses:

“Lend us *two squid* then, wouldja mate?”

Or in American English:

"Lend us *two bucks* then, wouldja Mac?"

Strategy 5

Finding and seek agreement with the listener (*seek agreement*). The use of this strategy is the speakers repeat a part of listener's utterance to indicate that the speakers agree and follow whatever information that is spoken by the listener, as in the following dialogue:

- A: I had a flat tyre on the way home.
- B: Oh God, a flat tyre!

Strategy 6

Avoiding conflict with the listener (*avoiding disagreement*). In the use of this strategy, the speakers tried to avoid disagreement with the listener's utterance, as in the following conversation:

- A: What is she, small?
- B: Yes, yes she is small, not really small but certainly not very big.

Strategy 7

Presuppose or make the same perceptions from the speaker and listener utterances (*presuppose/raise/assert common ground*). Example:

- A: Oh, this cut hurts awfully, Mum.
- B: Yes dear, it hurts terribly, I know.

Strategy 8

Make a joke (*joke*). Since jokes are based on mutual shared background knowledge and values, jokes may be used to stress that shared background or those shared values. Joking is basic positive-politeness technique, for putting H 'at ease'.

For example a joke may minimize an FTA of requesting.

Strategy 9

Assert or presuppose S's knowledge of and concern for H's wants. One way of indicating that S and H are cooperators, and thus potentially to put pressure on H to cooperate with S, is to assert or imply knowledge of H's wants and willingness to fit one's own wants in with them.

"Look I know you can't bear parties, but this one will really be good-do come!" (request/offer).

Strategy 10

Offer, promise. This strategy is often used in everyday conversation, such as in the example:

"I'll drop sometime next week."

Strategy 11

Showing optimism (*be optimistic*). For example:

"You will lend me your lawnmower for the weekend. I hope."

Strategy 12

Try to involve the listener and speakers in certain activities (*include both S and H and the activity*). The following example is the utterance of the word *Let's* as an effort to involve speaker and the listener:

"Let's have a cookie then."

Strategy 13

(*Give/ask for reasons*). Another aspect of including H in the activity is for S to give reasons as to why he wants what he wants. By including H thus in his practical reasoning and assuming reflexivity (H wants S's wants), H is thereby led to see the reasonableness of S's FTA (or so S hopes). In other words, giving reasons is a way of implying 'I can help you' or 'You can help me', and assuming cooperation, a way of showing what help is needed. Example:

"Why not lend me your cottage for the weekend?"

Strategy 14

Offering a reciprocal action, if the listener does X then the speaker will do Y (*assume assert reciprocity*). Example:

"I'll lend you my novel if you lend me your article"

Strategy 15

Give sympathy to the listener. As contained in the utterance:

"Please let me know if there is anything I can do for you."

2.3.4 Negative Politeness Strategies

Another kind of politeness is negative politeness. It is derived from negative face. Negative politeness strategy (formal politeness/respect politeness) has the main focus on assuming that you may be imposing and intruding on H's space. In other words, speaker attempts to minimize the imposition on H or acknowledge H's negative face. This strategy assumes that there might be some social distance or awkwardness between speaker and hearer and it is likely to be used whenever a speaker wants to put a social brake on his interaction (Brown and Levinson, 1987). It is also impersonal and it can include expressions that refer to neither the speaker nor the hearer. Its language emphasizes the speaker's and the hearer's independence. For instance, "There is going to be a party, if you can make it. It will be fun", and not "Come on, let's go to the party. We'll have fun" (Yule, 1996).

Negative politeness is also known as respect politeness where every participant in the social process has the need not to be disturbed and to be free. In Holmes' opinion (1992, p.297), negative politeness pays people respect and avoids intruding on them. However, Brown and Levinson (Goody, 1996, p.134) said that negative politeness is redressive action addressed to the addressee's negative face; his want to have his freedom of action unhindered and his attention unimpeded.

2.4 Factors Influencing the Choice of Strategies

Brown and Levinson (1987) argue that an assessment of the amount of face threat of a particular act involves three sociological variables:

1. The social distance between participants
2. The relative power of the hearer over the speaker
3. The absolute ranking of the imposition involved in the act

For example, asking a new colleague for a cup of tea is more face-threatening than asking a long-standing colleague (the distance variable), asking one's employer for a cup of tea is more face-threatening than asking a colleague (the power variable) and asking for a glass of vintage port is more face-threatening than asking for a glass of water (the ranking variable). Further, Brown and Levinson (1987) argue that during social interaction a speaker must rationally assess the nature of a face-threatening act (FTA). The assessment of the seriousness of an act involves three independent factors that are culture-sensitive: the social distance (D) and social power (P) between a speaker and a hearer, and the absolute ranking (R) of impositions in a particular culture

1. Social Distance (D) between the speaker and the hearer: in effect, the degree of familiarity or solidarity they share (a symmetric relation)
2. Relative Power (P) of the speaker with respect to the hearer, in effect, the degree to which the speaker can impose his/her will on the hearer (an asymmetric relation)
3. Absolute Ranking (R) of impositions in the culture in terms of the expenditure of goods and/or services by the hearer, the right of the speaker to perform the act, and the degree to which the hearer welcomes the imposition.

2.5 Previous Studies

In relation to this research, there are two previous researches about politeness that have been conducted. The first is entitled *FTAs and Politeness Strategies Used by Carl Fredericksen in the Movie Entitled UP* by Kurniawan (2013). He conducted a study about FTA and politeness strategy performed by the main character Carl Fredericksen in *UP* movie and the type of politeness strategies used by Carl Fredericksen. The research used qualitative approach as the method. The result of his study revealed that all of the faces, both positive and negative faces, are being threatened. The politeness strategies are also applied in the conversation, all the four types of politeness strategies, namely bald on-record politeness strategy, positive politeness strategy, negative politeness strategy, and off record, were embodied by Carl.

The second research is entitled *Politeness Strategies Used by the Main Character of Sherlock Holmes A Game of Shadow Movie* written by Parasayu (2014) from Universitas Brawijaya Malang. This study is about FTA and politeness strategies performed by Holmes as the main character in Sherlock Holmes, "A Game of Shadow" movie. The objectives are to find out the types of face threatening act and politeness strategies performed by Holmes when he is having conversation with his interlocutors. She used a qualitative approach as the method. The result of the study found 111 utterances of Sherlock Holmes containing Face-Threatening-Acts.

However, both researchers did not analyze the factors influencing the choice of strategies used by the six characters in *The Ugly Truth Movie*, but this research with

the two previous studies have similarities in analyzed the type of politeness strategies and used the same research design which is qualitative. Therefore, this research entitled *A Study of Politeness Strategies Used by The Characters in The Ugly Truth Movie*, is conducted to complete the previous researches about politeness strategies.



CHAPTER III

RESEARCH METHOD

This chapter presents the research method which includes research design, data source, research instrument, data collection and data analysis.

3.1 Research Design

This research is descriptive qualitative research because the purpose of this research is to describe how politeness strategy is used by six characters in *The Ugly Truth* movie. Qualitative approach is used to understand a phenomenon by focusing on the total picture rather than breaking it down into variable. According to Ary *et al* (2002) “the goal of qualitative approach is holistic picture and depth on understanding rather than a numeric analysis of data”. In fact, there are many types of qualitative research, such as: a case study, naturalistic observation, focused interviews, ethnography and document analysis. In this research the writer used document analysis as the design of the research because the data source is in form of transcript or script. According to Ary *et al* (2002, p.27) “document analysis or content analysis focuses on analyzing and interpreting recorded material within its own context. The material may be public records, textbooks, letter, film, tapes, diaries, themes, reports, and so on”.

3.2 Data Source

The data of this research are the utterances by six characters in *The Ugly Truth* movie containing Face Threatening Acts (FTA). They are Abby (producer), Joy (assistant), Larry (anchor), Stuart (general manager), Mike (host), and Collin (Abby's neighbor). The data source is from the script of this movie taken from a credible source in the internet, http://www.screenplaydb.com/film/scripts/the_ugly_truth.pdf

Numbered Script: The Ugly Truth (Lutz & Smith, 2008) as the official script for this movie.

3.3 Data Collection

There will be several procedures applied for collecting data. The procedures are elaborated as follow:

1. Downloading the movie and script

The writer downloaded *The Ugly Truth* movie and took the script from *Numbered Script: The Ugly Truth* (Lutz & Smith, 2008) as the official script for this movie on July 9th 2014.

2. Reading and finding the data

The data source needed to be read and find the utterances by six characters in the movie which are contain politeness strategy in it. The writer found the utterances from *Numbered Script: The Ugly Truth* (Lutz & Smith, 2008).

3. Listing the data

The writer listed the data of utterances that used politeness strategies by six characters in a table.

Datum	FTA and Politeness Strategies	Social Roles of Addresser and Addressee	Utterances of Data	Source
1				
2				

3.4 Data Analysis

Based on Ary, *et al* (2002, p.465) data analysis is a process whereby researchers systematically search and arrange the data in order to increase their understanding of the data and to enable them to present what they learn to others. So that after collecting the data, the data will be analyzed in several steps:

1. Classifying and analyzing the utterances

The writer analyzed the list of utterances whether they are considered as politeness strategies or not. After that, the writer will analyze the politeness strategies using the theory from Brown and Levinson (1987).

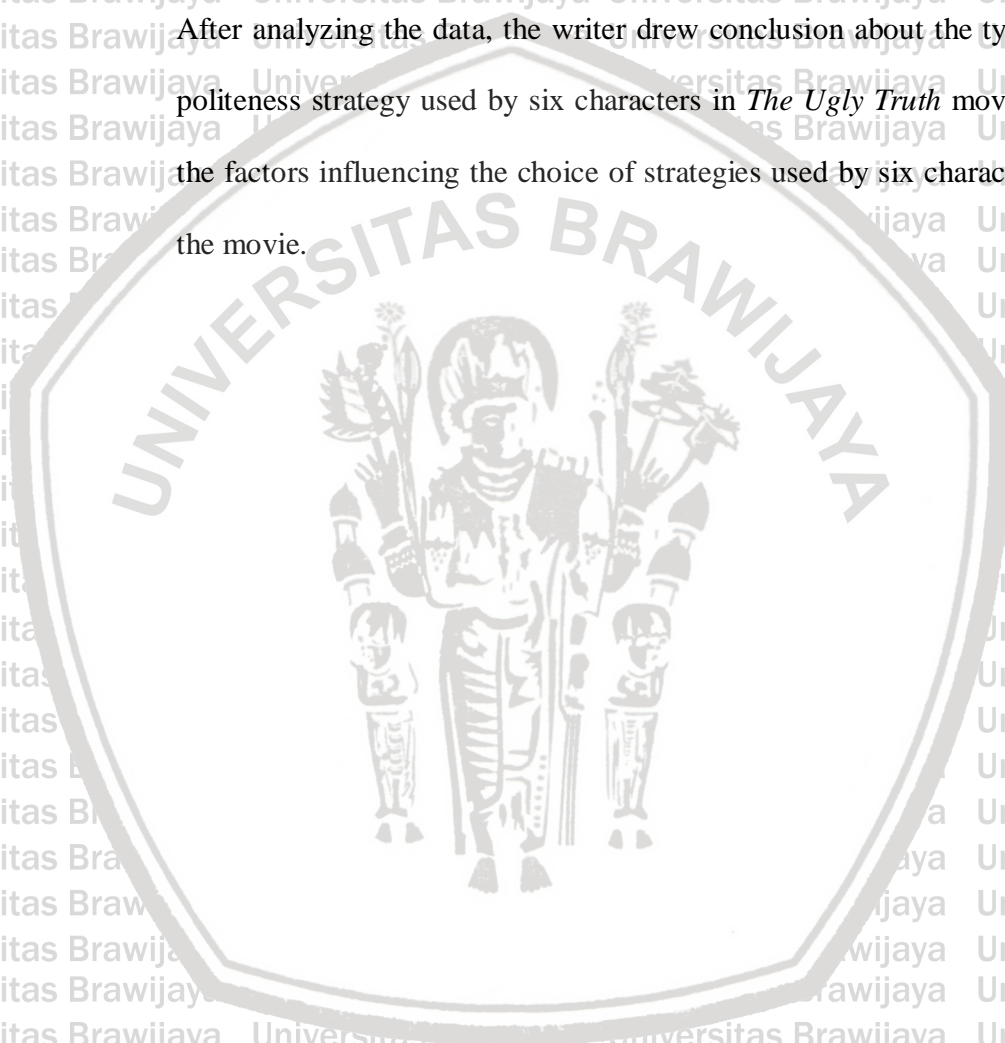
2. Analyzing the factors influencing the choice of strategies.

The writer analyzed the factors influencing the choice of strategies in the conversation and uses the theory from Brown and Levinson (1987).

to identify the purposes of using each politeness strategies used by six characters in *The Ugly Truth* movie descriptively.

3. Drawing conclusion.

After analyzing the data, the writer drew conclusion about the types of politeness strategy used by six characters in *The Ugly Truth* movie and the factors influencing the choice of strategies used by six characters in the movie.



CHAPTER IV

FINDING AND DISCUSSION

This chapter presents two important findings which are the details of the data as the data description, the finding of types of politeness strategies and the last is the discussion as the summary as of finding in this research.

4.1 Finding

In this section the writer compiled and selected the data will be analyzed. The data are collected from *The Ugly Truth* movie transcript. The writer categorizes and tabulates the collected data in the following table below:

Table 4.1 The Use of Politeness Strategies in *The Ugly Truth* movie

Datum	FTA and Politeness Strategies	Social Roles of Addresser and Addressee	Utterances of Data
1	Bald on Record	Abby to Joy (producer to Assistant)	<i>Okay, that's a problem. (thinking, then...) Call Matt Hardwick down at Media Services. He's got a few Sky Cams and he owes me. Now, where are my weathermen? (Scene 2, p.1)</i>
2	Negative Politeness Strategy (Apologize)	Larry to Abby (Anchor to Producer)	<i>I'm sorry to do this to you, Abby, but I don't think I can work with her anymore. It's bad enough I have to take her criticism at home. I can't do it on air, too. A man can only take so much. (Scene 3, p.2)</i>

Table continued...

Datum	FTA and Politeness Strategies	Social Roles of Addresser and Addressee	Utterances of Data
3	Bald on Record (Maxim quality)	Stuart to Abby (General Manager to Producer)	<i>I'm not, but I can guarantee you that's what the new management's thinking.</i> (Scene 7, p.5)
4	Off Record Strategy	Mike to Abby (Host to Producer)	<i>Did I burst your little Harlequin Romance bubble?</i> (Scene 21, p.15)
5	Positive Politeness Strategy (Intensify Interest to H)	Stuart to Abby (General Manager to Producer)	<i>See, what did I tell you? He's great.</i> (Scene 22, p.21)
6	Bald on Record	Abby to Mike (Producer to Host)	<i>Keep it clean, keep it moving, and stick to the script. You're on a live affiliate network news program. You do not have the luxury of using words "blow" and "job" in the same sentence. If you say anything scatological, you are fired.</i> (Scene 30, p.31)
7	Negative Politeness Strategy (Minimize the imposition)	Collin to Abby (Neighbor to Neighbor)	<i>Just stay calm. You're gonna be fine.</i> (Scene 37, p.37)
8	Negative Politeness Strategy	Abby to Collin (Neighbor to Neighbor)	<i>Well, I guess I should get going now.</i> (Scene 39, p.40)
9	Off Record Strategy	Abby to Collin (Friend to Friend)	<i>That was pretty much the all-time worst first date ever.</i> (Scene 58, p.64)
10	Positive Politeness Strategy	Mike to the corporate (Host to the Boss)	<i>So, you guys here to give me a raise, or what?</i> (Scene 68, p.74)
11	Positive Politeness Strategy	Mike to Abby (Host to Producer)	<i>C'mon, let's dance.</i> (Scene 90, p.93)
12	Off Record Strategy (Give hints)	Mike to Abby (Host to Producer)	<i>I'll get a wake up call.</i> (Scene 92, p.94)

4.1.1 The Types of Politeness Strategies Used by Six Characters in *The Ugly Truth* Movie

From the tabulated data above, the writer tried to classify and analyze by using *where*, *who*, and *when* the situation happened. The writer selected 12 expressions using politeness strategies, consist of Bald on Record Strategy, Positive Politeness Strategy, Negative Politeness Strategy, and Off Record Strategy. Each strategy consists of three examples. The way of analysis is chosen because the writer wanted to simplify the analysis and can be understood by the readers easily so the writer tries to analyze each strategy as follows:

4.1.1.1 Bald on Record

There are many utterances in *The Ugly Truth Movie* used Bald on Record strategies but the writer provided three utterances which shows a clear example of Bald on Record.

Dialogue 1

Characters	Utterances
Joy	<i>(panicked). We've got problems.</i>
Abby	<i>There are no problems, Joy. Only solutions.</i>
Joy	<i>The sky-cam on the traffic copter has a cracked lens and they can't fix it.</i>
Abby	<i>Okay, that's a problem. (thinking, then...) Call Matt Hardwick down at Media Services. He's got a few Sky Cams and he owes me. Now, where are my weathermen?</i>

Datum 1 (Scene 2)

Abby was a news producer in one of TV station, she was pretty and a successful woman but not successful in romance life. Joy was an associate producer and Abby's friend who always helped Abby to arrange her appointment date. On that morning Joy panicked because she knew there was a problem with the sky-cam. At first she only said that there was a problem and Abby who was always optimistic to think that it wasn't a problem, until she said about the cracked sky-cam. Thought that it might be serious problem, Abby commanded Joy to get another sky-cam. In her command, Abby used bald on record strategy to make a clear and direct meaning. The choice of her words, "*okay, that's a problem... Call Matt..*". it is clear, direct and unambiguously command word followed the maxim of manner.

The factor that influenced the different politeness strategy was the relative power between Abby and Joy. The way Abby talks to Joy as the assistant is the reason the politeness strategy used by Abby is bald on record because Abby is the boss of Joy. She used bald on record in order to get credit for honesty indicating that he trusts the hearer and to support herself that she has the opportunity to pay back in face whatever she potentially takes away by the FTA, because the previously statement, Abby did not trust Joy.

Dialogue 2

Characters	Utterances
Stuart	<i>"Have you seen the ratings for yesterday? We got beat by all the network shows, plus a rerun of "Who's the Boss". The one where the vacuum breaks."</i>
Abby	<i>"It's a temporary setback. This week we'll do better"</i>
Stuart	<i>"The guy with the cable access show on Channel 83 does better. If we programmed Jerry Springer re-runs, we'd do a nine share at a quarter the price."</i>
Abby	<i>"Please tell me you're not thinking of killing the show."</i>
Stuart	<i>"I'm not, but I can guarantee you that's what the new management thinking."</i>

Datum 3 (Scene 7)

After the news morning live finish, her general manager named Stuart wanted to see her. She knew that the reason why she was being called was because the rating of her news was too low. Without any courtesy, Stuart asked Abby about the ratings and said about another show which got higher rating than Abby's shows. Meanwhile Abby was not just being given up easily and still tried to convince Stuart that she would do better. However, Stuart couldn't help her anymore by saying bald on record to threat Abby's face in the last utterance by Stuart *"I'm not, but I can guarantee you that's what the new management thinking"*. Previously, Abby said *"Please tell me you're not thinking of killing the show"*, it means that Stuart is actually did not want to killing the show, but he guarantees Abby that the new management will kill the show. So he maximally used efficient communication and telling the truth that he wouldn't stop the show but not with the same management.

The factor that influenced the different politeness strategy was the distance between Abby and Stuart. The reason was because he wants to avoid the danger of being seen to be a manipulator and wants to avoid the danger of being misunderstood in order to convince Abby that he wouldn't give a fake expectation.

Dialogue 3

Characters	Utterances
Abby to Mike	<i>Keep it clean, keep it moving, and stick to the script. You're on a live affiliate network news program. You do not have the luxury of using words "blow" and "job" in the same sentence. If you say anything scatological, you are fired.</i>

Datum 6 (Scene 30)

Finally Abby decided to work together with Mike after she knew the first show got the highest rating. The audiences loved Mike show, it proved by thousands calls and hundreds e-mail come to that shows. Before it was airing, Abby as a producer reminded Mike to not saying taboo words in her program. She wanted it as a usual news program that had to be clean and stick to the script so she told Mike clearly and straightly to the point by using bald on record strategy. Besides that Abby tried to warn Mike by asserting the reciprocity in her last utterance. The factor that caused the influenced the different politeness strategy was the relative power between Abby and Mike. It was because she wants enlist public pressure against Mike and get credit for outspokenness. She was worried Mike would ruin her show, that's why she

has the doubtful feeling to Mike. So Abby as the superior thought it wasn't necessary to use it and Mike had to listen to her or he would get fired.

4.1.1.2 Positive Politeness Strategy

Dialogue 4

Characters	Utterances
Mike	<i>Sory, I was eavesdropping out in the hall.</i>
Stuart	<i>See, what did I tell you? He's great.</i>
Mike	<i>Thanks, boss.</i>

Datum 5 (Scene 22)

This dialog happened in the meeting room before they were airing the news on the morning. Because felt need to raise the rating, Stuart as a general manager who had a responsibility hired Mike to work on his program to become a new guest commentator. Everybody in that room disagreed with the decision that had been made by Stuart. They were all underestimate Mike and thought he could not give a good quality of a show. While they were debating, Mike eaves dropped on the outside and came in to the room with his protest about Abby's statement. Stuart heard about it, proud with Mike's statement and saying the utterances that could intensify interest to the hearer. By including '*see*' and '*what*', Stuart wanted the people who heard it agree with him, so he already did the politeness strategy 3. First he wanted to save Mike's positive face and the second was of course to satisfy his positive face. The factor that influenced the different politeness strategy was the social distance between the

participants. By going on record with positive politeness, Stuart wanted to minimize the face-threatening aspect of an act by assuring Mike that he considers himself to be 'of the same kind', he wanted his wants to be accepted.

Dialogue 5

Characters	Utterances
Mike to coporate	<i>So, you guys here to give me a raise, or what?</i>

Datum 10 (Scene 68)

Abby and Mike were invited to go to the dinner with the corporate but Abby didn't know that she was also being invited so she already had a plan with Collin. After knowing that she had to go with Mike and Stuart, Abby asked Collin to go with them. She felt sorry to change the plan. In the restaurant, they were welcomed by the corporate. Just after they sat, without any courtesy Mike asked about the salary to the corporate which meant by his boss. He considered the corporate as his friend in order to bring close situation. But it would make an odd situation because as a worker he couldn't say that especially talking about give him a raise even it was only for a joke. Mike tried to satisfy his boss positive face but not with his face. The factor that influenced the different politeness strategy was the relative power between Mike and his boss. Mike wanted to minimize the face-threatening aspect of an act by assuring his boss that he likes him and wants his wants.

Dialogue 6

Characters	Utterances
Mike	<i>C'mon, let's dance.</i>
Stuart	<i>I don't think so</i>

Datum 11 (Scene 90)

Abby got an order from Stuart to convince Mike to still take a contract for her show. The fact was Mike offered a job by another station and it paid twice. So she caught up Mike to help him for his interview on The Tonight Show. After the show finished, they enjoyed a festive Cuban at the restaurant. Then Abby tried to talk about the offer that had been given to Mike. But Mike who didn't want to talk about the job again asked Abby to dance with him. The factor that influenced the different politeness strategy was the distance between Abby and Mike. Mike could avoid or minimize the debt implication of FTAs such as request and offers, either by referring (indirectly) to the reciprocity and on-going relationship between Abby and himself. Even though Abby has a higher position than him, Mike feels free to use the request words because the frequency of their interaction is often.

4.1.1.3 Negative Politeness Strategies**Dialogue 7**

Characters	Utterances
Abby	<i>Morning Larry</i>
Larry	<i>I'm sorry to do this to you, Abby, but I don't think I can work with her anymore. It's bad enough I have to take her criticism at home. I can't do it on air, too. A man can only take so much.</i>

Datum 2 (Scene 3)

Larry was an anchor man for Sacramento AM news program. He brought the news with his wife who was an anchor too. Before the broadcast started he said that he couldn't work with his wife anymore because he always got criticism from his wife at home, whereas in office they had to work together and showed a cooperative work. But before he told the point, Larry begged forgiveness for saying it by using strategy 6. Actually by saying apologizing words (*I'm sorry*), Larry indicated to impinge on Abby's negative face reluctantly because he knew that he would make Abby disappointed. The factor that influenced the different politeness strategy was the distance. Larry wanted to pay respect, deference, to Abby in return for the FTA.

Dialogue 8

Characters	Utterances
Abby	<i>Help!</i>
Collin	<i>Just stay calm. You're gonna be fine</i>

Datum 7 (Scene 37)

This conversation happened in the front of Abby's condo. At that time Abby tried to help her cat but unfortunately she slipped and hung on the tree. Heard Abby's screaming and need some help, her neighbor name Collin ran to catch her. He tried to minimize the imposition just because to reduce the threat of Abby's negative face. On that situation it might become an embarrassment thing for Abby, so Collin tried to

minimize it by convincing her that she would not feel. The factor that influenced the different politeness was the absolute ranking that happened because of Abby. Because they do not know each other so the first thing that Collin had to do is just minimize the imposition.

Dialogue 9

Characters	Utterances
Collin	<i>Dogs are great, but...well, you're a cat person. You know.</i>
Abby	<i>Well, I guess I should get going now. Thanks for saving me.</i>
Collin	<i>Any time</i>

Datum 8 (Scene 39)

Abby was so happy because she met a perfect man who she looked for by all the time and of course because he already helped her. To cover her happiness, Abby told to Collin that she should go back to her condo by giving a hedge "guess" in order to not extend the conversation and especially because of the accident before. The factor that influenced the different politeness strategy was the absolute ranking that happened because of the accident before. She wanted to maintain social distance, and avoid the threat (or the potential face loss) of advancing familiarity towards Collin.

4.1.1.4 Off Record Strategy

Dialogue 10

Characters	Utterances
Abby	<i>So you're saying men are incapable of love?</i>
Mike	<i>Did I burst your little Harlequin Romance bubble?</i>

Datum 4 (Scene 21)

This was the first dialog between Abby and Mike before they knew each other. Abby accidentally watched on Mike show because her cat pressed the remote.

Actually Abby didn't like Mike's show because the show was full of harsh words and always giving a bad judgment about the woman. Then she became irritate after listening to Mike's statement which told that "men are simple". So she made a phone call and concluded herself that men were incapable in love. But on the contrary Mike give a question back by using *metaphors* that mentioning "Harlequin" in his question.

Harlequin was a comedian and a pantomime who was very cheerful when they perform to the audience. Bubble itself represented as an imagination that came out from head's person when they tried to imagine something. So he made it equally meant as "a romance fantasy that flies cheerfully" which had been made by Abby.

That's why, he thought whether did he already ruin her fantasy or not and clearly make Abby interpreted his utterance herself. The factor that influenced the different politeness strategy was the absolute ranking. By going off record, Mike wanted to avoid responsibility for the potentially face-damaging interpretation and he can run less risk of his act entering the 'gossip biography' that others keep of him. Because of

his style, Mike would say an outspoken word but with implicit meaning. Particularly he didn't know the caller is Abby and who Abby is before.

Dialogue 11

Characters	Utterances
Collin	<i>Well, I can't say it was boring.</i>
Abby	<i>That was pretty much all-time worst first date ever.</i>
Collin	<i>Gee, thanks.</i>

Datum 9 (Scene 58)

After her first date with Collin that ended up by the worst thing, Abby told her disappointed. She overstated her statement by using word '*pretty*' but in the next word she said the opposite of the word '*pretty*' which is '*worst*', so it means she just did the off record that made Collin must interpret himself. By saying more than was required she overstated her statement and it could violate the Quantity maxim. It could be said that Abby wanted to do the FTA but she didn't want to get herself into the conversation and let Collin interpret himself. The factor that influenced the different politeness strategy was the distance.

Dialogue 12

Characters	Utterances
Abby	<i>So the car's picking us up downstairs at eight. You want me to call you?</i>
Mike	<i>I'll get a wakeup call</i>
Abby	<i>Good idea</i>

Datum 12 (Scene 92)

The dialog was occurred on the elevator when they wanted to go back to their room after enjoyed the dance. Abby offered Mike to call him in the morning because they are going to check up at eight. But Mike just answered it by using *give hints* (off record), so it means that he violate the Maxim of Relevance which not give require and relevance answer. The word '*will*' give an uncertainty answer whether he would do a wakeup call or not and also has an implicit meaning for Abby. From that statement Mike wanted Abby to interpret herself that he didn't need Abby to call him. The factor that influenced the different politeness strategy was the distance. Mike wanted avoid responsibility for the potentially face-damaging interpretation. But in here it seems that he give (non-overtly) Abby an opportunity to be seen care for him.

4.2 Discussion

After analyzing the data, the writer needed to discuss the findings in order to clarify the answers of the research problems. Based on the first problem, what are the types of politeness strategies used by six characters in the film *The Ugly Truth*? The writer found that there are four types of politeness strategies which are proposed by Brown and Levinson (1987), they are *bald on record*, *positive politeness strategies*, *negative politeness strategies*, and *off record*.

In this research the writer took 12 dialogues from the script of the movie based on their variety of politeness strategies to represent each type of politeness strategies. The writer chose 3 dialogues for each type of politeness strategies.

Thus, the first problem answered with the 12 dialogues from the script. The first type of the politeness strategies is *bald on record*, for example one of the dialogues is Datum 1, where Abby used bald on record strategy to make a clear and direct meaning in her script saying “*Okay that’s a problem. Call Matt Hardwick down at Media Services. He’s got a few Sky Cams and he owes me*”. Abby is talking to her assistant, Joy, because at first Joy panicked because she knew there was a problem with the sky-cam. At first she only said that there was a problem and Abby who was always optimistic to think that it wasn’t a problem, until she said about the cracked sky-cam. Thought that it might be serious problem, Abby commanded Joy to get another sky-cam. Bald on record is the strategy where an FTA is presented in unmitigated form. The speaker (S) usually speaks directly, clearly without resulting ambiguous interpretation for the hearer.

The second type of politeness strategies is the *positive politeness strategy*, one of the dialogues is “*See what did I tell you? He’s great*”. Stuart as a general manager hired Mike to work on his program to become a new guest commentator. Everybody in that room disagreed with the decision that had been made by Stuart. They were all underestimate Mike and thought he could not give a good quality of a show. Stuart wanted the people who heard he say “*See what did I tell you? Hei’s great*”, agree with

him, so he already did the politeness strategy 3. First he wanted to save Mike's positive face and the second was of course to satisfy his positive face.

Negative politeness strategy is the third type in this research, the example of this type exist in the datum 2 where Larry as an anchor man talks to Abby "*I'm sorry to do this to you, Abby, but I don't think I can work with her anymore. It's bad enough I have to take her criticism at home. I can't do it on air, too*". But before he told the point, Larry begged forgiveness for saying it by using strategy 6. Actually by saying apologizing words (*I'm sorry*), Larry indicated to impinge on Abby's negatives face reluctantly because he knew that he would makes Abby disappointed.

The last type is *off record strategy* like in the example of datum 9 After her first date with Collin that ended up by the worst thing, Abby told her disappointed. She overstated her statement by using word '*pretty*' but in the next word she said the opposite of the word '*pretty*' which is '*worst*', so it means she just did the off record that made Collin must interpret himself. By saying more than was required she overstated her statement and it could violate the Quantity maxim. It could be said that Abby wanted to do the FTA but she didn't want to get herself into the conversation and let Collin interpret himself. The factor that influenced the different politeness strategy was the distance.

The factors that influenced the different politeness strategies are also examined in this research where Brown and Levinson (1987) argue that an assessment of the amount of face threat of a particular act involves three sociological variables: (1) the social distance between participants, (2) the relative power of the

hearer over the speaker and (3) the absolute ranking of the imposition involved in the act. Based on the findings, the 12 data showed that the most factors that used in the utterances is the social distance between participants. It is a symmetric social dimension of similarity or different between the speaker and the hearer. It is often based on the frequency of interaction. The reciprocal giving and receiving of positive face is symptomatic of social closeness.

Based on the overall analysis, it can be concluded that this study has some similarities and differences with the two previous studies. The first is entitled *FTAs and Politeness Strategies Used by Carl Fredericksen in the Movie Entitled UP* by Kurniawan (2013). He conducted a study about FTA and politeness strategy performed by the main character Carl Fredericksen in *UP* movie and the type of politeness strategies used by Carl Fredericksen. The result of his study revealed that all of the faces, both positive and negative faces, are being threatened. The politeness strategies are also applied in the conversation, all the four types of politeness strategies, namely bald on-record politeness strategy, positive politeness strategy, negative politeness strategy, and off record, were embodied by Carl. The second research is entitled *Politeness Strategies Used by the Main Character of Sherlock Holmes A Game of Shadow Movie* written by Parasayu (2014). This study is about FTA and politeness strategies performed by Holmes as the main character in *Sherlock Holmes*, "A Game of Shadow" movie. The objectives are to find out the types of face threatening act and politeness strategies performed by Holmes when he is having conversation with his interlocutors.

Whereas, the differences of this research with the two previous studies are reflected in discussing the factor that influenced the difference politeness strategies used by the character. Both of the previous studies did not talk about it using the theory from Brown and Levinson (1987). But this research has a similarities with the previous studies that is talking about the type of politeness strategies used by the object.



CHAPTER V

CONCLUSION AND SUGGESTION

After obtaining and analyzing the data, the writer presents the conclusion and suggestion in this chapter. The results can be drawn based on the formulated research questions while suggestion is intended to give additional information to the next researchers who are interested in conducting the similar research in the future.

5.1 Conclusion

As it has been mentioned in Chapter I, the purpose of the study is to find out the types of politeness strategies and the factor that caused the different politeness strategies with the theory by Brown and Levinson (1987). The data consist of 12 dialogs by the chosen character that used politeness strategies. Based upon the analysis in the Chapter IV, the writer comes up with the following conclusion.

In the film *The Ugly Truth*, the characters used different types of politeness strategies in order to make a good conversation. The speaker and the hearer try to make a good communication by using four elements of politeness strategies. But not all of the strategies follow the maxims, there are some utterances that violate it which caused irrelevant meaning or required statement. The using of those utterances must be understandable by the hearer and one of the reasons that must be noticed is with

whom the speaker talked to. Due to the reasons, it's needed more discussion about the factors that cause the different politeness strategies used among the characters.

The factors which influenced the differences of politeness strategies involved the three sociological variables (Brown and Levinson, 1987): (1) the social distance between participants, (2) the relative power of the hearer over the speaker, and (3) the absolute ranking of the imposition involved in the act. From the forth types of strategies focus in one of sociological variables. So the using of bald on record strategy cannot be determined by only one of sociological variables, likewise for the other strategy.

5.2 Suggestion

The suggestion of this research for the next researchers who do not know more about politeness strategies and the differences to learn more about each type of politeness strategies. Every strategy has different purpose and meaning. This research only focus on that two elements, thus there will be another opportunity for the next researcher who want to conduct further research of this topic by using other theories or elements to analyzed. The next researcher can examine the politeness strategies only in its pragmatic side or elaborate it with another field of study such as critical discourse analysis to make this topic more complete.

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