

# AN ANALYSIS OF POLITENESS STRATEGY IN SHORT COMEDY FILM BASED ON PATRIDGE'S THEORY

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## ABSTRACT

In communication, there is politeness strategy that occurs unconsciously. It is very important to investigate as it is used by people in their interactions and in specific contexts, knowing what to say, how to say, when to say and how to be with other people (Yule, 1996). This study is about politeness strategy used in short comedy film titled "The translator". Thus, the aims are to identify and classify the politeness strategy used by the actor and actress in short film. The identification of politeness strategies in this study based on Patridge theory by using descriptive qualitative approach. Researcher found there are 32 politeness strategies such as 8 positive politeness strategies, 5 negative politeness strategies, 16 bald on record strategies, and 3 off record strategies. The dominant strategy is bald on record strategy.

**Keywords: Pragmatic, Politeness Strategy, Short Movie.**

## INTRODUCTION

People in conveying intention use strategies in their communication as a part of language user's communicative competence. Thus, a speaker communicative competence deals with pragmatics (Glaser, 2009, p 50). Pragmatics determines the choices of wording and interpretation of language in different situation. There are concerns with some field and politeness is one of it. Politeness in interaction has an important role in fostering positive character of speaker. It can be seen from various perspective such as politeness as a linguistic phenomenon, politeness as a pragmatic phenomenon, and politeness as

a sociolinguistic phenomenon. Here the researcher focus on politeness as a pragmatic phenomenon cause at this level politeness considers as a strategy used by speaker to be able to achieve desired goals. In other word, use of language forms contextually specific to achieve the speaker's goal.

In communication, there is politeness strategy that occurs unconsciously. Politeness strategies are very important to investigate as it is used by people in their interactions and in specific contexts, knowing what to say, how to say, when to say and how to be with other people (Yule, 1996, p 60). The identification of politeness strategies in this study based on Patridge

theory. There are four strategies such as, positive politeness strategy, negative politeness strategy, bald-on-record strategy, and off-record strategy. Based on those strategies, the speaker can choose the appropriate strategy which can be used when he/she wants to prevent threatening acts to the hearer's face or for minimize or soften it. In addition, politeness strategies help people to minimize FTA (face threatening act). According to Brown and Levinson (1987, p 101), FTA (face threatening act) is an act that inherently damages the face of the addressee or the speaker by acting opposition to the wants and desires of the other. Face threatening act can threaten other's face by look, an expression or some non-verbal communication.

Politeness strategy can be found in teaching, formal or non-formal interaction, daily interaction, in talk show, movie, in debate etc. Some studies that relate such as the study conducted by Sülü (2015, p 216) investigates an EFL classroom in terms of interaction between English learners and a native English speaking teacher. The aim of the study is to see whether the effects of politeness strategies differ when students and teacher do not share the same culture and native language. The findings showed that politeness existed in EFL classroom. Thus, it helped students to have positive feelings towards the lesson and motivated them to participate more in classes.

In other hand, Rahayuningsih (2020, p 85) analyzing the realization of politeness strategies and sociological factors influencing the choice of politeness

strategies in EFL teacher-students classroom interaction at secondary school. Then, the findings are bald on record, positive politeness, negative politeness, and off records were realized in the classroom interaction. The dominant strategy is positive politeness to show solidarity and to maintain a close relationship with the students. Certainly, what happens is aimed Infor creating effective interaction.

Politeness strategies also can be observed in daily life and talk shows. Selfia (2016) conducted a study aims to describe the types of politeness strategies and dominant politeness strategies used in talk show interviewing. This result finding shows that the host used four types of politeness strategies namely positive politeness, negative politeness, off record and bald on record with different presentations. The most dominant politeness strategy used was Positive Politeness with 58 %. It is similar with Ruansyah (2018, p 96) found those four strategies in EFL classroom in terms of interaction between English learners and a native English speaking teacher.

Moreover, politeness strategy in daily conversation we can see in some simple utterance namely requesting. It can be showed in Putro (2015) the study investigates the politeness strategies of the requests found in Mirror-Mirror: Snow White Movie. Then, it found four types of politeness strategies; they are bald on record, positive politeness, negative politeness and off record. However, politeness strategy in movie is interesting to be analysed. Winerta

(2012) explored the politeness strategies that were used for requesting in Avatar movie. She found that the negative politeness was commonly used in the Avatars movie conversation between real human and real human. Furthermore, this study aims to identify and classify politeness strategies that exist in short comedy film. Films, those are a type of visual communication that uses moving pictures and sound to tell stories or information. People in every part of the world watch movies as a type of entertainment, a way to have fun, even make them cry or feel afraid. Most movies are made so that they can be shown on big screens at movie theatres. Those are some of the reasons why the researcher to do the research is choose film. In order to understand more about positive politeness strategy and what factors influence the characters to use the positive politeness strategy, the researcher intends to conduct a research entitled “An Analysis of politeness strategy in short comedy film based on Patridge’s theory”.

## **RESEARCH METHOD**

This study used descriptive qualitative approach to identify the politeness strategies existed in short comedy film interaction. It is expected to explore in detail in identifying and classifying politeness strategies in the film. This study aimed to collect, analyse, and interpret data that were collected from the conversation in short comedy film. The film in 9 minutes duration entitled “The Translator” puts the situation in a social life. It consists of three characters namely two

people are classmate and one exchange student. The place is in the library at school where the different statuses namely friend and stranger interact as the result there are many politeness strategy employed in this movie. Therefore, people in their relationship need to preserve both kinds of faces for themselves and the people they interact with the politeness utterances. Thus, the data of this study were forms of utterances such as in the terms of words, phrases, or sentences which were uttered by actor and actress during. The data collected from the film and observed by the researcher. After observing, the researcher made data transcription of the utterances. The next step is analysed to identify the politeness strategies in their speech. In addition, there were codes used to mark the order of the utterances after selected into relevant speech. Further, the relevant speeches were analysed and discussed according to the theory of politeness strategies by Patridge (2010).

## **FINDINGS AND DISCUSSION**

Here, will be following description of the study data findings and discussion of data. There are eight positive politeness strategies, five negative politeness strategies, sixteen bald on record strategies, and three off record strategies found in short comedy film titled “The translator”. The following table explains the number of each politeness strategies found in the utterances of actor and actress which identified from the short comedy film.

Table. 1 Finding of Data Analysis

Politeness Strategies	
• Positive politeness strategy	8
• Negative politeness strategy	5
• Bald on record strategy	16
• Off record strategy	3
32	

The following table consist of some utterance and the interpretations

Table.2 Data analysis

Datum	Politeness strategy and the interpretation
<p>1. Rachel : hi Ben Ben : Oh hi Rachel right? Rachel : Yes um I'm Rachel Ben : Hey we have a class together don't we? isn't it ... Rachel : We have geometry together Ben : That's that's it</p>	<p><b>Positive Politeness</b> In this case, S refers to Rachel and H refers to Ben. The interlocutor gives a good impression of each other. H forgot who S was, but H still gives a good response to S. In this case, interlocutor as the stranger and does not have implicit meaning n answering another stranger.</p>
<p>2. Rachel : ah how are you doing? (in French) Claire :</p>	<p>In this case, interlocutor as the stranger and does not have implicit meaning n answering another stranger.</p>

very well (in French)	
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**3. Ben :** I mean  
**Rachel :** I guess  
**Ben :** I'm not, I mean the attractive girl there, so sorry sorry about that I just I just saw that girl who moved here from France  
**Rachel:** Claire,  
**Ben :** So hot  
**Rachel:** and all French people are jerks. it's a known fact  
**Ben :** I just wish I could talk to her

Bald On record  
a. In this case, S refers to Ben and H refers to Rachel. It is *mitigating device* explicitly polite) because relate to the previous conversation. S said "beautiful" during look at another girl behind H. Hearing it H is happy and S try to clarify that the compliment goes to Claire, the girl behind of H.  
b. S refers to Rachel and H refers to Ben. It is *bald on record*, cause the utterance explicitly impolite. H ignores what S talking bad thing about the girl H look at.

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**4. Ben:** if only I had a translator. Wait a minute don't you speak French?  
**Rachel:** hah?  
**Ben:** Yeah the other day in class you were ragging about how you knew the language of love  
**Rachel:** well....  
**Ben :** would you translate for me please

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**Off record Strategy**  
 In this case, S refers to Ben and H refers to Rachel.  
 It is implicitly addressed to other. H tries to ignore what S talking about. The implicit thing is H won't to help S to be his translator by using filler such as *hah?*, *well..*

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**5. Ben :** Rachel can I talk to you for a minute in private  
**Rachel :** of course sure thanks  
**Ben:** I know what you're doing here

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Negative politeness  
**The previous conversation is Rachel sabotaged the conversation between Ben and Claire (another**

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**Rachel :** I don't know what you're talking about  
**Ben:** you're sabotaging our conversation and I'm asking you to stop please  
**Rachel :** but I  
**Ben :** for me please, just give me a chance with this girl  
**Rachel:** fine okay I'll translate for real.

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**girl speaks French).**  
**Rachel sabotaged the conversation such as not telling the truth what Ben and Claire talk about. Rachel did it because she is jealous.**  
**In this case interlocutors still try to speak softly each other, even though they knew about sabotage of conversation and it is one of the characteristic of negative politeness detected.**

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Patridge (2010) divides politeness strategies into four; they are positive politeness, negative politeness, bald on record, and off record. From the datum above are represented 32 strategies found. The dominant strategy is bald on record. It showed that there are more of explicitly impolite and explicitly politeness of utterance between interlocutors. Thus, different result from the previous study most of all found that the dominant strategy is positive politeness. In contrast, this study found that bald on record is the dominant.

## CONCLUSION

There are four politeness strategies in Partridge's theory such as politeness, negative politeness, bald on record, and off record. Positive politeness is a face saving act oriented to the interlocutor's positive face. The second one is negative politeness. It is a face saving act that is oriented to the interlocutor's negative face. The third one, bald on record, is a kind of politeness strategies where the intention of the speaker is uttered explicitly. It sometimes sounds impolite considering to the closeness between the speaker and the interlocutor. Regarding to that, there is a politeness strategy that implicitly delivers the speaker's intention, it is off record expression. Off record expression considers the implicature that lies within the utterances. It is used in order not to be straight to the point due to cultural differences or shared norms that are prevailed in certain places

From the findings it can be concluded that, there are all of politeness strategy based on Partridge theory that existed in the short comedy film. The dominant strategy is bald on record strategy, because of there are more of explicitly impolite and explicitly polite of utterance between interlocutors.

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