POLITENESS STRATEGIES OF THE REQUEST

FOUND IN *MIRROR-MIRROR: SNOW WHITE* MOVIE (2012)

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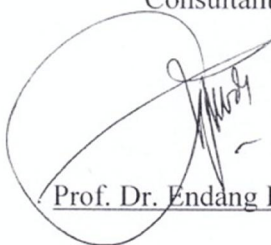
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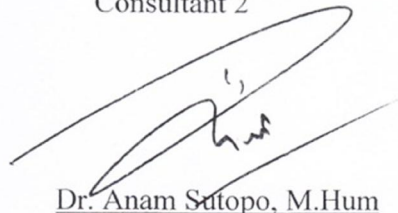
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IN MIRROR-MIRROR : SNOW WHITE (2012)

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Abstract

Politeness strategiesare the way to close with interaction among the people. It is usually also call "polite social behavior" or etiquette, within a culture. It means that politeness is cannot be same each country or place. This research is focused on politeness strategy of request. This research investigates the politeness strategies of the requests found in Mirror-Mirror: Snow White Movie. The type of research is descriptive qualitative research. The data source of this research form scripts of the movie. The researcher used techniques in collecting data by documentation. Then,the researcher codes the data of this research. The data of politeness strategies used by three groups were coded with serial number, types of politeness strategies, pragmalinguistic features, and the factors contribute to choosing politeness strategies. The results are four types of politeness strategies; they are bald on record, positive politeness, negative politeness and off record. Whereas, The pragmalinguistic features of politeness strategies in this research are consist of internal modification and external modifications. The last point, the factors contribute in choosing politeness strategies are consist of the payoffs as a priori consideration and sociological variables.

Key words:*Politeness strategies, Request, Pragmalinguistic*

Abstrak

Strategi kesopanan adalah cara untuk berinteraksi sesama manusia. Biasanya disebut dengan "perilaku kesantunan bermasyarakat" atau etika, dalam sebuah kultur. Itu berarti bahwa kesantunan tiap negara atau tempat tidak sama. Penilitian ini fokus pada strategi kesopanan pada permintaan. Penelitian ini meneliti strategi kesopanan pada permintaan yang ditemukan di film Mirror-Mirror: Snow White. Tipe

penelitian ini menggunakan deskriptif kualitatif. Sumber data di penelitian ini dari transkip film itu sendiri. Kemudian penulis menggunakan teknik mengumpulkan data dengan dokumentasi. Kemudian penulis mengkode data dari penelitiannya. Data dari strategi kesopanan dibagi tiga kelompok dengan nomor urut, tipe dari strategi kesopanan, bentuk pragmalinguistik, dan fakator-faktor yang menyebabkan memilih strategi kesopanan. Hasilnya adalah empat tipe startegi kesopanan, yakni tanpa strategi, strategi kesantunan positif/keakraban, strategi kesantunan negatif/formalitas, dan strategi tidak langsung/tersamar. Sedangkan, bentuk pragmalinguistik dari strategi kesopanan terdiri dari modifikasi dalam dan modifikasi luar. Yang terakhir adalah faktor-faktor yang mendukung memilihnya cara kesopanan terdiri berdasarkan pertimbangan dan macam-macam kemasyarakatan.

Kata kunci: *Startegi Kesopanan, Pragmalinguistik, Faktor*

Introduction

Language is communication tool in human life. Without language, they cannot do communicative approach each other but, language can make accident among the human communication. Negative communication can carry the human out of logical think. People show the politeness not only by utterance but also by act in performing the expression. People might directly meet the other person.Based on this is, the researcher want to investigates politeness strategies. According to Yule (1996:106) ," politeness is a system of interpersonal relations designed to facilitate interaction by minimizing the potential for conflict and confrontation inherent in all human interchange. In this sense politeness can be accomplished in situations of social distances or closeness. Showing awareness for another person's face when the other is socially close is often described in term of respect or deference. According to Grecian CP in Endang Fauziati (2009: 196) ,"when people engaged in conversation they will say something suitable at that point of the development of the talk. When speaking, our talk exchanges do not normally consist of a succession of disconnected remarks. They are cooperative effort."

How over, cooperative principal is needed to avoid the wrong assumptions between first speaker and second speaker. Because some time, the one's expected different object with the second speaker asked. Actually the researcher is not the first one who analysis the politeness strategies of request in this study.

The researcher can see that most of the studies examine the use of requests in any point of view. It was almost same with the writer's observation and documentation. The same topic is the topic. It is request study. But in the writer's study used movie data for surveillance, namely *Mirror-Mirror: Snow White* movie. While the other elements, the concepts in this study and its method qualitative method.

This research examines politeness strategies of the request found in *Mirror-Mirror: Snow white* movie. There are four politeness strategies in here. Namely bald on record, positive politeness, negative politeness and off record. The pragmalinguistic features of politeness strategies in this researchare consist of internal modification and external modifications. The factors contribute in choosing politeness strategies are consist of a) the payoffs as a priori consideration and sociological variables.

Types of Politeness Strategy

Brown and Levinson (1987:92) outline four main types of politeness strategies: bald on-record, negative politeness, positive politeness and off-record (indirect).

a. Bald on record

    According Brown and Levinson (1978:74), bald on record strategy is a direct way of saying things, without any minimisation to the imposition, in a direct, clear, unambigous and concise way, for example: "Do X!".

b. Positive Politeness

According to Brown and Levinson (1978:106) positive politeness is redress directed to the addressee's (or receiver's) positive face, her/his perenial desire that her/his wants – or the actions, acquisitions, values resulting from them – should be thought of as desirable. Brown and Levinson (1978:108-134) divide positive politeness into three strategies; claiming the common ground, conveying that sender and receiver are co-operators and fulfilling receiver's want.

c. Negative Politeness

According to Brown and Levinson (1978:135) negative politeness is the heart of respective behaviour, just as positive politeness is the kernel of 'familiar' and 'joking' behaviour. Negative politeness correponds to the rituals of avoidance. It can be said that negative politeness is the kind of politeness used between acquaintances whereas positive politeness is used between closer friends.

d. Off-Record

Brown and Levinson (1978:216) define off record strategy as a communicate act which is done in such a way that it is not possible to attribute one clear communicative intention to the act. In this case the actor leaves her/himself an 'out' by providing her/himself with a number of defensible interpretations, s/he cannot be held to have commited himself to just one particular interpretation of her/his act (Brown and Levinson 1978:216). In other words, Brown and Levinson claim (1978:216), the actor leaves it up to the addresse to decide how to interpret the act.

Pragmalinguistic Features of Request

Pragmalinguistic features of request according to Kasper (1987) in Brown (1995: 209-219) which has given a clear description about it. These ways divided into some parts, namely internal modification and external modification.

Factors Influencing the Choice of Politeness Strategies

Brown and Levinson (1987) have developed formula to calculate which politeness strategy used. This depends on different factors such as power social distance and culture. The equation looks like this:

$$Wx = D(S,H) + P(H,S) + Rx$$

Wx is the numerical value that measures the weightiness of the FTA. D(S,H) measures the social distance between the speaker and hearer. P(H,S) measures the power the hearer has over speaker. Rx measures the degree of imposition of FTA is in a specific culture (Brown and Levinson 1987:76). In Brown and Levinson (2009:71) mentioned several factored in choosing of politeness strategies they are the payoffs: a priori consideration and the circumstances: sociological variables.

Methods

Descriptive qualitative research used by method's researcher. The data source of this research form scripts of the movie. The researcher used techniques in collecting data by documentation. And then by coding the data of his research. The data of politeness strategies used by three groups were coded with serial number, types of politeness strategies, pragmalinguistic features, and the factors contribute to choosing politeness strategies.

The main data source in this study is *Mirror Mirror: Snow White* movie, i.e its scripts. The data is taken from http://www.springfieldspringfield.co.uk/movie_script.php?movie=mirror-mirror.

The researcher took the secondary data source from character in this movie. This movie is started by Julia Roberts, Lily Collins, Armie Hammer, Nathan Lane, Mare Winingham, Michael Lerner and Martin Klebba. Julia Roberts plays Snow White, a beautiful princess in one of the kingdom. She is good, pretty, smooth, and cheerful girl.

FINDINGS AND DISCUSSION

The following fragment describes the types of politeness strategy used by the characters. The strategy are bald on-record, positive politeness, negative politeness, and off-record and the researcher also finds bald on-record, positive politeness, and negative politeness.

Bald on record

The researcher find out the result of this study can be concluded bald on record consists of two strategy, (1) Non –minimization of the face threat and (2) Oriented bald on record usage.

1) *Non –minimization of the face threat*

In this strategy the researcher find out urgency situations that used by the speaker in *Mirror – Mirror* movie. These expressions showed (1) imperative in urgency (2) sympathetic advice and (3) entreaties. The point is in this strategy the situation show in urgency situation so speaker needs to use very efficiency words. As from the example find out from the film as follow.

a) *Imperative in urgency*

The most direct way to express an intended wish for action is an imperative. For example:

- *Dwarfs*   *: - Go around. Go around.*
- *Prince*   *:- Giants! Renbock! Renbock!*

The examples above *calls imperative in urgency* situations. Dwarfs in this situation are as the thief surprised the prince suddenly and they just said *"go around"*. Although there are no answer from the prince but spontaneously the prince said to his servant *"giant!, giant!"* .

b) *Entreaties*

The metaphorical entreaties are stressing his or her high valuation of H's friendship. For example:

- *Lord Waverly* *: Excuse me*
- *The queen* *: Brighton a word please*

The expression of "*excuse me*" and "*a word please*" show that the speaker directly their face threat. *Lord Waverly* ask apologize in a hurry because of his mistake in front of the queen. He wants to do that quickly in order to the queen forgive him as he want at that time.

c) **Sympathetic advice**

Sympathetic advice is an expression used by speaker to show his care to hearer. By show speaker threat face hope hearer understand the speaker care and sympathy with hearer. For example:

- *Baker Margaret : Your father meant for you to inherit his crown. And that woman has the entire kingdom convinced that you're a pathetic shut-in, incapable of leaving the castle. And the worst is, she has you thinking it. Your father's dagger. I had it cleaned up and polished. What would I do with this? Perhaps you need to see for yourself what goes on in your kingdom. (The people don't sing and dance any more. They need to see who you really are. And you need to believe.)*

Baker Margaret as the example above expresses her advice to snow white because she cares to her. She want *Snow* understands what she feels and what she wants as her father want to be kingdom.

Oriented bald on record

In the second strategy that is cases of FTA – oriented bald on record usage. Here, consist of (1) welcoming, (2) farewell and (3) offers. Speaker shows that this way a simple strategy but good enough in usage. In this strategy speaker show about politeness directly and honestly perform what they fell. These strategies show that the speaker is good person.

a) Welcoming

This point usually quotable with post greeting, so Speaker insists that h may imposes on his negative face;

- Snow White   : well hello there

From the example on the above, it can be seen that *Snow White* explores her welcome to a bird. Because at that time nothing else who accompany her in her quiet room, suddenly there is a small beautiful bird which come facing her. Happily, *Snow White* welcoming the bird.

b) Offer

The strategy by using offering something. Where the Speaker insists that Hearer may transgress on his positive face by taking his leave.

- Snow White   : would you like a treat?
- Snow White   : are all right? Can I help at all?
- Snow White   : um ... do you want some help with the rope?

c) Farewell

The strategy used when people doing farewell. Where Speaker insists that Hearer may impose on Speaker's negative face;

- Prince   : we are going to north
- Snow White   : I am traveling south
- The Prince   : it is shame
- Prince   : Safe travels, Renbock. and when you return, I pray   you're wearing your pants.
- Renbock   : Well, I will pray the same for you, sire. I bid you adieu.

Positive Politeness

According to Brown positive politeness is the second strategy fifteen strategies. But in this research, the researcher find out seven

strategies they are strategy (1) notice, attend to H's (interest, want, need, good), strategy (2) seek agreement, strategy (3) avoid disagreement (white lies), strategy (4) promise, strategy (5) give or ask for reason, strategy (6) include both speaker and hearer in the activity, strategy (7) give gift to hearer (goods, sympathy, understanding, cooperation).

1) ***Notice, attend to H's (interest, want, need, good)***

This strategy expresses the speaker interest to hearer about what happened related to hearer. . *''* It describes about how she feel at that time because she meet the prince in difference performance with the first time when she meet in the forest and help him;

- Snow white   : I'm sorry. Seeing you in this dress has caused me to lose my words. Well, at least it doesn't cause you to lose your pants. (SIGHS) I mean, when I met you first, you weren't wearing pants

2) ***Seeks agreement***
It 's mean that the Redress another wants of H's.
- Guard 1   : - She's going out!
- Guard2   : - I won't say anything if you don't.
- Guard 1   : - Pinky swears?
- Guard 2   : - Pinky swears.

3) ***Avoids disagreement of (white lies)***
The desire to agree or appear to agree with H leads also to mechanisms for pretending to agree: white lies and hedges.

- The Queen   : - Any busybodies......caught rumoring, gossiping, whispering, or even thinking shall be put to death. How does that sound?
- Brighton   : - It's decisive.

4) ***Promise***
To minimize situation and to attack hearer attention usually speaker used others strategy call by saying promise.

- *Snow White*   : *Just let me go. I swear you'll never see me again. You think I want to be here? You brought this on yourself. You never should have upstaged the queen, and now we're both paying the price.*

5) **Gives or ask for reason**

Politely speaker showing request by supporting a reason in order to hearer respect her/his.

- *Baker Margaret*   : *Do you want to know what I wish for your birthday, Snow White?*
- Snow White   : You can't make a wish for me.

6) **Includes both speaker and hearer in the activity**

The S and H may claim or urged by giving evidence of reciprocal rights or obligations obtaining between S and H.

- *Snow white*   : *who feel like crashing of wedding?*
- *Dwarfs*   : yeah!

7) **Gives gift to hearer's (goods, sympathy, understanding, cooperation).**

The S may satisfy H's positive-face want by actually satisfying some of H's wants (action of gift-giving, not only tangible).

- *All servants*   : *Happy birthday, Snow!*
- *Snow White*   : You remembered.
- *All servants*   : Of course we remembered.
- *Servant*   : *Congratulation snow. Congratulations my dear.*

Negative Politeness

Brown and Levinson stated that there are nine politeness strategies, but in this research, Researcher find out 5 strategies they are: strategy 1) Indicate reluctance, strategy 2) Give difference, strategy 3) Redress another wants of H's (Go on record as incurring adept, or as not indebting H), strategy 4) Impersonalize S and H (per formatives, imperatives, impersonal verbs, passive and circumstantial voice, replacement of pronoun "*I*" and "*you*" by indefinites, pluralization of the "*You*" and 'I" pronouns, address terms as

"*you'* avoidance, references term "*I*" avoidance, point of view distancing), strategy 5) Apologize (Admit the impingement).

1) Indicates Reluctance;

In this situation the speaker used if clause to minimize the condition of speaker conversation and hearer.

> *Brighton* : It pains me to say this, but you're broke, my Queen.

> *Renbock* : I certainly don't like the look of these woods, sire. *If you don't mind me saying, they seem very sinister.*

2) Gives difference;

In this strategy speaker differ between the speaker opinion and the hearer opinion.

- *Snow White : I'm sorry you got a few scrapes, but the towns people need that money.*

3) Redress another wants of H's (Go on record as incurring adept, or as not indebting H);

Gives redress to H´s negative face by explicitly expressing doubt that the conditions for the appropriateness of S´s speech act obtain.

> *The Queen :To your left, Lord Waverly. If someone would please teach Lord Waverly his left from his right, I would be so very grateful.*

4) Impersonalize S and H

Phrase the FTA as if the agents were other than S and the addressee was other than H. There are (1) per formatives, and (2) imperatives;

(1) Per formative

Per formative is one of other direct type of request strategy. In per formative strategy usually speaker use the word I and you in performing request.

- *Brighton : Your Majesty, I don't know the last time you were in the town, but the people are starving.*
- *Renbock : Sire, I implore you to come back with me now.This queen radiates crazy.*

(2) Passive and imperative

Imperative is essentially asking for something to be done. The passive however describes what has been done or what is going to be done.

- *The queen*   : *I want her killed.*
- *Brighton*   : Killed? Your majesty? Isn't that a bit rash?

5) Apologize (Admit the impingement);

This strategy shows the communication between two difference positions.

- *Brighton*   : *Pardon me your majesty, but you have a visitor.*

Off Record

Off record is the last politeness strategy based in this research. Here, there are 6 strategies found. Namely (1) understate, (2) be ironic, (3) Use rhetorical questions, (4) Use metaphor, (5) Use contradictions, (6) Be incomplete (use ellipsis).

1) Understate

The form of this strategy performs how the speaker actually is not pro with the hearer.

- The queen   : *Can you believe that baron? I mean, honestly, did he really think I would consider marrying him? A woman has standards, after all, and an exalted woman like me has very high standards.*

2) Be ironic

This expression as the compliment but the facts the hearer do the stupid activity and it is not suitable with the speaker want.

- *The prince : You did it in smart way*

3) Use rhetorical questions

This strategy used interrogative sentence to showed in the request.

- Brighton : *Must I remind you the brutal attacks we have suffered?*

4) Use metaphor

Other strategy is metaphor. Speaker uses metaphor to combine the human life with something else. It is aimed to smooth language expression that what the fact mean.

- *The queen* : Brighton, a word, please.
- Brighton :- Yes, Your Majesty?
- The queen :-*Loose lips sink ships.*
- *The queen :* Do you have no imagination? *Go tell the villagers that bread is meat, less is more, blah, blah, blah .Commoners love a good metaphor.*

5) Use contradictions

The Speakers usually say contradiction to show her/his feeling in order to explore emotion to hearer.

- *The queen* : *do you have no imagination?*

6) Be incomplete, use ellipsis

In short condition and under unsporting situation speaker sometime have no confidence to say something a lot. Because speaker knows that hearer has understood what speaker means. So, it is usually create some strategy used by the speaker that they use incomplete ellipses.

- *The prince* : Shut up, Renbock. Nobody can hear you in the woods.
- *Renbock* : *On the off chance...*
- *The Prince* : That there's somebody else - in these miserable woods? You did it in a very smart way. I did not! I don't like being this close to you.
- *Renbock* : I've *told you before. I was warned what I might find in these woods, but...*
- *The prince* : I picked the worst traveling companion.

Conclusion

Based on the research finding, the researcher draws the following conclusions. The types of politeness strategy in request is divided into four types. Those are bald on record, positive politeness, negative politeness and off record. In which in every type divided into several form of sub strategy and each of startegy has its original advantages and disadvantages.In specific there are more explanation about the types of politeness strategy, pragmalinguistic features and the factor contribute in choosing politeness strategy. This following explanation makes clearer about it.

1. Types of politeness strategy

   The types of politeness strategy used in *Mirror-Mirror: Snow White* included bald on record, positive politeness, negative politeness and off record. The characters in this movie mostly applicated bald on request in his/her request. It could be seen from the greatest amount of politeness strategy which was used by all the characters are bald on record.When the characters using bald on record, all the speakers frequently applied the high imposition and lower imposition when they asked the heares to aid the requesters.

   From the data, there are 18 number of cases withe the percentage 30% from 64 data **bald on record**. For **positive politeness** strategy, there are 13 number of cases or 21.6% percent. Then **negative politenes** same with positive politeness, namely 13 number of cases. Whereas, **off record** strategy there are 16 number of data or 26.6% percent.

2. Pragmalinguistic features

   In prgamalinguistic features data, the all characters ordinarily used internal modification (Syntactic downgrader, lexical/phrasal downgraders and upgraders) and external modification (preparators, promise, discourse orientation move, appreciator).

   From the data of this movie for internal modification there are 15 number of cases or the percentage 26%. Whereas in external modification

there are 7 number of cases or the percentage 12.6%. Totally, there are 38.6% data in this movie.

3. The factors contribute in choosing politeness strategy

   The factors contribute in choosing politeness strategies are consist of the payoffs as a priori consideration, it as a priority because of these factor determined the advantages and disadvantages from the speaker who use this strategy and it also determine the risk of the face threatening in communication)social variables those are P, D and R. The three variables are describe about the power of the speaker, the distance the speaker and the hearer of rating the ranking of imposition. The three of social variable will determine how the strategies use in politeness request. It will different the communication between the speaker and the hearer. From the data, the factors contribute in politeness strategy there are 80% frequency. A priori consideration (18 number of cases) and sociological variables (50 number of cases) showing the reason for the spekear choose the politeness strategy.

   The research has been conducted in the politeness strategies of the request found in *Mirror Mirror: Snow White movie (2012)*. This study is focused on politeness strategy of request, because it is the based on the social relationship communication. In *Snow White* movie there are two setting place used by the character, they are the loyal group and the people group. From these situations, the researcher able to describes the differences of the strategy used by those group.

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