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*Research Article*

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## **AN ANALYSIS OF POLITENESS AND MAXIM VIOLATED IN “BLADE RUNNER 2049” FILM**

Anas Tmasia Yunita Serly <sup>1</sup>

NPM 20167479004

*English Education Program, Postgraduate Faculty, Universitas Indraprasta PGRI  
Supeno <sup>2</sup>*

*English Education Program, Postgraduate Faculty, Universitas Indraprasta PGRI*

e-mail: [anas.tinasia04@gmail.com](mailto:anas.tinasia04@gmail.com) <sup>1</sup>

e-mail: [supeno@unindra.ac.id](mailto:supeno@unindra.ac.id) <sup>2</sup>

**Abstract:** Politeness strategy is a strategy that is done by someone to make his speech more politely. The politeness strategy can be found in daily conversation, a speech, debating events or from literary works, for instance films or novels. One of the literary works of concerning for this study is “Blade Runner 20489” film. The purpose of this paper is to describe the politeness strategies used in the film which can be found in the conversation between the characters. This research uses the theory of politeness strategy proposed by Lakoff (1973) and the theory of Maxim which proposed by Grice (1975). Lakoff classifies politeness strategies into three types: don't impose, give options and be friendly. While, Grice proposed the theory of maxim into four types namely, maxim of quantity, maxim of quality, maxim of manner and maxim of relevance. The finding of this study indicates that the characters in Blade Runner 2049 employed all types of politeness strategies in relation to the maxim. It can be concluded that the used of politeness strategies in relation to the maxim can be found in this film.

Key words: Politeness Strategy, Gricean Maxim, Blade Runner 2049.

**Abstrak:** Tujuan penelitian ini adalah untuk menganalisis kesantunan dan pelanggaran maksim dalam film “Blade Runner 2049” Karya Philip K.Dick. untuk mempelajari jenis kesopanan dan pelanggaran maksim yang digunakan oleh setiap tokoh dan faktor yang mempengaruhi karakter tersebut menggunakan strategi dengan teori kesopanan dari Lakoff dan pelanggaran maksim oleh Grice. Metode penelitian yang digunakan untuk menganalisis film ini diuraikan dengan pendekatan pragmatik. Data-data yang ada adalah semua percakapan yang mengandung strategi kesopanan yang memiliki hubungan yang sangat signifikan dengan pernyataan permasalahannya. Hasil penelitian menunjukkan 1). Dari tabel 1 di halaman 82, terdapat 61 ungkapan yang menggunakan strategi kesopanan berdasarkan teori kesopanan milik Lakoff dan teori maksim berdasarkan Grice. Ungkapan-ungkapan tersebut yang digunakan oleh karakter-karakter dalam film diantaranya adalah. Aturan 1 (jangan memaksa), Aturan 2 (memberikan pilihan). Aturan 3 (lebih ramah dan bersahabat). 2). Dari 61 ungkapan yang sudah dianalisa, penulis menemukan 20 ungkapan menggunakan aturan 1( jangan memaksa), 7 ungkapan yang menggunakan aturan 2 (memberikan pilihan), dan 34 ungkapan yang menggunakan aturan 3 (lebih ramah dan bersahabat). 3). Sementara itu, dalam ungkapan-ungkapan tersebut juga menggunakan maksim sesuai dengan teori maksim dari Grice. Penulis menemukan 12 ungkapan yang menggunakan maksim kuantitas, 16 ungkapan yang menggunakan maksim kualitas, 15 ungkapan yang menggunakan maksim of Manner dan 18 ungkapan yang menggunakan maksim relevansi.

Katakunci :Strategi Kesopanan, Maksim Grice, Blade Runner

## **INTRODUCTION**

Communication is process by which information is exchanged between individuals through a common system of symbols, signs, behavior. It also can be used to study about their habit, culture, and their social background if we communicate with some one. In order to make a smooth conversation, people need to study and use good language to express their feelings or opinions. People may not always remember the specific things in a conversation, but they do remember their impressions, and they also know about how well is the conversations. In other words, they can see whether a person is being polite, friendly, knowledgeable, selfish, or rude. Furthermore, people tend to assume that the person's way of speaking will describe their personality. Moreover, people need to understand the politeness strategy when they speak so that they know about the importance of being polite. Sifianou (1992) in Watts gives some expert opinions regarding politeness (2000:50-52) including Arndt and Janney (1985) state politeness as a matter of mutual cooperation in interacting, Hill et al. (1986) sees politeness as a bond in human interaction aimed at respecting others, establishing comfort and raising harmonious relationships with one another, Ide (1992) sees politeness as the use of language connected with polite communication.

However, politeness becomes a major in Pragmatics since it is very important in an interaction. Robin Lakoff can be called the mother of modern politeness theory, since she was one of the first who examined the politeness from the pragmatic perspective. Lakoff (1973) defines politeness as a system of interpersonal relations designed to facilitate interaction by minimizing the potential for conflict and confrontation inherent in all human interchange". Being polite is a complicated matter in many languages since the politeness is not only needed to be undertand by the hearer, the speaker also need to consider the social context or the cultural values. Lakoff's theory of Politeness suggests that people have to follow a certain set of rules when they interact with each other, to avoid the impolite interaction. Meanwhile, Lakoff incorporated the Grice's cooperative principles. The rules of Lakoff's politeness are; (1) don't impose (*also known as the maxim of formality or distance*), (2) give options (*the maxim of hesitancy or deference*) and (3) be friendly (*the maxim of equality or camaraderie*).

The first rule in Lakoff's politeness strategy is the rule of don't impose. This rules create distances between the speaker and the hearer. Lakoff (1973: 298) states "following this rule means that the speaker creating the distance between him to the hearer, it is also maintaining an attitude of aloofness from the addressee". From this point, several linguistic devices can be used to describe these rules, they are: asking permission, the use of passive voice, using titles in calling someone's name, using technical language to avoid using words that are considered to be rude, and make sure that the information that people shared are clear (this linguistic device is elaborated with Grice's rules of conversation, namely quantity, quality, relation and manner).

The second rule of Politeness based on Lakoff's politeness strategy is the rule of give options (deference). The aim of this rule is to give the hearer to do something. This rule can be used together with the first rule. Furthermore, this rule can also be used with several components of linguistics; using hedges to show the confidence in the speaker's options, and using euphemisms which quite similar with the first rule to use the technical terms to replace the unmentionable words. The third rule in Lakoff's politeness strategy is the rule of be friendly. However, this rule can be used to create good feeling to the hearer. It can be used by using first person names/ nicknames/ terms of endearment to create friendly feeling. Using jargon/ slang/ simple forms of taboo words, using particles which indicate the speaker's feeling and using compliments. Furthermore, the use of politeness principles may be very different in one country to another, but many linguists agreed that Lakoff's idea in the politeness strategy are very practical and it is almost recognized by many kinds of cultures around the world. It can be applied whether in a daily conversation or in formal conversation.

There are some reasons that make the researcher chooses Blade Runner 2049 as the object of this research. First, the conversation which can be found in film like Blade Runner 2049 can also applied in our daily conversation. Second, a film is one of the literary works. Third, the researcher finds that



there are many politeness strategies that can be analyzed and become the source of data. Therefore, based on the explanation above, the researcher chooses the title: “An analysis of politeness and maxim violences in “Blade Runner 2049” film”.

## METHODOLOGY

In this research, the data were collected from Blade Runner 2049 film, the main character is Ryan Gosling as Officer. In making this research, the researcher does the steps (Moleong, 2007) watches the movie for several times to make sure she understood the whole film. Based on the conversations, the researcher only takes utterances from the characters, analyzing the utterances and put them into table so that the she is easier in classifying the data. From the film, the researcher gets \_\_\_\_ utterances that contain politeness strategies. The researcher types the utterances found in this film into Microsoft Word and put them into table. The data is putted into tables to make it easier to be analyzed. Then, the researcher divides them into utterances that contain politeness strategies based on their categories. The utterances will be the source of data. The data then classified based on the types of politeness strategies that is don't impose, give options and be friendly. The researcher also analyzed the utterances found into Grice's maxims which are maxim of quality, maxim of quantity, maxim of relation and maxim of manner.

## RESULT AND DISCUSSION

### Research Finding

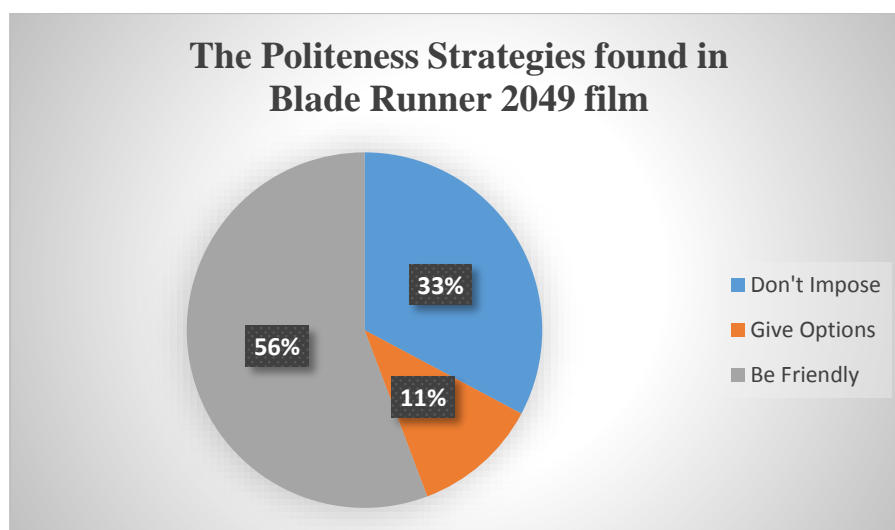


Chart 1.1 Percentage of politeness strategies found in Blade Runner 2049.

Based on the data above, the researcher found that the first dominant politeness strategy found in Blade Runner 2049 is rule 3, be friendly. It is preferred since it is believed as the politest and successful strategy. It is also one of the easiest strategy that can be applied. Second politeness strategy that used by characters in Blade Runner 2049 film is rule 1, don't impose. This strategy is used by the character to show that the speaker is respecting the hearer so that the speaker is talking to the hearer in a polite way by using this strategy. The third politeness strategy found in the film is rule 2 which is give options. The purpose of this strategy is being polite by giving options to the hearer so that the hearer can choose and giving their opinion in a conversation.



From the finding above, it can be seen that the most dominant politeness strategy which employed by the character in the film is the rule of be friendly and the least dominant politeness strategy is the rule of give options.

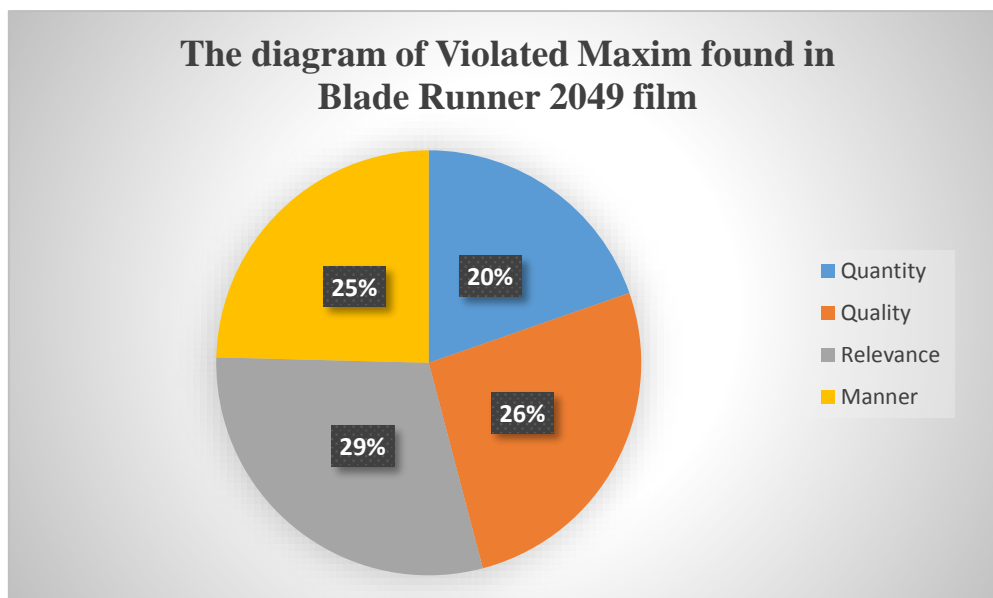


Chart 1.2 Percentage of the violated maxim found in Blade Runner 2049.

Based on the data above, the writer found that the first dominant maxim violated in the utterances is maxim of Relevance. The aim of the maxim of Relevance is to be relevant with the context situation or the context of conversation between the speaker and the hearer. The second dominant violated maxim is maxim of Quality. The purpose in violating this maxim is to give information in the conversation as it is required, no more than necessary. The third maxim occurred in the utterances is maxim of manner. It is aimed to show the manner of the speaker to the hearer and show the hearer that the speaker is understand the whole situation in the conversation. The least violated maxim found in the film utterances is maxim of Quantity which used to be as informative as it required.

## Discussion

Based on the final finding from Blade Runner 2049 utterances, it obviously can be related to Lakoff's Politeness strategy. According to Lakoff (1973), she stated politeness as "[...] a system of interpersonal relations designed to facilitate interaction by minimizing the potential for conflict and confrontation inherent in all human interchange". However, the politeness strategy is not only used by the participants or the characters who have known each other fairly well, but also used to share something between strangers. In other words, politeness strategy can be applied by people as a kind of social interaction so that they have good communication with others. As the result, politeness strategy is most commonly used by people in their daily life to interact with other people or community.

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## CONCLUSION AND SUGGESTIONS

The researcher describes the types of politeness strategies found in Blade Runner 2049 film. Lakoff (1973) proposed three types of politeness strategies: don't impose, give options, and be friendly. From the utterances found in the film, the researcher found all of the types of politeness strategies based on Lakoff's theory of politeness. The researcher also found all of kinds of Maxim violated in the film's utterances: Maxim of Quality, Maxim of Quantity, Maxim of Relation, and Maxim of Manner. The rule 3 which is the rule of be friendly based on Lakoff's theory of politeness strategy places the highest position as the dominant strategy found more than other strategies. While the Maxim of Relevance based on Grice's Maxim places the highest position as the dominant maxim found in the film utterances.

In this research, the researcher focuses her research on politeness strategies found in Blade Runner 2049 which can be employed in the daily conversation. For the next researchers, the researcher suggests that they might more focus their research on politeness strategies used in other data, for instance from other films, novels, drama scripts, debates, talk show or others. On the other hand, the researcher's research aims to describe the type of politeness strategies and dominant strategy found in the Blade Runner 2049 film. For the next research, the other researchers not only could describe the types of politeness strategies and dominant strategy found in a film but also the differences in the used of politeness strategies between genders.

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