

## POLITENESS STRATEGIES IN *CRAZY, STUPID, LOVE* MOVIE

**Yeremia Satria Manuputty**

English Department, Faculty of Languages and Arts, The State University of Surabaya

Email: [yeremiam@mhs.unesa.ac.id](mailto:yeremiam@mhs.unesa.ac.id)

**Adam Damanhuri**

English Department, Faculty of Languages and Arts, The State University of Surabaya

Email: [adamdamanhuri@unesa.ac.id](mailto:adamdamanhuri@unesa.ac.id)

### Abstrak

Tujuan dalam penelitian ini untuk mendiskripsikan betapa serba gunanya kegunaan strategi kesopanan dalam film *Crazy, Stupid, Love*. Strategi kesopanan berhubungan dengan penggunaan strategi untuk menjaga tindakan pengancam muka dan tindakan penyelamatan muka. Teori yang digunakan untuk masalah di penelitian ini yaitu teori Brown dan Levinson (strategi kesopanan) untuk memahami fungsi tiap tipe strategi yang ada digunakan dan Leech (prinsip kesopanan) untuk memahami tipe prinsip yang ada dibalik strategi kesopanan yang digunakan. Metode deskriptif kualitatif digunakan dalam menganalisa data dalam penelitian ini. Penggunaan deskriptif kualitatif guna memperdalam penjelasan setiap data. Peneliti memahami film *Crazy, Stupid, Love* dan mengklasifikasikan data dari awal hingga akhir film. Data yang diperoleh adalah dalam bentuk ucapan yang digunakan oleh dua tokoh utama dalam film ini, yang berkaitan dengan strategi kesopanan. Hasil dari penelitian ini menunjukkan hasil bahwa strategi kesopanan sangat serba guna dalam penggunaannya. Tokoh utama selalu menggunakan strategi kesopanan dalam segala situasi untuk menyelamatkan kehormatan sang pendengar. Karena seluruh strategi kesopanan berdasar Brown dan Levinson ditemukan dalam penelitian ini. Hal tersebut memberikan penekanan lebih kepada betapa serba gunanya strategi kesopanan ini. Saat sedang menyelamatkan kehormatan pendengar, analisa pada prinsip kesopanan menunjukkan bagaimana cara menjaga hubungan yang baik antar pembicara dan pendengar. Hubungan antara strategi kesopanan dan prinsip kesopanan adalah sang peneliti dapat menemukan tipe prinsip kesopanan tertentu dibalik strategi kesopanan tertentu. Di saat seorang pembicara ingin meminimalkan tindakan pengancam muka, dia juga sedang membangun rasa antara pembicara dan pendengar. Jadi saat pendengar menurunkan tindakan pengancam muka hal tersebut disebut strategi kesopanan. Dalam proses penurunan ancaman muka, pembicara juga sedang membangun hubungan sosial yang baik yang disebut prinsip kesopanan. Maka dari itu hubungan antara strategi kesopanan dan prinsip kesopanan tak terpisahkan.

**Kata Kunci:** strategi kesopanan, prinsip kesopanan, tindakan pengancam muka, tindakan penyelamatan muka

### Abstract

The purpose of this research is to describe the versatility application of politeness strategy in *Crazy, Stupid, Love*. Politeness strategy is needed to maintain the face threatening act and face saving act. The theories that are used in this research are Brown and Levinson (politeness strategies) to understand the use of politeness strategy and Leech (politeness principles) to get an idea of the politeness principles that underly each politeness strategy. Descriptive qualitative is used to analyze the data in this research. The use of descriptive qualitative to give deeper explanation of each datum. Researcher understands the *Crazy, Stupid, Love* movie and classified the data from the beginning to the end of the movie. Data that are acquired are in the form of utterances that is used by the main characters, that is related to politeness strategies. The result of this study shows that politeness strategies are so versatile in the application. The main characters apply politeness strategy in every situation to save the hearer's "face". Since all politeness strategies according to Brown and Levinson are found in this research. It gives more focus on how versatile politeness strategies are. While saving the honor of the hearer, the analysis on politeness principles shows how to maintain relationship among speaker and hearer. All of politeness principles are found in this research. The relation between politeness strategies and politeness principles is that the researcher can find certain type of politeness principle that underly certain type of politeness strategy. When a speaker wants to

minimize face threatening act, he also shall establish feeling between the speaker and the hearer. So when speaker minimizes FTA it is called politeness strategies. In the process of minimizing FTA, the speaker also establishing social relationship, which is called as politeness principle. Therefore, the relation of politeness principles and its strategies are inseparable.

**Keywords:** politeness strategies, politeness principles, face threatening act, face saving act

## INTRODUCTION

Being polite is a complicated thing in any language. Being polite means to act with consideration of norm applied in the society and language cannot be separated from the community who use it. As Brown and Levinson stated (in Mills, 2003:58) in order to save the "face" of the hearer that politeness strategies are effective to use. Face imply an individual's image in public. It is about social and emotional sense of self that each person has and wish to be recognized by everyone (Yule, 1996:10). There are two kinds of face, positive face and negative face. Positive face is the self's need to be approved and respected in social life. While negative face is about self's need for privilege, privilege of act and privilege from disadvantage. In some situation, when the speaker speaks something to minimize the possible threat from the hearer's face, it is called a face-saving act. There are two kinds of face-saving act, positive face-saving act and negative face-saving act. A face-saving act that highlight a person's positive face will show solidarity and direct interest to a common goal (Yule, 1996:61-62). In other situation, there is face-saving act where the statement or actions to minimize the threat of another's face, while face threatening act or FTA is the threat which is given to another person's self-image (Yule, 1996:61). There are two types of face threatening act, positive face threatening act and negative face threatening act. Positive face threatening act is the act that present as disapproving of their need. When an individual shows disapproval, criticism, contempt, complaint, accusation, insult, disagreement, violence, taboo topics, and interruption to the interlocutor that means that person is using positive face threatening act. While negative face threatening act is the act that presents to avoid the hearer's freedom of movement and action. When a person is given order, request, suggestion, advice, reminder, threat, warning, offer, promise, and anger to the interlocutor that means that the person is using negative face threatening act.

The phenomenon of politeness strategies can be encountered in any context of conversation. Movie as the subject of this research serves conversations in which the politeness strategies occur. And *Crazy, Stupid, Love* movie is interesting to be the subject of this research. In the movie, there are two main characters, Cal Weaver and Jacob Palmer. Cal Weaver is having his mid-life crisis, when Emily

Weaver, his wife, his only love since high school, the only woman he has ever been date, ask him for a divorce. She actually still loves him, but not what he is now. That problem becomes even bigger when Emily tells Cal that she having an affair with her co-worker, David Lindhagen, who wish that their affair relationship becomes permanent. After that problem, Cal spends his time in the bar when a nice looking young man and seemingly rich named Jacob Palmer notices what a sad man Cal is in his situation. Jacob a casanova who can have any girl sleep with him every night wanted to help Cal to obtain Cal manly attitude back and make Emily regret her decision to divorce Cal. Cal accepts Jacob offering, but Cal still feels not sure whether he wanted to move on from Emily or not. While helping Cal, Jacob himself realizes that what he has been doing all this time is wasted and there is something more interesting than having a one-night stand, especially after his meeting with Hannah, a young law student, who also has trouble in her personal life. The happy ending that is hoped by both Cal and Jacob is distracted by another new issue, Jessica Riley, Cal's best friend's daughter is falling in love with Cal, though his son, Robby Weaver who is younger than Jessica, love Jessica like crazy.

Based on the description above, the main objective of the study is to describe the politeness strategies used by the main characters in the *Crazy, Stupid, Love* movie. And to describe how the main characters establish a feeling of community and social relationship through their politeness strategies by using politeness principles. Also to describe the relation between politeness strategies and politeness principles from the analysis. The research is significant to provide some information about politeness strategies for those who are interested in the study of politeness strategies. And the result of the research will be beneficial for those who want to deal with understanding the movie. The researcher limited the data chosen in the form of utterances of the main characters within the movie. The conversation is taken as it is necessary to clarify the context of the politeness strategies. Some discourse aspects related to the concept of politeness strategies are taken into consideration in order to help the researcher in giving a clear description of the analysis within the discussion. The discussion emphasizes the use of politeness strategies, which is based on Brown and Levinson's theory that classifies the strategies into bald on record, positive politeness, negative

politeness, and off record. And supported by politeness principles based on Leech's theory that classifies the principles into Tact Maxim, Generosity Maxim, Approbation Maxim, Modesty Maxim, Agreement Maxim, Sympathy Maxim.

### **1. Politeness Strategies**

In communication, the speaker should have a manner to assess the dangers of threatening other participants' face and to pick the proper strategies in order to minimize any face threats that may be involved in taking out the goal-directed activity called as politeness strategy, according to Brown and Levinson (Watts, 2003:85). Since the speakers use various strategies to minimize or to avoid threats to face, the writer will explain some politeness strategies in the following sub topic. Based on Brown and Levinson's description of theory that summarize individual "politeness" behavior. Four strategies presented by Brown and Levinson to confront face threatening act (Yule, 1996:61-66); bald on record, negative politeness, positive politeness, and off record strategy.

#### **Bald On-Record Strategy**

Bald on record strategy makes no effort by the speakers to reduce the impact of the face threatening act. The speakers often shock, embarrass, or make the hearer a bit inconvenience. The ultimate cause for bald on record is whenever the speaker wants to do the face threatening act with optimizing efficiency more than he needs to amuse the hearer's face. Though, this kind of strategy is common with people that already know on to another very well and very comfortable in their environments like close friend and family.

#### **Positive Politeness**

Positive politeness strategy is often being used in groups of friends, or where people in their social situation know each other fairly well (Watts, 2003:87). This strategy is used to minimize the distance between them by expressing solid interest in the hearer's need to be respected and friendliness. The threat to face is quite low in this strategy.

#### **Negative Politeness**

Negative politeness strategies are directed towards the hearer's negative face and highlight avoidance of imposition on the hearer (Watts, 2003:88). Negative politeness focuses on reducing the imposition by trying to soften it. The threat to face is quite high.

#### **Off Record Strategy**

The main purpose of off record strategy is taking some pressures off from the hearer. In this situation, the speaker uses an act in a vague manner that could

be understood by the hearer as some other acts. Off record utterance usually uses indirect language that constructs more general saying or actually different from what one mean. So, If the speaker wants to do a face threatening act, it means that he wishes to avoid the responsibility in doing it. He can do off record and let the hearer decide how to interpret it. The threat to face is very high in this strategy.

### **2. Politeness Principles**

Politeness is focused on connection among self and other. There are speaker and hearer in each conversation. According to Leech, politeness principles use to reduce the expression of impolite beliefs and improve the expression of polite beliefs (in Watts, 2003:63-66). Politeness principles state how to settle feeling of community and social relationship. Hence, politeness principle is targeted on the development meaning that is effect to the hearer rather than to the speaker.

#### **Tact Maxim**

Tact maxim is reducing the cost to the hearer and optimize the benefit to other (Watts, 2003:66). So, this type of maxim focuses with the use of politeness strategy to others. Meanwhile, in tact maxim, the speaker more interested in giving benefit to the hearer. This maxim is applied in illocutionary functions according to Leech as "impositive" such as ordering, requesting, commanding, advising, recommending and etcetera. And "commissive" such as promising, vowing, offering etcetera.

#### **Generosity Maxim**

Generosity maxim is nominated as a match to tact maxim. The idea of this maxim is to optimize the expression of beliefs that express or imply cost to self and reducing the expression of beliefs that express or imply benefit to self (Watts, 2003:66). If tact maxim is used on "other-centered" in contrary generosity maxim is use on "self-centered". *The speaker will tend to take the cost to self rather than to hearer. Similar to tact maxim, generosity maxim applicable in impositives, such as requesting, ordering, promising, offering, vowing, et cetera.*

#### **Approbation Maxim**

The idea of approbation maxim is to optimize the expression of beliefs which express approval of other and reduce the expression of beliefs which express dispraise of other (Watts, 2003:67). Like tact maxim, this maxim focuses with the use of politeness strategy to "other" as well. That is why the speaker tends to utter praises to the hearer. On the other hand, the speaker tends to avoid utter unpleasant concern about the hearer. This maxim is only applicable using illocutionary functions classified by Leech as

“assertive” and “expressive”, “assertive”, such as stating, boasting, complaining, claiming, reporting, et cetera. While “expressive”, such as thanking, congratulating, pardoning, blaming, praising, condoling, et cetera.

### **Modesty Maxim**

Modesty maxim is nominated as the match of approbation maxim. The modesty maxim includes an idea to optimize the expression of dispraise of self. and reduce the expression of praise of self (Watts, 2003:67). Identical to generosity maxim, the concept of modesty maxim is focused on “*self-centered*”. This maxim is only applicable in expressives, such as congratulating, pardoning, condoling, praising, thanking, et cetera.

### **Agreement Maxim**

The idea of agreement maxim is to optimize the expression of agreement among self and other, also reduce the expression of disagreement among self and other (Watts, 2003:67). This maxim is only applicable in assertives, such as stating, complaining, claiming, boasting, reporting, etcetera.

### **Sympathy Maxim**

Sympathy maxim is being used to optimize sympathy between self and other, and reduce the antipathy among self and other (Watts, 2003:67). This maxim is only applicable in assertives, such as stating, boasting, reporting, claiming, complaining, et cetera.

## **METHOD**

This research utilized a qualitative research on account of some factors. Firstly, the data gained are the utterances of the characters in the movie that was taken in the form of words and sentences rather than numbers. Secondly, the hypothesis was not formulated in the beginning of the research since the research merely describes the politeness used in *Crazy, Stupid, Love* movie. Since the research is qualitative, the process of the research was roundabout, after completed the following stage, it could return to the first stage to change some aspects or make some remedy. In a qualitative method, the researcher was the main instrument, because he planned, gathered the data, analyzed it, interpreted, concluded and also reported the result of this research. Moreover, it was difficult to interviewed and investigated the data (movie) directly without any interpretation from the researcher himself.

The data of this research are in the form of written text based on the movie script, such as phrases, words, sentences that are uttered by the main character within *Crazy, Stupid, Love* movie. The data

were chosen based on how its significance related to politeness strategies. Therefore, other data that do not give the direct contribution to the politeness strategies were decreased. The data source of this research was from the script of the *Crazy, Stupid, Love* movie. This is important because from the script there is foundation of the story and the politeness is being represented by the main characters. To gathered more supporting data of politeness strategies, there was also others source of data from books and journals. In data collection, the researcher used these steps in collecting the data:

1. Downloading the movie and the script from internet,
2. Watching the movie and note taking the timing of data occurs,
3. Reading the transcript of the movie repeatedly as required to find more data,
4. Selecting the data from *Crazy, Stupid, Love* movie which are in accordance with the objectives of the research,
5. Recording the data into the datasheet,
6. Classifying each datum to certain politeness strategy,
7. Classifying each politeness principle underlying each politeness strategy,
8. Explaining each datum, how the main characters use the politeness strategy and how the main characters established feeling through politeness strategies.

The data which was provided in the form of utterances. In answering RQ-1 about “what politeness strategies are used by main characters in *Crazy, Stupid, Love* movie?”, RQ-2 about “what politeness principles are underlying certain politeness strategies used by main characters in *Crazy, Stupid, Love* movie?” provided same data display in the form of utterances, and RQ-3 without displaying utterances. Where first mentioned sorts of politeness strategies which were applied in the movie. After that, took some of the data that represent similar type of politeness strategies in the whole data. Then, provided the example of conversation contain the utterance from Cal Weaver and Jacob Palmer in the movie. The arrangement of the whole data was displayed in the table for each classification to be exhibited in the appendix.

## DISCUSSION

### 4.1.1. Politeness Strategies in *Crazy, Stupid, Love*

Politeness strategy includes someone's basic knowledge about norms and beliefs from the culture. Different cultures have different ways of expressing consideration for others. Thus, every culture has its own way or strategies of showing politeness to others. Politeness strategy is the strategy of how people lessen the threat to other's face. The strategies are proposed by Brown and Levinson. Brown and Levinson offer a descriptive analysis of strategies used by the participants to maintain their perspective faces in social. The frequency of occurrence of the politeness strategy used by each character of *Crazy, Stupid, Love* in using each politeness strategy is described in the table below.

Based on the data, there are 45 data in this research. The most dominant type of politeness strategies is positive politeness strategy with 18 data. The main characters, especially Cal, uses positive politeness strategy more than other strategies. The second highest frequency is off record strategy with 12 data. The main characters, both of them, use this strategy a lot to maintain the hearer's face and let the hearer guessing the interpretation. The third is negative politeness strategy with 8 data. The main characters, especially Jacob, applies this strategy when he really needs respond from the hearer. He tries to be humble in front of the hearer in order to make the hearer grant her demand. The last is bald on record strategy with 6 data. In this movie, Jacob uses bald on record, young people like Jacob will find that use direct utterances easier than using something indirect.

Therefore, the highest frequency of the politeness strategies use by the main characters in *Crazy, Stupid, Love* movie is achieved by the positive politeness strategy. From the two main characters, Cal is more dominant in using this strategy than Jacob. It is because Cal wants to focus on the need to be accepted by others. It is done by showing their wants and desire to the hearer. There are four types of politeness strategies found in *Crazy, Stupid, Love* movie. They are Bald On Record, Positive Politeness, Negative Politeness and Off Record. Each is discussed in the following sections including the detailed analysis.

#### a. Bald On Record Strategy

Bald on record is the first strategy of politeness strategies which is analyzed in this movie. The findings show that the strategy is applied 6 times in this movie. A speaker applies this strategy in the situation where maximum efficiency is needed in communication. This strategy is also commonly found in people who know each other very well and

are very comfortable in their environments, such as between close friends and families. This type of strategy is use directly, clearly, and unambiguously. The dialogue in samples below contain the examples of this strategy. The first sample explains bald on record used by Jacob.

Jacob: It's all that I've heard, Cal, for the past two nights. It's all anybody's heard. You're going around and you're badgering people with this sad-sack loser sob story. I don't understand why.

Cal: I don't need this crap.

**Jacob: Cal, sit down.**

Cal: All right.

(011/Jacob/BR/TM/1830)

This conversation happens in the bar. The conversation occurs between Jacob and Cal, his new friend. During the conversation Cal feel that Jacob is too offensive, Cal wants to leave the conversation but Jacob asks him to sit down and listen to his words. For politeness strategies, Jacob once again uses bald on record strategies by using task oriented "Cal, sit down", Jacob gives Cal a task to do, Jacob wants the hearer to do what he wants. From the utterance Jacob wants to control and maintain the conversation, he does not want Cal to leave the conversation.

The result of the present research reveals that Jacob, a wealthy nice looking young man, which often spend his time at the bar, when he speaks with his hearers he tends to use direct language even though his hearer is older than him. Jacob uses bald on record 5 times compare to Cal who uses it only 1 time in the data. Jacob often makes no effort to reduce the effect of the face threatening act. Jacob often shame, shock, make his hearer inconvenience. This strategy is applied to optimize efficiency toward the hearer, so that he can maintain the direction of the conversation. Even though, this type of strategy is usual among people that already know each other very well, it is sometimes applied by person that is comfortable with their environment. Jacob uses bald on record when he met Cal for the first time, but since Jacob met Cal in the bar that he used to hang out (see datum 009/Jacob/BR/GM/1805), he feels that it is okay to use bald on record, to make the conversation seems more friendly.

#### b. Positive Politeness Strategy

Positive politeness strategy is defined as the way people create communicative relationship by creating rapport. The concept of rapport may be different since each person has his own understanding of being close to others. The positive politeness strategy is usually seen in groups of friends, or where people in the given social situation know each other fairly well. This strategy is used to minimize the distance between them by expressing friendliness and solid

interest in the hearer's need. In the application of the strategy, the findings show that Jacob and Cal apply the strategy as many as 18 times.

Cal: Please stop.

Emily: The last person in the world I'd wanna hurt is you.

**Cal: If you keep talking, I'm gonna get out.**

Emily: I think the fact that I did it, it just shows how broken we are. (002/Cal/PP/TM/0317)

This conversation happens inside the car. The conversation occurs between Cal and Emily, they are husband and wife. Cal is sad because Emily said that she wants a divorce. On their way home Emily keeps talking about their relationship, and admits that she has been cheated with her coworker, Cal asks her to stop because he does not want to hear anything about that. For politeness strategies, Cal uses positive politeness **"If you keep talking, I'm gonna get out."** through that Cal gives reciprocal exchange, Cal offers to exchange his presents to Emily being silent because Cal feels annoyed if Emily keeps talking about their relationship.

From the data, politeness strategy is the most used strategy in this *Crazy, Stupid, Love* movie. This strategy is suitable to minimize distance and saving "face". in the data Cal who is older, a family-guy and an employed man who spending time in workplace and family tend to use positive politeness to maintain the conversation than Jacob does. Cal mostly using positive politeness, which is the most used politeness strategy in the data. This strategy often being used around friends and groups, such as family and workplace. Cal reducing the distance between him and the hearer, yet still maintaining friendliness and respect. Since Cal loves to spend his time with family and workplace, this strategy and data very much match his lifestyle. One case when Cal is having a bad time when Emily asked for a divorce, yet he still maintaining Emily's "face" (see datum 003/Cal/PP/GM/0343).

### c. Negative Politeness Strategy

Negative politeness applies to create a communicative relationship by making a space between speaker and hearer. The findings show that Jacob and Cal apply the strategy in their communication. Jacob and Cal apply the strategy 8 times. Negative politeness focuses on minimizing the imposition to the hearer. Some sub-strategies in negative politeness strategy are indirect, pessimistic and apologizing as what Jacob and Cal have applied in the dialogue below.

**Jacob: It would mean a lot to me if we could talk.**

Cal: Are you still seeing my daughter?

Jacob: Yes.

Cal: Then I have nothing to say to you.

Jacob: Been hanging out here a lot?

Cal: Sometimes.

(043/Jacob/NP/TM/13725)

This conversation happens in the bar. The conversation occurs between Jacob and Cal. Cal is in the bar blank and sit alone, Jacob approaches Cal and asks permission to sit beside Cal. Jacob sits and starts the conversation. For politeness strategies, Jacob uses negative politeness **"It would mean a lot to me if we could talk."** from the utterance Jacob is being pessimistic in this scene, Jacob uses the utterance because he thought that Cal does not want talk to him, so Jacob put the focus of the utterance on how important the conversation for him.

From the data above, the researcher can conclude that Jacob uses more negative politeness than Cal does. Jacob uses this strategy to minimize threat but also achieving his goal. The negative politeness which is aimed at the hearer's negative face and try to avoid imposition from the hearer. In this data Jacob uses this strategy more than Cal, Jacob applied this strategy 5 times. One of the data where he uses this strategy is when he approach a girl and try to soften his approaches so that the girl can accept his conversation (see datum 023/Jacob/NP/GM/2945). This is an effective strategy to be used especially when he tries to get a girl that he has never meet before.

### d. Off-Record Politeness

The last politeness strategy proposed by Brown and Levinson is off record strategy. The strategy is used to show someone's face wants indirectly. The findings show that *Crazy, Stupid, Love's* main characters apply the strategy 12 times. This type of strategy employs indirect uses of language which has more than one interpretation. It signifies that when the speaker tends to use this type of strategy, he can do it indirectly and leaves up his utterance to how the hearer decides to interpret it. The dialogue below contains the example of this strategy employed by Cal. One type of the sub-strategy in off record strategy is by being ironic.

Jessica: Oh, my God. Uh, what happened?

Cal: Mrs. Weaver said she wanted a divorce, and I jumped out of the car.

Emily: Cal. Honey...Well...

Cal: Kids good? Everybody good?

Robbie: Dad?

**Cal: Oh. Oh. Hey, I didn't see you standing there.**  
(004/Cal/OR/MM/0456)

This conversation happens in the house. The conversation occurs between Cal (husband), Jessica(babysitter), Emily(wife), and Robbie(Cal's son). Arriving at home after the incident Cal and Emily had on the road, they meet Jennifer, their babysitter, and says that they want to divorce, do not know that their son Robbie is also there. For politeness strategies, Cal uses off record by being ironic and using this utterance "**Oh. Oh. Hey, I didn't see you standing there.**" in the application Cal conveys indirect intended meaning, that he is actually apologized for not paying attention that Robbie was there and listen the whole conversation, which is kind of ironic that Cal does not see Robbie standing there the whole time.

The last politeness strategy in the data is classified as off record strategy. In the data, it is equal for both of the main character. Both of the main characters apply this strategy to taking some pressures away from the hearer. In the data, the speaker uses a vague manner and sometimes indirect language that can be interpreted differently. When the main characters feel that the threat to face is very high, they implement this strategy to avoid a face threatening act in their conversation. One time when Cal feel the threat is high when he realize that his son listens to their divorce planning (see datum 004/Cal/OR/MM/0456).

#### 4.1.2. Politeness Principles in *Crazy, Stupid, Love*

Politeness maxim or politeness principle is the norms that become the basic standard believed by people to choose one politeness strategy in their utterances. The principles are proposed by Leech. This principle focuses on how to establish feeling of community and social relationship. Based on the data presents the application of politeness principles in *Crazy, Stupid, Love*. The findings show that *Crazy, Stupid, Love's* main characters mostly apply tact maxim in their conversation. There are 45 data in this research. The most dominant type of politeness principles is tact maxim with 21 data. This maxim gets the highest position because the main characters, especially Jacob, are concern more with giving benefit to Cal or the hearer. The second are agreement maxim with 9 data. Agreement maxim is in the second position that appears in the data because when the main characters are maximizing an agreement, they directly keep the conversation interesting. The third is generosity maxim, generosity maxim with 7 data. In showing his interest to the hearer, Jacob uses this principle in his conversation. Jacob tends to put the cost to himself rather than to Cal or the hearer. The fourth is approbation maxim with 5 data. In this principle, Cal mostly uses this principle. It is because

Cal wants to make Jacob or the hearer feel that there is someone who cares about them. The fifth is modesty maxim with 2 data. It is because Cal prefers to maximize praise to Jacob and maximize dispraise to himself. It is because he wants to teach how to appreciate himself in front of the hearer or others. The last is sympathy maxim with 1 datum. It is because Jacob as the main character, is so stubborn that he never complain about anything. Jacob prefers to use tact maxim in the conversation since he is an arrogant young man.

There are five maxims of politeness principles found in *Crazy, Stupid, Love* movie. They are Tact Maxim, Generosity Maxim, Approbation Maxim, Modesty Maxim, and Agreement Maxim. Each is discussed in the following sections including the detailed analysis.

##### a. Tact Maxim

The first maxim being analyzed is tact maxim. The findings show that the principle is applied 14 times in Jacob and Cal conversation. The concept of tact maxim is to minimize cost to other and maximize benefit to other. Thus, this kind of maxim is concerned with the use of politeness strategy to 'other'. On the other hand, in the tact maxim, the speaker is concerned more with giving benefit to the hearer. Tact maxim lays in impositive statements. Below are the examples of the use of the maxim by the main characters in *Crazy, Stupid, Love*.

**Jacob: Cal, would you take that straw out of your mouth? Please. That looks like you're sucking on a tiny schwantz.** Is that what you want? Is that the message you wanna send?

Cal: No one's thinking that.  
(013/Jacob/NP/TM/1857)

This conversation happens in the bar. The conversation occurs between Jacob and Cal, his new friend. During the conversation Cal drink his drink with a small straw, and that makes him looked silly, Jacob asked Cal to stop using the straw. This politeness principles underlying negative politeness strategy, Jacob uses tact maxim to maximize the cost to the hearer. From "**Cal, would you take that straw out of your mouth? Please.**" show that the utterance is focused on Cal, what Cal is doing.

The main characters in the movie mostly use tact maxim to maximize the benefit to the hearer and minimize the cost to the hearer. From the data Jacob uses this principle more than Cal does. This type of maxim aims to make the hearer interest in joining the conversation. This maxim match Jacob, because he likes to control the conversation and need the hearer to do as the hearer intention. For example when he commanding Cal when they first met in the Bar (see datum 011/Jacob/BR/TM/1830). In the data, Jacob

sometimes uses this strategy with illocutionary like commanding, ordering, advising, requesting and etcetera. And like promising, offering, and etcetera.

### b. Generosity Maxim

The generosity maxim is different from the tact maxim because this maxim is self-centered, while tact maxim is other-centered. The concept of this maxim is to minimize benefit to self and maximize cost to self. In using this maxim, the speaker tends to put the cost to herself rather than to the hearer or the third party. Similar to tact maxim, generosity maxim lies in directives and commissives. In the application of the principle, the findings show that Jacob and Cal apply the principle as many as 13 times. Below are the examples of the use of the maxim by the main characters in *Crazy, Stupid, Love*.

**Jacob: look i know that it sound harsh, but it's true. And you need to hear the truth, okay?**

Cal: okay  
(012/Jacob/PP/AM/1850)

This conversation happens in the bar. The conversation occurs between friend, Jacob and Cal. Jacob convinces Cal to listen to his words because Cal does not enjoy the conversation and going to leave. For politeness principles, Jacob uses approbation maxim is to minimize dispraise to other and maximize approval to other, so that Cal feel convenient in the conversation. **"Look I know that it sound harsh, but it's true. And you need to hear the truth, okay?"**. Jacob shows his approval to the act in the earlier scene, which is Cal is going to leave the conversation.

Generosity maxim which is in the third position in this data shows no significance because both of the main characters similarly using this type. Like tact maxim, generosity maxim applies to minimize the expression of beliefs that express or imply benefit to self and maximize the expression of beliefs that express or imply cost to self. The main characterstry to put the cost to self than to other. Like tact maxim, the main characters apply this maxim in impositives, with requesting, promising, ordering, offering. One of the data shows Jacob using this maxim, when approaches a girl (see datum 014/Jacob/OR/AGM/1910).

### c. Approbation Maxim

The concept of approbation maxim is to minimize dispraise of other and to maximize praise of other. Similar to tact maxim, this maxim concerns with the use of politeness strategy to 'other' as well. Thus, the speaker tends to give praises to hearers or the other party. On the other hand, they tend to avoid saying unpleasant things about the hearers or the other party. The approbation maxim is applicable in

illocutionary functions classified as expressives and assertives. In the application of the principle, the findings show that Jacob applies the principle as many as 5 times. Below are the examples of approbation maxim in *Crazy, Stupid, Love*.

Bartender: Another vodka cranberry?

Cal: I'm sorry. What?

Bartender: Another vodka cranberry?

**Cal: oh, yeah. Yes, thanks.**

**i've been by this place a million times, never comes in. It's nice, lot of pretty girls.**

(008/Cal/PP/AM/1117)

This conversation happens in the bar. The conversation occurs between Cal and Bartender. After drive Jennifer home, cal stops by in a bar near his house, he sits alone and blanks, then the bartender offered him another vodka cranberry. For politeness principles, Cal uses approbation maxim to maximize praise of self and maximize approval of the place whom the bartender worked. **"oh, yeah. Yes, thanks. I've been by this place a million times, never comes in. It's nice, lot of pretty girls."** shows that Cal approves the bartender offering and give some praise to maintain the conversation.

In the fourth position there is approbation maxim, Cal and Jacob apply approbation maxim to maximize the expression of beliefs which express approval to the hearer and minimize the expression of beliefs that shows dipraise of other. Similar to tact maxim, this maxim focuses with the use of politeness strategy to minimize face threatening act to other. The main characters apply this by utter praises toward the hearer and avoid unpleasant thing to about the hearer. The data inform the use of this maxim with illocutionary functions like stating, claiming, reporting, thanking, congratulating, praising, et cetera. One of the data shows Cal uses approbation maxim to expressing approval to the bartender in the bar (see datum 008/Cal/PP/AM/1117).

### d. Modesty Maxim

Similar to generosity maxim, the concept of modesty maxim is focused on self-centered. The modesty maxim involves a concept to minimize praise of self and maximize praise of other. In modesty maxim, the speaker adheres the rules to minimize praise of self and maximize dispraise of self. Additionally, modesty maxim is generally found in self-deprecating expression. The modesty maxim is applicable in expressive and assertive illocutionary act categories. In the application of the principle, the findings show that Jacob and Cal apply the principle 4 times in their utterances. Below are the examples of the use of the maxim use by Jacob and Cal in *Crazy, Stupid, Love*.



**Jacob: I'm a total stranger. How would I know something so intimate?**

Cal: Lindhagen screwing with your wife too?

Jacob: No.

(010/Jacob/OR/MM/1822)

This conversation happens in the bar. The conversation occurs between Jacob and Cal, they just know each other. In the bar, After introduce themselves, Jacob talks about what Cal rambling every night in the bar. For politeness principles, Jacob uses modesty maxim is to minimize praise to self and maximize dispraise to self through this utterance "I'm a total stranger.". Which dispraise himself that he is a stranger, he is nobody, and he should not know about Cal's personal life.

Modesty maxim which is equally rarely used by both of the main characters. both of them use this maxim only once in the data. Similar to the generosity maxim. The modesty maxim put the focus on speaker that the hearer, by reducing the expression of praise to self. This data show that this maxim is applicable in expressives, such as congratulating, pardoning, praising, thanking. One of the data shows Jacob expressing pardoning to Cal, when they talk about Cal relationship (see datum 010/Jacob/OR/MM/1822).

**e. Agreement Maxim**

The agreement maxim is to minimize disagreement between self and other and maximize agreement between self and other. In the application of the strategy, the findings show that Jacob and Cal apply the principle as many as 8 times. Below are the examples of the use of the maxim by the main characters in *Crazy, Stupid, Love*.

Jacob: Let's talk about how many women

you've been with.

Cal: Sexually?

**Jacob: Yeah, no. I mean break-dance fighting.**

Cal: One.

Jacob: No. Not at one time. How many total? Don't say it. Don't say it.

(022/Jacob/OR/AGM/2845)

This conversation happens in the bar. The conversation occurs between Jacob and Cal. Back in the bar, Jacob and his friend, Cal is sit down and had a conversation about Cal's latest relationship. This politeness principles underlying off record strategy, Jacob uses agreement maxim to maximize agreement between Cal and Jacob. Jacob has shown his meaning clearly but Cal asks again to make sure, so Jacob answers "Yeah, no. I mean break-dance fighting."

that means agreement but give a little twist so the conversation is more relax.

While Cal mostly uses agreement maxim to minimize the expression of disagreement among speaker and hearer and maximize the expression of agreement among speaker and hearer. This maxim fits Cal, since Cal likes to avoid direct disagreement to save his "face". one of the data shows Cal stating his agreement to Jacob, when they first talk in the bar (see datum 014/Jacob/OR/AGM/1910). This data provide agreement maxim like reporting, stating, complaining, claiming, and etcetera.

**e. Sympathy**

The sympathy maxim is to minimize antipathy between self and other and maximize sympathy between self and other. In the application of the strategy, the findings show that Cal applies the principle as many as 1 times. Below are the examples of the use of the maxim by Cal in *Crazy, Stupid, Love*.

Robbie: You're getting divorced?

Cal: Yes.

Emily: Cal!

Robbie: And you jumped out of a car?

Cal: A moving car, yes.

Emily: Cal!

**Cal: I'm sorry you found out this way.**

(005/Cal/NP/SM/0515)

This conversation happens in the house. The conversation occurs between Cal, Robie, and Emily, they are family, father, mother, and son. After hears that his parent is going to divorce, Robbie shocks a little bit because of his parent decision and know that Cal jumped out of the car. This politeness principles underlying negative politeness, Cal uses sympathy maxim is to minimize antipathy between self and other and maximize sympathy between self and other. From "I'm sorry you found out this way." Cal is sympathy and feels guilty for Robbie because Robbie hears the whole conversation about his parents' divorce.

The least maxim found in the data is sympathy maxim with only one character applied it. Sympathy maxim is being used to maximize sympathy and reduce the antipathy between speaker and hearer. This maxim is only applicable in assertives, one of the datum shows Cal use this when he sympathize his son sad feeling toward their divorce (see datum 005/Cal/NP/SM/0515). This datum provides the use of maxim applicable in stating. By showing the antipathy among Cal and his son, he lessens face threatening act to his son. Moreover, the researcher can find all the politeness principles according to Leech in this movie. There is always intention of the hearer that is underlying each politeness strategies.

This research shows that different politeness principles can underly each politeness strategies. the main characters in the movie always use politeness principles to maintain the hearer “face” and achieve their goal through politeness strategy

### The Versatility of Politeness Strategies

Research reveals that politeness strategies which used by main characters to make a smooth communication and harmonious *interpersonal* relationship in non-hostile social communication. In this case, usually the main characters try to avoid embarrassing another person, or making him or her feel uncomfortable. Based on Brown and Levinson there are four types of politeness strategies, Bald on record, Positive Politeness, Negative Politeness, Off Record Politeness. The research reveals that all types of politeness strategy proposed by Brown and Levinson are found used by Cal and Jacob in *Crazy, Stupid, Love* movie (see appendix). Moreover, the main characters in the movie always use politeness strategies to maintain the hearer’s “face” to control the conversation, however, the situation that they face. In good condition, they applied politeness strategies, one of the samples has shows Cal saving Emily’s “face” during their dinner in the restaurant (001/Cal/NP/AM/0056). In bad condition, argument they still applied politeness strategy to avoid face threatening act to the hearer and delivered the speaker’s intention to the hearer. One of the samples shows Cal minimizing the distance from his utterance to his wife, even though they are having an argument at that time (003/Cal/PP/GM/0343).

From the analysis, there are 45 data that represent politeness strategies in the utterances of the main characters, Cal and Jacob, in *Crazy, Stupid, Love* movie. The most use strategy based on the data is positive politeness with 18 data, followed by off record with 12 data, then negative politeness with 8 data and the least use is bald on record with 6 data. The researcher concludes that positive politeness strategy is the most used in this movie and also the most versatile according to the data. The speaker can apply this strategy to well-known person like Cal’s wife (002/Cal/PP/TM/0317) or even bar employee that the speaker never met before (009/Jacob/BR/GM/1805). This analysis proves that that Brown and Levinson’s theory of politeness strategy are correct and applicable in real life as the researcher has shown in this research. Because all of the types are usable and effective in saving the interlocutor “face”. And the efficiency of each politeness strategy is correct as proposed by Brown and Levinson.

### Maintaining Relationship Using Politeness Principles

In the data, the main characters always have concerned for a relationship between self as the speaker and other as the hearer. They used politeness principle to establish feeling of community and social relationship. According to Leech there are six maxims in politeness principles, tact maxim, approbation maxim, generosity maxim, modesty maxim, agreement maxim, and sympathy maxim. And from the data the researcher can found all types of politeness principles used by main characters in *Crazy, Stupid, Love* movie (see appendix).

From the findings, there are 45 data that represent politeness principles in the utterance of the main characters in *Crazy, Stupid, Love* movie. Tact maxim with 21 data. Followed by agreement maxim with 9 data. The third position is generosity maxim with 7 data. The fourth position is approbation maxim with 5 data. The fifth position is modesty maxim which with 2 data, and the last position is sympathy maxim with one datum. From the analysis researcher find that tact maxim is the most used principle in this movie. This shows that many data weighted the cost and benefit to the hearer than to the speaker self. Some sample that proves this is when Jacob call his partner “fancy face” (015/Jacob/OR/TM2035) which give no benefit nor cost to him, but all the benefit and cost focuses on the hearer, which is Jacob’s partner.

Every politeness principles can use to avoid impolite during communication. Sometimes it is also affected by the mood of the situation and the status of the hearer. The result of the present research reveals that each maxim of politeness principles can be used underlying different type of politeness strategies, so the politeness strategies do not affect the politeness principles underlying it. The relationship and the purpose of the communication are more affecting politeness principle that is chosen by the speaker to be understood by the hearer. If the hearer wanted to make the social relationship higher than the speaker will use maxim that gives more benefit and praise to the hearer, and vice versa. This analysis proves that that Leech’s theory of politeness principles are correct and effective in real life as the researcher has shown in this research. Based on Leech, Politeness principle is minimizing the expression of impolite beliefs, and maximizing the expression of polite beliefs which is somewhat less important. Thus, politeness principle used by the main characters focuses on the process of interpretation of the hearer rather than the speaker. Politeness principles are applied to make the hearer more comfort and maintain their good relationship between the speaker and hearer.

## **Inseparability Of Politeness Strategies And Politeness Principles**

Since the purpose of politeness strategies theory from Brown and Levinson is to save other "face" and give the hearer respect, while the politeness principles are to control the expression of impolite beliefs, about cost and benefit. Both politeness strategies and politeness principles are applied by the main characters in *Crazy, Stupid, Love* movie. Researcher find relationship between the first objective and the second objective is, when a speaker wants to lessen the threat to a hearer in their conversation, he also shall establish and maintain the feeling between the speaker and the hearer. In this case, when the speaker is lessening the threat to the hearer, it is called as politeness strategy. Then, when the speaker is establishing and maintaining the feeling of community and social relationship, it is called as politeness principle. Therefore, the types of politeness principles and its strategies are inseparable in saving the hearer pride and maintain social connection between them in this movie.

Both politeness strategies and politeness principles are used by both Cal and Jacob to minimize face threatening act also to minimize the expression of impolite beliefs which may against the hearer. Some strategies are employed to achieve particular politeness principles. The analysis shows that in each politeness strategies there is politeness principle underly it. But the relation between type of politeness strategies and politeness principles is unrestrained. Different politeness principle may underly different politeness strategy depend on the goal of the speaker and how he wanted to maintain the speaker-hearer relationship.

A principle like tact maxim may underly positive politeness (002/Cal/PP/TM/0317) but sometimes tact maxim can be found underly bald on record strategy (018/Jacob/BR/TM/2533). Those samples show that politeness principles can be underly any politeness strategies, and there is no exact rule in the connection between politeness strategies and politeness principles. The selection of politeness principles in each politeness strategies depends on the need of the speaker to maintain the hearer feelings in their conversation.

## **CONCLUSION AND SUGGESTION**

### **Conclusion**

Based on the findings and discussion, the result of the research can be summarized as follows. The main target of this research is to identify and explain the kinds of politeness strategies used by the main characters in *Crazy, Stupid, Love* movie. There are 45 data that represent politeness strategies in the utterances of the main characters, Cal and Jacob, in *Crazy, Stupid, Love* movie. The most use strategy

based on the data is positive politeness with 18 data, followed by off record with 12 data, then negative politeness with 8 data and the least use is bald on record with 6 data.

According to the data, Cal more dominant in using positive politeness to control the "face". This can be caused by their different background, Cal is older and Jacob is younger, the environment is different, their lifestyle is different. This strategy is the most used strategy in this movie. Off record is the second highest number that appears in the data. Both main characters Jacob and Cal are using this strategy equally. The third position that appears in the data is Negative Politeness. Among the two main characters, Jacob is more dominant in using this strategy than Cal. Jacob applies this strategy to minimize the imposition by others. The last position that appears in the data is bald on record. Jacob applies this strategy more than the Cal. The second target of this research is to analyze the politeness principles in each politeness strategies in *Crazy, Stupid, Love* movie. Based on the findings, there are 45 data that represent politeness principles in the utterance of the main characters in *Crazy, Stupid, Love* movie. Tact maxim occurs 21 times. It is followed by agreement maxim which takes place 9 times. The third position is generosity maxim which happens 7 times. The fourth position is approbation maxim which happens 5 times. The fifth position is modesty maxim which takes place 2 times, and the last position is sympathy maxim which takes place 1 time.

Based on the data, tact maxim gets the highest position because the main characters, especially Jacob, are concerned more with giving benefit to other as the hearer. Generosity maxim is in the second position that appears in the data because when the main character, Jacob showing his interest to Cal or other. The third position that appears in the data is agreement maxim because when the main characters are maximizing an agreement. The fourth position that appears in the data is approbation maxim. This time Cal dominant the uses of this principle. The fifth position of politeness principles that applied in the data is modesty maxim. From the data both of the main characters use this maxim equally. Meanwhile, sympathy maxim reaches the lowest number because only Cal who uses this strategy once. While Jacob is too arrogant and never complains about anything. Cal the opposite of Jacob, cares about his family.

The research shows how versatile politeness strategies that are used by the main characters in *Crazy, Stupid, Love* movie. The main characters can apply politeness strategies in many situations and can apply politeness strategies while facing different hearer. In good condition, one of the main characters, Cal applied politeness strategies to save Emily's "face" during their dinner in the restaurant. In bad condition, even though they are having an argument

at that time, Cal still minimizing distance in his utterance to his wife. The versatility of politeness strategies also can be applied by the speaker to a well-known person like Cal's wife (002/Cal/PP/TM/0317) or even bar employee that the Cal never met before (009/Jacob/BR/GM/1805). This study proves that Brown and Levinson's theory of politeness strategies and Leech's theory of politeness principles are applicable and effective in saving the hearer's honor and keeping good relationship among speaker and hearer. Because all types of politeness strategies and politeness principles are found in the research. And all of them are usable and effective in real social setting like in the movie.

The third target which is to find relationship between the first objective and the second objective is, when a speaker wants to lessen the threat to a hearer in their conversation, he also shall establish and maintain the feeling between the speaker and the hearer. In this case, when the speaker is lessening the threat to the hearer, it is called as politeness strategy. Then, when the speaker is establishing and maintaining the feeling of community and social relationship, it is called as politeness principle. Therefore, the types of politeness principles and its strategies are inseparable in saving the hearer pride and maintain social connection between them in this movie. The result in this research is researcher can find certain type of politeness principles in each politeness strategies. The relation is inseparable but also unrestricted. Each politeness principle can underly different type of politeness strategy. It all depends on the goal of the speaker and how he wanted to maintain the speaker-hearer relationship. A principle like tact maxim may underly positive politeness (002/Cal/PP/TM/0317) but sometimes tact maxim can be found underly bald on record strategy (018/Jacob/BR/TM/2533).

## B. Suggestions

Based on the findings of the study, the researcher suggests that further research provides deeper investigations, especially on the concept of politeness strategies and politeness principles. It is because there are still many unresolved problems in this research. In this research, not all of the sub-strategies and principles are found. In fact, the researcher found that several sub-strategies and principles do not emerge in the data. Therefore, other researchers are suggested to find other relevant objects to complete all of the sub-strategies and principles that are proposed in the theory. Hopefully, the future research will elaborate more about politeness strategies and the connection with politeness principles, or maybe find a new theory to explain the phenomena of connection between politeness principles and politeness strategies.

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