

**POSITIVE POLITENESS STRATEGY IN
“GREATEST SHOWMAN” (19TH CENTURY SOCIETY) AND
“CHAPPIE” (21ST CENTURY SOCIETY) MOVIE SCRIPT**

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ABSTRACT

The research is a pragmatic study on positive politeness strategies employed by the main characters in “*Greatest Showman*” and “*Chappie*” films in the context of differences certain the century society. The researcher uses Brown and Levinson’s theory of positive politeness theory. Politeness is the way of self strategies in communication to others, in order to received their meanings well. The objectives of this research are to find out the types of positive politeness strategies by main character in the setting 19th Century society (*Greatest Showman* film) and 21st Century setting society (*Chappie* film) and to find out factors affecting main character to choice that strategies. The researcher used a qualitative method since the data engaged are displayed in the form of strings of words. The result shows that Phineas in “*Greatest Showman*” that can be conclude in 19th century society, generally showed social class, kept family relation well, and respected for abnormal people. Diffrent with Deon in “*Chappie*” film that can be conclude in 21st century society, people concern with technology development, a lot of gangster who do the crime, and people communicate only in certain interests.

Keywords: *Pragmatics, Politeness Strategy, Movie Script*

Introduction

Pragmatics according to Yule (1996) is the study about the relation between linguistic structure and the user of it. It means that pragmatic analyze how about language use to communicate with others in daily activities. Politeness is one of pragmatics field, it studied in terms of using language carefully through conversation, in order to convey their ideas or feelings, it also consists of attempting to save another face. Politeness theory was created in 1987 by "Penelope Brown and Stephen Levinson" and their research has since expanded academia's perception of Politeness. This text has influenced almost all of the theoretical and analytical work in this field (Mill, 2003: 57). The broader definition from the work of the Goffman (1967: 215) and Brown and Levinson (1987, p. 61) which describe politeness as showing concern for people’s face. Furthermore, politeness is universal that can be observed as a phenomenon in all cultures, and very important principle in language use. It may be defined as taking account of the feelings of others (Holmes, 1992). From his definition, it can be seen that politeness is the way of self strategies in communication to others, in order to received their meanings well. Certainly, everyone interact each other with one purpose or more, and it will be received well if speaker use appropriate utterances.

Politeness changes over time based on the development of technology in globalization era. Utterance made in the communication of each society also change, as the language itself has dynamic characteristic depend on the use of its users. There an interesting phenomenon that will analyze by the researcher in this pragmatic study, where the beginning was appearance of a film entitled “*Chappie*” that showed the technology development. Furthermore, the main character who worked as robot programmer, could create the robot whivh looked like a human, it even develop more clever than human. Partly of the conersation showed how the robot has feeling like human, because it has consciousness. The robot take conversation with human, but the positive politeness strategy is focused on Deon, as the main character in order to make good relationship with the robot and the people around him who knew the existance of the robot.

Central of many politeness approaches is the concept of face. Goffman (1967:215) and Brown and Levinson describe politeness as showing concern for people's 'face', a theoretical construct which they claim they have taken from the work of Erving Goffman (Watts, 2003: 85). Goffman in Bousfield (Bousfield, 2008) defines face as being:

[...] the positive social value a person effectively claims for himself by the line others assume he has taken during a particular contact. Face is an image of self delineated in terms of approved social attributes – albeit an image that others may share, as when a person makes a good showing for his profession or religion by making a good showing for himself.

Utterance or action to reduce the threat of another person's face is called a Face-saving action or FSA, while the threat given to another's self-image is called the Face-Threatening Act or FTA (Yule, 1998). In an attempt to avoid FTA's, the interlocutors use specific strategies to minimize the threat according to a rational assessment of the face. Brown and Levinson (1987:101) list 15 positive politeness strategies: (1) Notice. Attend to hearer's wants, (2) Exaggerate interest / approval, (3) Intensify interest, (4) Use in-group identity markers, (5) Seek agreement, (6) Avoid disagreement, (7) Presuppose / assert common ground, (8) Joke, (9) Assert knowledge of hearer's want, (10) Offer, promise, (11) Be optimistic, (12) Give (or ask for) reasons, (13) Assume / assert reciprocity, (14) Include speaker and hearer in the activity, (15) Give hints to the hearer (goods, sympathy, etc).

The researcher has a several previous studies related to sexual objectification. The first, The first previous study focusing on all kind of politeness conducting by Nailah, Maulana Malik Ibrahim StateIslamic University of Malang (Nailah, 2016) entitled “*Politeness Strategy used by Main Character in transformer: Age of Extinction*”. The Second is Politeness Strategies in Requests: The Case of Elfhoul Speech Community, by Nabila Elhadj Said (Said, 2010), Tlemcen: Aboubakr Belkaid University.

In this research, the researcher used a qualitative method, because the researcher will be more concern to make a deep analysis from the movie script in *Greatest Showman* and *Chappie* film. Bodgan and Taylor define qualitative research as a research that presents the descriptive data in the form of written or oral words of people and behavior which can be observed (Moleong, 2001), as stated by Wohl in Wiersma (1995) state that qualitative research is a research that describes event in words rather than numbers or sizes. it has relevance with the data which will be analyze, since the data engaged are displayed in the form of strings

of words. This research discuss the positive politeness strategy produced by Deon. The reseracher has focus on the following question what type of positive politeness strategy produced by Deon in *Chappie* Film?

Discussion

The researcher will prove the differences century society of positive politeness strategy produced by the main character named Phineas in *Greatest Showman* film and Deon in *Chappie* film. After aunderstanding the whole conersation in this film, the researcher found several of general conclusion of positive Politeness Strategy which has produced by the main character.

After watching two films, the researcher found characteristics of different of century society in produced the positive politeness strategy, with minimizing FTA (Face Threatening Acts).

1. *Greatest Showman* Film

In this film, generally showed social class which very dominant to determine every purpose of Phineas. One of them is when he was child and became a slave. The conversation as follows.

Benjamin : “Charity, come here. Your dress, is this how we thaught you to behave?”

Phineas : “It’s my fault sir. I made her laugh.”

The conversation takes place at house of a rich man named Benjamin. The participants are Phineas and Benjamin. Benjamin is a rich man who organize his family well. Phineas and his master, Hallet, come to Benjamin’s big house to measure the coat which will made. While measuring, Phineas notice Benjamin’s daughter named Charity who learned a good position when wear a glass to drink. Phineas then imitated Charity by using a small bowls of wood and hook, and Charity notice to Phineas. Then Phineas make a joke till Charity spouting water from his mouth and laugh. Benjamin who saw the incident was upset to Charity.

The conversation above shows that Phineas employs positive politeness strategy. When Charity spout the water from her mouth and laugh, Benjamin feel upset because his daughter do not have to joke while studying manners, because it shows that she is not from the upper class. Then Benjamin called charity to teach her, he asserted to his daughter that she was not serious in learning the right behavior, so he was upset. To avoid confrontation or disagreement, Phineas interrupts Benjamin who is talking, he claims that it is all his fault, because he made Charity laugh and spouted water from his mouth.

The explanation shows that Phineas try to save Benjamin’s positive face. He decides to redress Benjamin’s positive face by token agreement, Phineas try to appear the desire of agree to Benjamin, that the truth is Phineas who false, not Charity. According to politeness theory, this fits with strategy 6, namely avoid disagreement, with token agreement.

Next, the kind of social class conversation showed when he want to make cooperation with the people who in upper class, the conversation as follows.

Phillip : “Miss Lind. My name is Phillip Carlyle. And this extraordinary gentleman next to me...”

Phineas: “ Phineas Taylor Barnum. The pleasure’s mine.”

Jenny : “Of Course, you are the American. I believe I might have heard you.”

Phineas : “Oh, well, if you heard of me all the way over here, I must be doing something right.”

Jenny : “That, or something wrong”

Phineas: “Oh, in the world of publicity, that’s hardly a difference.”

Jenny : “I believe those are the words of a scoundrel, Mr. Barnum.

Phineas: “A showman, Miss Lind, just a showman. The best on my side of the Atlantic.”

The conversation take place in Buckingham Palace Hall. The participant are Phineas, Phillip, and Jenny Lind. Phineas attract Phillip’s hand to be introduced to opera singer who Phineas interest for, named Jenny Lind. When Phineas and Phillip behind her who was talking with others, immediately turned around, because she felt there was a noise behind her. Jenny looked at them both, and they smiled sweetly, then finally introduced themselves.

The conversation above shows that Phineas employs positive politeness strategy. Phineas do the small talk with Jenny Lind, in order to build good relationship each other, because that is the first time they meet. Their small talk also as a mark of friendship to the strategy of redressing an FTA by talking for a while about unrelated topic, it show how Phineas introduce himself, and respect to Jenny, who might know him before, by saying “Oh, well, if you heard of me all the way over here, I must be doing something right”. Phineas also inform his job as the best showman of the Atlantic, for his purpose later. That conversation will leads to the real topic, that Phineas will offer cooperation to Jenny in his show business. According to politeness theory, this fits with strategy 7, namely presuppose / raise / assert common ground. In this case, Phineas do the strategy with small talk, stress his general interest, that actually the he wants to request something to the Jenny.

Next characteristic in this film especially in 19th century society is Phineas always notice his family and try to closer with them, as the conversation follows.

Phineas: “Hey”.

Charity: “Oh, God. You home early”.

Phineas: (give dismissal letter) “And until further notice”.

Charity: “Well, I didn’t think you were long for that job”.

Phineas: “Or any job, apparently”.

Charity: “Thats what makes our life together so exciting”.

Phineas: “Charity. This isn’t the life I promised you”.

Charity: “But I have everything I want. What about magic. What do you call those two girls?”

The conversation take place in the rooftop. The participant are Phineas and Charity. Phineas dismissed from his job and go home with all his goods from the office and dissatisfied feeling. He come to his family and notice his wife, Charity, drying clothes while playing with their children. Phineas intends to envy his wife about he being dismissed from his job, after give dismissal letter to her. Charity’s face still smiled after Phineas was told that he was

dismissed, indicating that she was fine whatever happened, because she had a family she loved.

The conversation above shows that Phineas employs positive politeness strategy. The utterance indicating that Phineas notice Charity's condition while she live with him. Phineas thought before that he would give Charity a decent life, but he could not do it. Their life far from decent, it showed when they still live in flats, and then Phineas was dismissed. Phineas tell Charity that he was dismissed from his job. Then, Charity try to entertain her husband and said that she didn't think Phineas were long for that job, as well as they together, everything can through well.

The explanation shows that Phineas take notice of Charity's condition, when Phineas was dismissed from his job, he feel fail and miserable. Therefore, Phineas notice his family especially his wife, Charity. Eventhough his wife always feel patient, but Phineas felt he failed to fulfill his promise to make Charity's life worthy in terms of material. According to politeness theory, this fits with strategy 1 namely notice, attend to hearer (his interest, wants, needs, goals), as well as Phineas notice his wife who live with him. Thus, Charity's wants have been fulfilled.

Third characteristic society in this film is Phineas respect of the abnormal people. Except for gathering the abnormal for making circus show, phineas also respect of their skill. It show when he met the girl who has beard, he praise her voice which beautiful, and not from her appearance, the conversation as follows.

(WOMAN VOCALIZING)

Phineas : "I'm sorry. Who's doing that singing? It's you, isn't?"

Lettie : "Sir, I'll have to ask you to leave."

Phineas : "You are so talented, blessed... extraordinary, unique. I would even say beautiful." (1)

(Woman laughing)

Lettie : "Sir.. please leave me alone."

(Helen give the brochure)

Phineas : "They don't understand, but they will." (11)

The conversation take place in the laundry. The participant are Phineas and Lettie Lutz. Phineas recruits unique people for the circus show, by spreading advertisements posted in crowded places, then when Phineas are sticking the advertisement poster, someone inform him where the unique person is, it is in laundry. Phineas go to the laundry with his two daughters, Caroline and Helen. Suddenly, he hear a melodious voice from nowhere. He looking for the woman who singing, until he meet a bearded woman named Lettie Lutz who was working in a laundry. Phineas approaches her behind the curtain, then Lettie shocked and felt insecure when Phineas looked at him.

The conversation above shows that Phineas employs two positive politeness. First, strategy number 1, namely notice, attend to hearer (his interest, wants, needs, goals). In this case, Phineas take notice of Lettie's condition, Phineas say Lettie is so talented, blessed, extraordinary, unique, even it could be said extraordinary, after Phineas hearing her melodious voice and seeing the uniqueness of her bearded. Lettie deserve to be praised for her beautiful voice and uniqueness that not everyone has, and people sould not humble her, because

everyone has has the right to live and be respected. In the other hand, Phineas praised her for the interest in recruiting people who would appear in the show. Thus, Lettie's positive face have been fulfilled.

Besides, this utterance employ strategy number 11, namely be optimistic. Many employee in the laundry who laugh at Lettie, because Phineas praised her before. Lettie look insecure, and was ashamed of being laughed at by the employee, and she asked Phineas to leave her alone. Then, Helen, Phineas' daughter who stand beside him, smiling and give Phineas' show brochure to Lettie, and hoping that if she still has the opportunity to develop their talents and success. Then, Lettie smile to Helen, and Phineas who saw her smile then say that people do not understand about Lettie's uniqueness, but they will understand if she want to work with Phineas. In this case, Phineas assumes that Lettie wants to fulfill his wants for circus show, so he appears optimistic utterance to Lettie.

2. Chappie Film

Chappie film has many characteristic which different with Greatest Showman film in use positive politeness strategy. First characteristic is the main character named Deon's general utterance focus of technology development. it show how Deon offer enthusiastically about his discovery to his leader. The conversation as follows.

Mrs. Bradley : “What are you proposing now?”

Deon : “Ma'am, I think I've cracked it. The world's first proper, first artificial intelligence. This is a computer system that might be smarter than a human. I could show it a piece of art, and this thing, this being, could judge that art. It could decide if it liked it. It could write music and poetry.”

The conversation take place in director room. The participant are Deon and Mrs. Bradley. Deon come to Mrs. Bradley to introduce his new robot creation with enthusiastic face, that he hope Mrs. Bradley will consider to develop his discovery.

The conversation above shows that Deon employs the positive politeness strategy. Deon convince Mrs. Bradley that he has found computer system that can be smarter than human. Deon indicating that there a new kind of robots which can help humans for their problem, not only in security such as Scouts, but in the other side. He explain that if he success to activate it, it even can make music and poetry such as human did, and such as human feel. According to politeness theory, this fits with strategy 11, namely be optimistic. Deon expressed his enthusiasm to Mrs. Bradley based on his face and explanation about his discovery. Thus, Deon try to fulfilled Mrs. Bradley positive face wants, and hope that she can agree of what Deon proposed.

Second characterisric in this 21st movie is a lot of gangster who do the crime. This film show how the gangster can do anything they want for get the money. There one gangster who want robot who had create by Deon. They force Deon to make that robot stole money from the bank and from the people around the city. The conversation as follows.

Ninja : “You know exactly what we mean. Turn that robot into the illest gangsta on the block. We use him to make some moves and make some real money.”

- Deon : “The one in my van is a test. It’s never been tried, but if it works, you can train him to do what you want.”
- Yolandi : “What do you mean, “if it works”?”
- Deon : “It’s a new project I’m working on. It makes the robot have a mind like a human. But it’s like a child in the beginning. Like a human baby, but smarter. Its AI can learn much faster than any organic intelligence. But it has to be taught.”

The conversation take place in the gangster’ dwelling place. The participant are Deon, Ninja, and, Yolandi. Amerika has checked Deon’s car and it turns out that an inactive robot body was found, the gangster was suspicious on deon, that he would be able to create the robot that obeyed any orders, then they interrogated Deon about making creating robots.

The conversation above shows that Deon employs three positive politeness strategies. First is strategy number 7, namely presuppose / raise / assert common ground, especially presuppose H's knowledge. In this case, when Ninja forced Deon to create robot which turn into illest gangster on the block to stole a lot of money, then Deon explained based on his knowledge, that the robot body who was saw by Amerika before is a test and never been tried, but if his program system works, that gangster can train it to do what they want. Deon’s utterance indicating that his reference should be known to the gangster, and also to presuppose that Deon should try to activate and control that robot, if it works. Thus, the gangster’s positive face wants has been fulfilled.

The second utterance also employs the positive politeness strategy number 7, that the branch is presuppose H's knowledge. When Yolandi did not understood about what the mean of “If it works”, Deon explained his plan to the gangster about his new system robot which will applied in the robot body. Deon’s explanation is presupposing the knowledge that should mutually taken for granted by the gangster, because he has more knowledge and knew all about the robot system. Thus, the gangster’s positive face wants has been fulfilled.

The third characteristic is the generally this film showed that people communicate only in certain interests. It means that there no jokes utterance showed in that film, as well as joke is the branch of the positive politeness strategy, or another way to make someone closer to someone else. It showed in the conversation follows.

- Ninja : “I’ll orient you if I ever see you again.”
- Deon : “He’s mine. He’s special. I don’t want any confrontation, okay? I’ll see him tomorrow.”

The conversation take place in outside the gangster’s dwelling place. The participant are Deon and Ninja. Ninja was upset when he saw Deon teach the robot to know the chicken doll, but in fact that robot has baby behavior, then Ninja force Deon to leave that place.

The conversation above shows that Deon employs the positive politeness strategy. Deon not agree to force leave that gangster dwelling place, because there is the robot which will be develop soon by him. Then, for avoid disagreement, he take agreement by himself before he leave that place. Deon informed that the robot is his own and it special, it indicating that rather chase him away, Ninja must be wise in teach the robot such as Deon who teach the robot step by step, and he will come tomorrow teach him again. According to

politeness theory, this fits with strategy 6, namely avoid disagreement, especially for token agreement. Generally, Deon used positive politeness strategies only in certain interest, even with the gangster who make cooperation about the robot, he could not make comfort conversation, and there always confrontation.

Conclusion

The “Greatest Showman” film take setting society in 19th century which describes the life journey of Phineas Taylor Barnum who comes from low class and wants to reach financial success. The second film is “Chappie” which take background in modern life and criminal. An employee named Deon created robot which more clever than human. He not only face his partner in the company, but also face the gangster who want Deon create a robot for stole a lot of money.

Thus, Politeness changes over time based on the development of technology in globalization era, it show how generally the positive politeness strategy use by it users in each era. It can be conclude that generally in 19th century society, notice social class, but in the other side they keep their family well, and respected for abnormal people, therefore in this era people employed a lot of positive politeness strategies. In 21st century society, people concern with technology development, many gangster who use the guns which use illegally, and people communicate only in certain interests. Thus, in this era people employed less of positive politeness strategies compared of 19th century society.

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