

**THE USE OF POLITENESS STRATEGIES IN ENOLA HOLMES MOVIE:
A PRAGMATIC ANALYSIS**



A THESIS

*Submitted to the English Department in Faculty of Cultural Sciences of
Hasanuddin University as a Partial Fulfillment of the Requirement to Obtain
Sarjana Degree in English Literature*

Written by

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**ENGLISH DEPARTMENT
FACULTY OF CULTURAL SCIENCES
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MAKASSAR**

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ENGLISH LITERATURE STUDY PROGRAM
FACULTY OF CULTURAL SCIENCES
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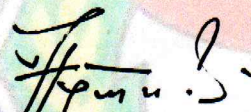
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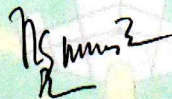
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· THESIS

**THE USE OF POLITENESS STRATEGIES IN ENOLA HOLMES
MOVIE: A PRAGMATIC ANALYSIS**

BY

DEVI RETNO SARI

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It has been examined in front of the Committees of the Thesis Examination
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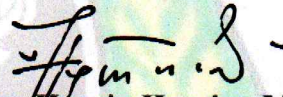
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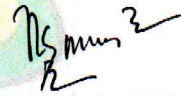
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**THE USE OF POLITENESS STRATEGIES IN ENOLA HOLMES
MOVIE: A PRAGMATIC ANALYSIS**

Submitted in fulfillment of one of the requirements to obtain Sarjana Degree at English Literature Study Program, Faculty of Cultural Sciences, Hasanuddin University.

Makassar, 3th February 2023

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The thesis by **Devi Retno Sari** (Student Number **F041181012**) entitled **“THE USE OF POLITENESS STRATEGIES IN ENOLA HOLMES MOVIE: A PRAGMATIC ANALYSIS”** has been revised as advised during the examination on Friday, 3th February 2023 and is approved by the Board of Undergraduate Thesis Examiners:

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Hereby, the writer declares that this thesis had written by herself. This thesis does not contain any materials which have been published by other people, and it does not cite other people's ideas except the quotations and references.

Makassar, 3th February, 2023




Devi Retno Sari

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Makassar, 3th February 2023

The Writer
Devi Retno Sari

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ABSTRACT

Devi Retno Sari. “*The Use of Politeness Strategies in Enola Holmes Movie: A Pragmatic Analysis.*” (Supervised by **Abidin Pammu** and **Husain Hasyim**)

Enola Holmes is a British mystery movie set in the 19th century, which means the difference in social class is obvious. Therefore, it intrigues the writer to do research with the aim of analyze the use of politeness strategies and the sociological factors that affect the speaker’s choice of politeness strategy in the Enola Holmes movie.

The writer applied Brown and Levinson’s (1987) theory of politeness strategies and sociological factors that occurred in the Enola Holmes movie to analyzing the data. Then, the writer used descriptive qualitative research to describe the result of the study.

According to the study, the writer finds 82 data of politeness strategies in the Enola Holmes movie; 32 data of bald on record, 25 data of positive politeness, 10 data of negative politeness, 14 data of off record, and 1 datum of say nothing/no FTA strategy. Furthermore, there are three sociological factors that affect the characters to use the type of politeness strategy in Enola Holmes movie, namely; the social distance (D), the relative power (P), and the absolute ranking of imposition (R).

Keywords: *Pragmatic, Politeness Strategies, Sociological Factors, Enola Holmes Movie*

ABSTRAK

Devi Retno Sari. “*Penggunaan Strategi Kesantunan dalam Film Enola Holmes: Analisis Pragmatik.*” (Dibimbing oleh **Abidin Pammu** dan **Husain Hasyim**)

Enola Holmes adalah film misteri Inggris berlatar abad ke-19, yang berarti perbedaan kelas sosial dalam masyarakat masih sangat terlihat jelas. Oleh karena itu, penulis tertarik untuk membuat penelitian dengan tujuan untuk menganalisis penggunaan strategi kesantunan dan faktor sosiologis yang mempengaruhi pemilihan strategi kesantunan penutur dalam film Enola Holmes.

Penulis menerapkan teori strategi kesantunan Brown dan Levinson (1987) dan faktor sosiologis yang terjadi dalam film Enola Holmes untuk menganalisis data. Kemudian, penelitian kualitatif deskriptif digunakan untuk mendeskripsikan hasil penelitian.

Berdasarkan hasil dari penelitian, penulis menemukan 82 data strategi kesantunan dalam film Enola Holmes; 32 data bald on record, 25 data positive politeness, 10 data negative politeness, 14 data off record, dan 1 data say nothing/no FTA strategi. Selanjutnya, ada tiga faktor sosiologis yang mempengaruhi karakter menggunakan jenis strategi kesantunan dalam film Enola Holmes, yaitu; social distance (D), relative power (P), dan absolute ranking of imposition (R).

Kata Kunci: *Pragmatik, Strategi Kesantunan, Faktor sosiologis, Film Enola Holmes*

CHAPTER I

INTRODUCTION

This chapter provides the fundamental detail about this research including background of the study, identification of the problem, scope of the problem, research question, objective of the research and significance of the research.

A. Background of the Study

Language is a communication tool used by humans in expressing opinions or ideas in written or spoken. Based on data from the Ethnologue language research institute, there are 7.151 languages in the world. These languages are spoken in each country, including the tribal language or regional language used by humans in conversation. According to Pridham (2001:2) “conversation, therefore, is any interactive spoken exchange between two or more people and can be: face-to-face exchange – these can be private conversations, such as talk at home between the family, or more public and ritualized conversations such as classroom talk or Question Time in the Houses of Parliament; non-face-to-face exchanges, such as telephone conversations; broadcast materials such as a live radio phone-in or television chat show.”

By using conversation, communication can be create. Verbal communication will involve at least two speakers and hearers in a particular context. A listener can understand well what the speaker is saying if the speaker is able to convey his or her ideas or opinions well. Thus, it is important for speakers and hearers to have common

share knowledge so that they can understand what is being think and fell by each other. To be able to know about this, in linguistics there is a field of study called pragmatic.

According to Yule (1996:3), pragmatics is concerns with the study of meaning as communicated by the speaker (or writer) and interpreted by a listener (or reader). This is focusing on analyzing what the speaker mean and interpreting her utterance with the contexts and factors that influence her utterance. Thus, it may have an impact on the speaker's speech pattern and choice of words, making it easier for the listener to understand her or his utterance. One of the concepts in pragmatics is politeness. Brown and Levinson (1987:65) suggest that politeness is an act of preventing and dealing with speech acts that threaten the self-image or face (face) of others as well as themselves (Face Threatening Acts). It must be understood that politeness strategy is not just to say the word sorry, excuse and thank you, but politeness strategy has its own rules.

The use of politeness can be find in the real life and in a film during the film reflecting on real human life. In this study, the writer interests to analysis politeness strategies in a movie. The movie is Enola Holmes, it is a British movie directed by Harry Bradbeer and produced by Mary Parent, Alex Gracia, Ali Mendes, Millie Bobby Brown, and Paige Brown. Enola Holmes is a mystery movie based in the young adult fiction series by Nancy Springer and this movie was release on September 23, 2020. Enola Holmes' movie is the story of Sherlock Holmes's teenage sister who travels from her village to London to find her missing mother but ends up on a thrilling adventure

when she meets a man, the man is in fact a royal prince who escapes as they attempt to solve a mystery that threatens the entire country.

After the writer watches the movie, she finds several politeness strategies with the factors of politeness strategies that used by the character in Enola Holmes movie. Therefore, the writer of this study applies Brown and Levinson Theory (1987) about politeness strategies to find out the types of politeness strategy and the sociological factors according to the context that affects the characters to choose the types of politeness strategy in Enola Holmes Movie.

For these reasons, the writer conducts a research entitled: “The Use of Politeness Strategies in Enola Holmes Movie: A Pragmatic Analysis.”

B. Identification of the Problem

According to the background, the writer indicates several problems that relate to her study in the Enola Holmes movie below:

- 1) The viewers or listeners have difficulty to understanding the meaning of the character’s utterance that occurs based on the situational context in Enola Holmes movie
- 2) The viewers or listeners have difficulty to identifying each type of politeness strategy that occurs in Enola Holmes movie
- 3) The viewers or listeners cannot understand the sociological factors that affecting the characters to use one of politeness strategies to the interlocutor or hearer in Enola Holmes movie.

C. Scope of the Problem

From the explanation above, the writer limits the research to two categories below:

- 1) The types of politeness strategies according to Brown and Levinson's (1987) theory in Enola Holmes movie
- 2) The sociological factor affecting the speaker to choose the types of politeness strategy in Enola Holmes movie.

D. Research Questions

Based on the research problems, the research question can be formulated as the two points below:

- 1) What are the types of politeness strategies according to Brown and Levinson's (1987) theory in Enola Holmes movie?
- 2) What are the sociological factors that affect the speaker to choose the types of politeness strategy in Enola Holmes movie?

E. Objective of the Research

According to research questions, the research's objective are below:

- 1) To analyze the types of politeness strategies according to Brown and Levinson's (1987) theory in Enola Holmes movie
- 2) To describe the sociological factors that affect the speaker to choose the types of politeness strategy in Enola Holmes movie.

F. Significance of the Research

There are two significance of this research that is expected to give contribution to the theoretically and practically of the language.

1) Theoretically

The research expected of this study is to give additional knowledge especially in linguistics field and enrich the understanding of pragmatic, especially about politeness strategies that occur based on sociological factors and situational context.

2) Practically

This research can become a reference for the readers or the students of English literature study program to conduct the other researches about politeness strategies. Through this research, the research hopefully gives a preview of politeness strategy which occurs based on the sociological factors and situational context. To the readers, this study can also to be a standard for applying politeness strategy in daily language and making a good conversation with others.

CHAPTER II

LITERATURE REVIEW

This chapter presents the relevant previous study and theoretical background including the definition of pragmatic, face theory, context, politeness strategies according to Brown and Levinson, and the sociological factors affect the speaker to choose the types of politeness strategy.

A. Previous Study

There are several previous studies about politeness strategy that can be supported the writer's research:

1. Angela Theresa (2020) with her thesis; *Politeness Strategies in Directive Speech Act by Oprah Winfrey and Michelle Obama in Super Soul Sunday Talk Show*. Yogyakarta: Department of English Letters, Faculty of Letters, Sanata Dharma University. The writer's aims to find out the types of politeness strategies in directive speech applied in Super Soul Sunday talk show; and to reveal the sociological variables to answer the second objective. The writer used qualitative research method to answer the two research problem. Writer collecting the data by choosing the utterance containing directive speech acts uttered by Oprah Winfrey and Michelle Obama in the talk show. Furthermore, the utterance were categorized into each type of politeness strategy. The result of this study is the writer found twenty-one utterances containing politeness found in the Super Soul Sunday talk show. Based on the analysis, the writer can conclude both Oprah and Michelle did not apply off-record strategy, negative

politeness strategy was absent in Michelle's Utterance, and the most used strategy is positive politeness strategy and bald on record strategy in by Oprah Winfrey and Michelle Obama in the talk show.

2. Rainy Nur Norra (2016) with her thesis: *An Analysis of Politeness Strategy in "Her" Movie*. Jakarta: English Letters Department, Letters and Humanities Faculty, State Islamic University (UIN) Syarif Hidayatullah, Jakarta. The writer used two theory, there are; Brown and Levinson Theory about politeness strategies and supported by Ronald Wardaugh Politeness and Solidarity theory. By applying the theories, the writer knows that the characters use the types of politeness strategy, there are; bald on record, positive politeness, negative politeness, off record and don't do FTA. The characters uses those strategies relates to the context of the conversation and the situation. In conclude, politeness strategy use to maintain the hearer face in order to communication going well, and the writer said that the sociological variable such as power, distance, and ranking of imposition is not the main factor that someone uttered polite or impolite, it is based on the situation.
3. Nany Yulansari (2018) with her thesis; *The Politeness Strategies and its Advantages in the Film of Died or Alive (DOA) by Corey Yuen*. The discussion of this thesis is about politeness strategies in the film *Died or Alive* by Corey Yuen. There are three purposes of research; 1. To find the politeness strategy used by the main cast in the film *Died or Alive* by Corey Yuen. 2. To find out how this courtesy strategy was used by the main cast to help his brother in the

film *Died or Alive* by Corey Yuen. 3. To find out the benefits of using a courtesy strategy by the main cast in the film *Died or Alive* by Corey Yuen. The writer uses two theories in analyzing data, namely; pragmatic approach from Eva Alcon Soler and Aricia Martinez Flor (2008) and politeness strategies according to Brown and Levinson theory (1978). The writers used qualitative descriptive research methods to analyze the data. The conclusions in this study are; 1) There are four types of politeness strategies used by the main cast in speaking namely; bald on record, positive politeness, negative politeness, and off record. 2) Politeness strategy is carried out by means of direct communication and indirect communication. 3) The benefits obtained by the main actor when using a courtesy strategy are, feel his life is better, brighten his day, make new friends and improve his reputation.

4. Tania Maharani (2018) with her thesis: *A Study of Politeness Strategies Used by Hillary Clinton and Donald Trump on the Second Presidential Debate*. Yogyakarta: English Language Education Study Program, Sanata Dharma University. Her study analyzed the video of the debate conversation in the second round of the US Presidential election between two candidates, Hillary Clinton and Donald Trump. The interaction between the candidates shows the use of a politeness strategy in the context of debate. There were two research questions in her study. (1) Which politeness strategies are used by Hillary Clinton and Donald Trump in the second presidential debate (2016)?, (2) What are the factor influencing the choice of politeness strategies made by Hillary

Clinton and Donald Trump?. Her study revealed that two candidates used almost all of the politeness strategies but the dominant of the strategy used by Donald Trump is bald on record as much as seventeen and Hillary Clinton uses sixteen positive politeness. The factors that influence the choice of the strategies were the payoff and the sociological variables, which consisted of social distance and rank imposition.

Based on the previous study, the writer finds that the most of the previous writer's analysis focused on politeness strategies in directive speech act according to Brown and Levinson's and Ronal Wardraugh's politeness theory, the advantages of using politeness strategies and focuses on the context. Therefore, this study focused on finding out the politeness of strategies according to Brown and Levinson (1987) theory. In this study, the writer uses the context of the situation and the sociological factors to explain the using of politeness strategies by the characters clearly. Another difference is the object that writer choose, it is Enola Holmes movie.

B. Theoretical Background

This section presented the explanation about pragmatics, face theory, context, politeness strategies according to Brown and Levinson (1987), and the sociological factors that affecting the speaker.

1. Pragmatics

Pragmatics is the study of meaning in context. Levinson (1983:9) defines the study of pragmatics focuses on the relations between language and context that

grammaticalized or encoded in the language's structure. In addition, according to Leech (1983:1), pragmatics is the study of how language is used in communication. It concerns itself by how people use language within context and why they use language in particular ways.

Another definition about pragmatics is also declare by Yule (1996:3), pragmatics is concerned with the study of meaning as communicated by the speaker (or writer) and interpreted by a listener (or reader). This is focus on analyzing what the speaker mean and interpreting her utterance with the context and factors that influence her utterance for the addressee. Thus, it can influence the way speaker speaks and the language that the speaker used, so that the addressee can comprehend the information. Hence, pragmatics is the study of how context affects the meaning. It is can be seen when the speaker delivers his or her speech to the listener and then the listener will interpret and understand what the speaker's speech means.

2. Context

In this research, the researcher uses context of situation to explain each politeness strategy which used by the character. According to Levinson (1983:5) Context encompasses a wide range of factors, including participant identities, the temporal and spatial characteristic of the speech event, and (as we shall see) the participant's views, knowledge, and intentions. Besides, Halliday makes us think about our communication strategies. He said (1985:9);

“What is remarkable is how often people do understand each other despite the noise with which we are continually surrounded. How do we explain the success with which people communicate? The short answer, I shall suggest, is that we know what the other person is going to say. We may be partly surprised; but the surprise will always be within the framework of something that we knew was going to happen.”

Because we generate predictions depending on the context of the situation, successful interactions are possible. It offers a wealth of details on the meanings being transferred and those that are most likely to be exchanged.

3. Face

According to Brown and Levinson (1987:61), face is the public self-image that every member wants to claim for himself. He also argues that face as notions of being embarrassed or losing face. Thus, the face is something that might be lost, maintained, and needs continuous attention. Furthermore, Yule (1996:60) defines face as a public self-image of a person. It refers to that emotional and social self that each person possesses and anticipates others recognizing in social interactions. Every individual has two types of face, there are negative face and positive face:

- a. Negative face: A person's negative face is the need to be independent, to have freedom of action, and not to be forced upon on by others.
- b. Positive face: A person's positive face is the need for accepted, even liked, by others, to be welcomed as a member of the same group, and to know that others share his or her desires.

People commonly conduct in social situations as though they think their expectations regarding their public self-image or their desires for a certain face to be respected. If a speaker says something that represents a threat to another individual's expectations regarding self-image, it is describe as a face threatening act or FTA (Yule, 1996:61).

In line with Goffman's (1967:31) postulate that face-work involves the maintenance of every participant's face for the duration of the social interaction (as far as this is possible). Therefore, it is in everyone's best interest to keep face threatening to a minimum. Accordingly, the ideal politeness strategies will be those that: (a) support or enhance the addressee's positive face (positive politeness), and (b) prevent imposition on the addressee's freedom of action and freedom from imposition (negative face) (Watts, 2003:86).

4. Politeness Strategies

Politeness is a form of polite, good, nice delivery of ideas or information to other people. According to Watts (2003:9), politeness as a thing that is not born with people originally, but it is something people have to learn and be realize into and no generation has been of short teachers and handbook on etiquette and correct behavior to help people acquire politeness skills. He is also describe that Brown and Levinson views politeness as a complex system for softening face threatening acts. They analyze politeness and say that in order to enter in social relationship, people have to acknowledge and show awareness face, the public face image, the sense of self and the addressee.

There are five strategies of politeness according to Brown and Levinson (1987:60), bald on record, Positive politeness, negative politeness, off-record and say nothing or don't do the FTA.

1. Bald on Record

In this strategy, the face threatening act is performed more clearly, unambiguously, and directly (Brown and Levinson 1987:69). Thus, that the speaker can directly reveal what he wants to say to the listener. This strategy is used when the speaker and listener are known each other and have a good relationship, such as close friends and family members. There are several sub-strategies of bald on record; 1) showing criticism or disagreement, 2) giving advice or suggestion, 3) requesting, 4) warning /threatening, 5) using imperative form.

2. Positive Politeness

In this strategy, the face threatening act is performed in the form of positive face: casual or informal. This strategy is usually found in the communication of two persons who have a good friendship and know each other. Thus, the speaker will speak in casual language, approachable manner so that the hearer feels comfortable and engaged in what is being conveyed.

According to Brown and Levinson (1987:103-129), there are several sub-strategies of positive politeness strategy, namely: Claiming common ground, conveying that speaker and hearer are cooperators and fulfilling hearer's want some X (giving gift to the hearer such as goods, sympathy, and understanding).

1) Claiming Common Ground

In this sub strategy, the speaker makes an effort to get as close to the hearer as possible in order to catch their attention and make them feel comfortable. This sub strategy can be applied by: noticing and attending to the hearer interest (his interests, wants, needs, goods), exaggerating sympathy with hearer, intensifying interest to hearer, using in-group identity markers (jargon, slang, in group language or dialect), seeking agreement (safe topic and repetition), avoiding disagreement like token agreement, pseudo agreement, white lies and hedging opinions, presupposing/raising/asserting common ground (gossip, small talk), and joking.

2) Conveying that speaker and hearer are cooperators

This sub strategy makes the speakers try to casually talking to the hearer and redress the hearer's positive face want, then the speaker is suppose for make sure that they have a good friendship. There are several ways that can be used to create a situation where speakers and hearer become cooperators; asserting or presupposing speaker's knowledge of and concerning for hearer's wants, offering and promising, being optimistic, including both speaker and hearer in the same activity, giving or asking for reasons, assuming or asserting reciprocity.

3) Fulfilling hearer's want for some X

In order to establish a strong friendship with the hearer, speakers try to fully comprehend the wants and requirements of the hearer in light of their

expertise and experience. The speaker may simply make it happen if they are aware of the habits and requirements that the hearer has by giving gifts like goods, sympathy, understanding and cooperation to the hearer can help them realize their wants and desires.

3. Negative Politeness

Negative politeness is a type of strategy used by speakers using polite language to the hearer, such as using question or excuse words. Negative politeness contains negative face threat to the hearer by showing the distance and alertness between the speaker and hearer in communication. This way, the speaker avoids using language that can make the hearer feel intimidated and disturbed, so the speaker prefers to use softer language.

Here, the threat to face is relative high. The negative politeness focuses on minimizing the imposition by attempting to soften it. According to Brown and Levinson (1987:129-211), the sub-strategies of negative politeness include being indirect, not presuming/assuming, not coercing hearer, communicating speaker's want to impinge on hearer, and redressing other wants of hearer.

1) Being indirect

Here, the speaker trying to being conventionally indirect to the hearer.

2) Not presuming/assuming

Not presuming and assuming about the hearer can be doing by; questioning, using hedge; a hedge is a particle, word, or phrase that modifies the degree of membership of a predicate or noun phrase in a set.

3) Not coercing hearer

In this strategy, the speaker must not be coercing the hearer's response, and it can be redressing his negative face by several ways such as; being pessimistic, minimizing the imposition, and giving deference to the hearer.

4) Communicating speaker's want to not impinge on hearer

This is a sub-strategy that can be used by the speaker by; apologizing (admitting the impingement, indicating reluctance, giving overwhelming reasons, begging forgiveness), impersonalizing speaker and hearer (using performatives, imperatives, impersonal verbs, passive and circumstantial voices, replacing the pronoun 'I' and 'you' by indefinites, pluralizing the 'I' and 'you' pronouns, using point of view distancing), stating the FTA as a general rule, nominalizing to the hearer.

5) Redressing other wants of hearer's

In this sub-strategy, the speaker must be going on record as incurring a debt, or as not indebteding hearer.

4. Off-Record

Off-record utterance are essentially indirect uses of language; to construct an off record utterance one says something that is either more general (contains less information in the sense that it rules out fewer possible states of affairs) or actually different from what one means (intends to be understood). In other case, to determine what was actually intended, the hearer must make some inferences. The

following are the sub-strategies of off record politeness strategies (Brown and Levinson, 1987:211-227):

1) Inviting conversational implicatures

In this strategy, the speaker can use several ways such as giving hints, giving association rules, presupposing, understating, overstating, using tautologies, using contradictions, being ironic, using metaphors, using rhetorical questions to the hearer.

2) Being vague or ambiguous

There are several ways to minimize the face threat in this strategy that the speaker can use such as being ambiguous, being vague, over-generalizing, displacing hearer, being incomplete to the hearer.

5. Say Nothing/No FTA

In this strategy, the speaker does not perform the FTA to the hearer. It might be the best way that the speaker chooses to keep the hearer's face. Moreover, do not perform the FTA, judge to be threatening to the intended recipient, is therefore, the interest of social harmony not performed (Boufield, 2008:59).

5. Sociological Factors

According to Brown and Levinson (1987:74), the seriousness of an FTA which may affect choice of politeness strategies involves the sociological factors. Those are the social distance of speaker and hearer (D), the relative power of speaker and hearer (P), and the absolute ranking of imposition in the particular culture (R):

1. The social distance (D) of speaker and hearer

Social distance discusses how social attribute such as age, social distance and ethnic background affect the relationship between the speaker and hearer (Brown and Levinson, 1987:77).

2. The relative power (P) of speaker and hearer

According to Brown and Levinson (1987:77), there are two sources of power, namely material control (over economic distribution and physical force) and metaphysical control (over the actions of others). Material control is clearly seen in a situation where a bank manager who possesses higher rating power ask a lowly worker to do something. However, when the lowly one pulls a gun to the bank manager, the power may be reserved.

3. The absolute ranking (R) of impositions in the particular situation.

The rank of imposition is the degree of a matter that is considered as the reference to the face of the hearer (Brown and Levinson 1987:77). The interference is the FTA that the speaker made. There are two variables in rank of imposition, namely imposition towards negative face (high-rank of imposition) and positive face (low-rank of imposition). The speaker who wants to impose hearer's positive face will chose less polite strategies as in positive politeness and bald on record strategies. Meanwhile, the speakers who wants to impose hearer's negative face will chose more polite as in negative politeness and off record strategies.