

## CHAPTER II

### REVIEW OF LITERATURE

#### B.1 Theoretical Framework

This chapter will discuss theories of politeness principles proposed by Leech (1983) for the main subject in this research to analyze the movie, *Moana*. It also reviews some related researches that are similar to this research. For giving more information about the main characters in this movie, the researcher describes some of the important main characters personality.

##### B.1.1 Pragmatics

Pragmatics starts out from an active conception of language as being used. It tells us it's all right to use language in various, unconventional ways, as long as we know, as language users and what we are doing. Parker (1986: 11) states that *"Pragmatics is distinct from grammar, which is the study of the internal structure of language. Pragmatics is the study of how language is used to communicate."*

Another one is more sophisticated way of looking at these things. Pragmatics is the science of language seen in relation to its users. That is to say, not the science of language in its own right, or the science of language as seen and studied by the linguists, or the science of language as the expression of our desire to play schoolmarm, but the science of language as it is used by real, live

people for their own purposes and within their limitations and affordances (Gibson 1979).

Pragmatics is branch of linguistics that becomes known-well in this era, even in two decade approximately this science is rare or almost never called again by the linguists. According to Leech (1983: 1) and Wijana (1995: 46), in case of the awareness of linguists, the effort to see the authentic of language is not brings the great expectation without the basic comprehension of pragmatics itself that is how the language is used for the communication.

The methods of pragmatic give us in the way of greater understanding of how the human mind works, how humans communicate, how they manipulate one another and in general how they use language in all the ways and with all the means. Pragmatics is needed if we want a fuller, deeper and generally more reasonable account of human language behavior.

There some study under of field linguistics study, pragmatics. Deixis is one of the studies under pragmatics. It is one of the most basic things to do with utterances. According to Yule (1996: 9) deixis is a form of referring that us tied to the speaker's context, with the most basic distinction between deictic expression being '*near speaker*' versus '*away from speaker*'. In English, the '*near speaker*', or proximal terms are *this*, *here*, and *now*, while the '*away from speaker*' or distal terms are *that*, *there*, and *then*.

Another study in pragmatics is presupposition. Based on Yule (1996: 25) said that presupposition is something the speaker assumes to be the case prior

to making an utterance that typically expressed which has been associated with the use of large number of words, phrases, and structures. Presupposition categorized into seven categories, such as potential (only become actual presupposition in context with speakers), existential (more generally in any define noun phrase), factive (following number of verbs), lexical (the use of one form with its asserted meaning is conventionally interpreted with another non-asserted meaning), structural (associated with the use of certain words and phrases), non-factive (assumed not to be true), counter-factual (contrary to facts).

Cooperative principle is another study in pragmatics. Based on Grice's, the cooperative principles in conversation can be described in terms of four conversational maxim; maxim of quantity (as informative as it is required), maxim of quality (believe what it is said is true), maxim of relation (must be relation) and maxim of manner (be orderly and avoid ambiguity) (Watts. 2003: 57). Next study is implicature that under pragmatics study. It is something more than just what the word meaning. There are two kinds of implicatures; conversational implicature and conventional implicature.

The next study of pragmatics is politeness. Brown and Levinson theory of politeness is the most influential since it has witnesses' innumerable reactions, application, critiques, modification, and revision. It is a descriptive analysis of strategy used by the participants to maintain their faces in social interaction. Based on Watts (2003, 86-87), Brown and Levinson sum up human politeness

behavior in four strategies: *Bald On Record*, *Positive Politeness*, *Negative Politeness*, and *Off Record*.

Another politeness is politeness principles proposed by Geoffrey Leech. According to Leech, the major purpose of politeness principles is to establish and maintain feelings of comity within social group. He used 'maxim' to explain how politeness operates. There are six maxim in Leech's theory of politeness principles; tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim.

The last study of pragmatics is speech acts. It is an actions performed via utterances are commonly given more specific labels such as apology, complaint, compliment, invitation, promises or request (Yule 1996: 47). Speech acts categorized into three kinds. First is locutionary act which is the basic act of utterance or producing a meaningful linguistic expression. Second, illocutionary act, it is performed via the communication force of an utterance. The third is perlocutionary act which is defined as the act performed by a hearer as the result of utterance.

### **B.1.2 Politeness Principles**

Linguistic politeness is one of the most important abilities that everyone tries to use as proper as possible in order to seem very sympathetic to other people. Besides cooperation, most interactions are governed by *politeness*, that is to say by what is considered a "*polite social behaviour*" within a certain culture. According to Yule (1996: 60), politeness can be defined as the means

employed to show awareness of another person's face. In other hand, politeness can be accomplished in situations of social distance or closeness.

The Politeness Principle is a series of maxims, which Geoffrey Leech has proposed as a way of explaining how politeness operates in conversational exchanges. The purpose of politeness principles are to establish feeling of community and social relationship and to focus on process of interpretation that the center of the study is on the effect of the hearer rather than the speaker.

The politeness principles concerns with two participant of conversation those are self and other. The self conventionally is the speaker, while the other is the hearer or addressee. The concept of other also refers to the third side. The speaker should show his politeness to a third side either presented or not. It can be expressed by certain polite formulaic utterances like thank you, please, excuse me, sorry, and etc.

Leech defines politeness as a type of behavior that allows the participants to engage in a social interaction in an atmosphere of relative harmony. In stating his maxims, Leech uses his own terms for two kinds of illocutionary acts. He calls representatives "*assertives*," and calls directives as "*impositives*."

Leech's central model of PP is cost-benefit scale of politeness related to both the speaker and hearer. In his theory, Leech uses some maxim to reflect politeness. Politeness involves minimizing the cost and maximizing the benefit to speaker/hearer. He mentions seven maxims, all of which are related to the

notion of cost and benefit: tact, generosity, approbation, modesty, agreement, sympathy, and consideration.

Leech claims that the 7 maxims have the same status as Grice's CP and they are important to account for the relationship between sense and force in human conversations. Each maxim is accompanied by a sub-maxim, which is of less importance. They all support the idea that negative politeness (avoidance of discord) is more important than positive politeness (seeking concord). Not all of the maxims are equally important. For instance, *tact* influences what we say more powerfully than does *generosity*, while *approbation* is more important than *modesty*. Speakers may adhere to more than one maxim of politeness at the same time. Often one maxim is on the forefront of the utterance, while a second maxim is implied.

#### **B.1.2.1. Tact maxim**

In the tact maxim a speaker minimizes the expression of beliefs which imply cost to other and maximizes the expression of beliefs which imply benefit to other. About the cost Leech (in Wijana, 1996) says that the longer a person's utterance, it will be good for the person's for desire to be polite to the other person. Similarly, the utterance that is expressed indirectly is usually more polite rather than the spoken words in directly. This maxim is applied in illocutionary functions classified by Leech as 'impositive' such as ordering, commanding, advising, recommending, etc and 'commissive' such as promising, vowing, offering, etc.

Example:

The situation: The conversation between Colin and Sybil took place in the Pinewood Studio; the place where *The Prince* and the showgirl film were taken. The shooting had not started yet. The actors and actresses were waiting for the preparation that was prepared by the crews. Dame Sybil who was the oldest actress in the film looked like a bit bored. Colin who was the third assistant director was offering a chair to Dame Sybil.

Colin : **Would you like to sit down, Dame Sybil?**

Sybil : How kind of you, Colin. Yes, why don't we all sit down?

In this conversation, Colin uses indirect utterance to be more polite, because Sybil is the oldest actress in the shoot place. By saying "*Would you like to sit down, Dame Sybil?*" Colin applied the tact maxim which minimizes cost to hearer and maximizes benefit to hearer. It can be considered that Colin offered a chair in a polite way and implied that sitting down is a benefit to Sybil.

Age is the factor that determines Colin to use politeness maxim. Dame Sybil was the oldest actress in the film so that one should behave politely to her in order to show respect. Therefore, Colin offered a chair politely to her because his age is so younger than Dame Sybil even he should say grandmother to Dame Sybil.

#### **B.1.2.2 Generosity Maxim**

In the generosity maxim a speaker minimizes the expression of beliefs that express or imply benefit to self; maximizes the expression of beliefs that

express or imply cost to self. Unlike the tact maxim, the maxim of generosity focuses on the speaker, and says that others should be put first instead of the 'self'. By applying this maxim, the participants of the speech are expected to respect others. Not only in ordering and offering a person something that is should be polite, but in expressing feelings, and expressing opinion it is still obliged to behave thus (Wijana, 1996: 55-60).

Example:

The situation: The conversation took place between Sybil and Marilyn after disappointing act by Marilyn at her first shooting. She misses a lot of lines on her script. She could not act because of nervous that could not be solved by her. Sybil as a senior actress tried to help her by inviting to practice their lines together.

Sybil : **Perhaps we could practice our lines together later.** You'd be doing me such a kindness. At my great age it's just so hard to make them stick! Why don't you come for tea tomorrow?

Marilyn : Can I?

The conversation above is happen between Sybil and Marilyn. By saying "*Perhaps we could practice our lines together later,*" it maximized cost to self because Sybil as a senior actress was willing to teach Marilyn how to improve the acting skill and confidence by practicing lines together. Besides, the benefit would be for Marilyn. It can consider that she applied the generosity maxim.



The factor influences Sybil's utterance is context of the situation (participant). Beside of practicing line together, she implicated that she wanted to be closer with Marilyn Monroe by sharing together.

### **B.1.2.3 Approbation Maxim**

In the approbation maxim a speaker minimizes the expression of beliefs which express dispraise of other; maximizes the expression of beliefs which express approval of other. It is preferred to praise others and if this is impossible, to sidestep the issue, to give some sort of minimal response (possibly through the use of euphemisms), or to remain silent.

Another subtitle for the approbation maxim would be '*the Flattery Maxim,*' but the term '*flattery*' is generally reserved for *insincere* approbation. In its more important negative aspect, this maxim says avoid saying unpleasant things about others and more particularly about the hearer. Hence, whereas a compliment like "*What a marvelous meal you cooked!*" is highly valued according to the approbation maxim, while "*What an awful meal you cooked!*" is not.

Example:

The situation: It took place in the office of the Laurence Oliver Production where Colin was waiting for the job. He would like to work in the film industry. However, there was no job yet at Laurence Oliver Production because the film would be started in 8 months later. So, he should wait at that time in case there was a job came.

Vanessa : Are you going to sit there all day?

Colin : If I have to.

Vanessa : **You're very determined.**

Colin : I'd do anything to be in the film business.

From the utterance, Vanessa maximized praise to Colin by saying pleasant thing about his determination. Seeing Colin's determination to get a job in Laurence Oliver Productions, Vanessa who was a secretary of the office applied approbation maxim by saying "*You're very determined.*"

The factor influences Vanessa's utterance is context of situation (function). Vanessa impresses with Colin determination that he would do anything to be in the film business. By giving that praise, she also implied that she wanted to give Colin more spirit in waiting a job.

#### **B.1.2.4 Modesty Maxim**

Modesty maxim is a maxim in which a speaker minimizes the expression of praise of self; maximizes the expression of dispraise of self. Both the approbation maxim and the modesty maxim concern to the degree of good or bad evaluation of other or self that is uttered by the speaker. The approbation maxim is exemplified by courtesy of congratulation. On other hand, the modesty maxim usually occurs in apologies. In modesty maxim, the speaker have to be low profile or humble by minimize the praise of self. People will be said an arrogant or boastful person if it always uttered to praise or favor themselves.

Example:

The situation: Marilyn Monroe came into the pinewood studios where the shooting of *Prince and the Showgirl* was taken. She was welcomed by Oliver who was the director in the film *The Prince and The Showgirl* in front of the crews, actress and actors in the film production.

Oliver : Welcome dear Marilyn, **to our little fraternity**.

Marilyn : Thank you, Oliver.

The conversation above Oliver welcoming Marilyn modestly by saying "*little fraternity*" in his utterance. It can consider as the modesty maxim. All of people involved in the film production represent as a fraternity. He maximized dispraise of self and minimized praise of self by saying the fraternity in the film production was a little fraternity.

The factor influences that utterance is the context of situation (participant). He expected Marilyn would feel that she got a warm welcome from him and the fraternity. He wanted Marilyn to get closer with all the people in the fraternity.

#### **B.1.2.5 Agreement Maxim**

In the agreement maxim, a speaker minimizes the expression of disagreement between self and other; maximizes the expression of agreement between self and other. If there is an agreement between the speaker and the hearer in the activity of speech, it can be said both of them showing polite

attitude. The agreement maxim is only applicable in assertive. This maxim seeks agreement and avoids disagreement.

Example:

The situation: It took place in the office of the Laurence Oliver Production. The conversation happens between Vivien who was the wife of the director of the film 'The Prince and the Showgirl' and Vanessa who was the secretary of the office. Vivien gave an opinion about Colin and asked Vanessa about her opinion.

Vivien : Isn't he gorgeous, Vanessa?

Vanessa : I suppose he's all right.

The conversation above, Vanessa minimized disagreement to Vivien and considered that she agreed about Vivien's opinion by saying "*I suppose he's all right.*" It can consider that the agreement maxim had applied in that utterance.

The factor influences Vanessa's utterance is the context of situation (topic). They were talking about how gorgeous Colin was and Vanessa responded in polite way to say her agreement.

#### **B.1.2.6 Sympathy Maxim**

Sympathy maxim is a maxim in which a speaker minimizes antipathy between self and other; maximizes sympathy between self and other. This includes a small group of speech acts such as congratulation, commiseration, and expressing condolences.

Example:

The situation: It happens in the Pinewood Studios between a married couple, Oliver and Vivien. Vivien who had played a role as Elsie before replaced by Marilyn Monroe and Oliver who was the director were watching the act of Marilyn Monroe in the viewing theatre. Vivien was really jealous after looking how beautiful and shiny Marilyn on the screen.

Vivien : I didn't think she would be so beautiful. She shines on that screen.

Oliver : **Oh, you shouldn't upset yourself.**

In this conversation, Oliver showed his sympathy to his wife, Vivien by saying "*Oh, you shouldn't upset yourself.*" He maximized sympathy and suggests his wife to do not upset herself because of jealousy to Marilyn. It can consider that the sympathy maxim was applied.

The factor that influences Oliver's utterance is the context of situation (participant). Their relationship is very close. However, Oliver still delivered an utterance in polite way to nurture his relationship with Vivien.

### **B.1.2 Factor Influence The Politeness Maxim**

In Sociolinguistic theory, there are some factors by Janet Holmes that influenced the politeness maxim by the main character. These factors divided into six factors, such as age, gender, and context of situation (the participants, the setting or social context of the interaction, the topic, and the function).

1. **Age**, the younger speakers have to speak politely to the old speaker.

2. **Gender**, the women and men have different way of talking in which most women enjoy talking and regarding talking as an important means keeping in touch, especially with friends and intimates.
3. **Context of Situation (The Participant)**, It is the one who is speaking and who are they speaking to.
4. **Context of Situation (The Setting or Social Context of Interaction)**, It depends where they are speaking.
5. **Context of Situation (The Topic)**, It means that what is being talked about.
6. **Context of Situation (The Function)**, It means that why are they speaking.

### **B.1.3 The Movie**

#### **B.1.3.1 Moana's Movie**

*Moana* is an animation movie from Walt Disney Animation Studios that directed by the renowned film-making team of Ron Clements and John Musker. They ever make Disney movies such as “*The Little Mermaid*”, “*Aladdin*”, and “*The Princess and The Frog*.” Disney’s new movie *Moana* has dropped anchor at the top of the box movie that’s winning combination of music, humor, gorgeous setting and Moana herself.

The movie tells about a tale of courageous young woman who learns to lead from her ancestors and takes on a lava monster, the name Moana (voiced by Auli’i Cravalho), that has a lot things going for it. It has a great heroine. It calls for young people to embrace their family and community while also being brave

and authentic. The movie set in Motunui, a Polynesian island far enough away from any mainland that its time period is not clear.

In Ancient Polynesia, when a terrible curse incurred by the Demigod Maui reaches an impetuous Chieftain's daughter's island. She answer the ocean's call to seek out the Demigod to set things right back. Moana fulfills the ancient quest of her ancestors and discovers the one thing she always sought; it's about her own identity. The main character, Moana punches way above the weight class typically assigned to children's movies with a fairly boilerplate plot about figuring out who you truly are. That make the movie becomes delightful.

#### **B.1.3.2. The Main Character**

There is some main character that has the important roles in the movie. They are Moana, Maui, Tui (Moana's father), Sina (Moana's mother), and Gramma Tala (Moana's Grandmother). They are having different personality and sometimes it becomes the real phenomenon in our daily life.

##### **a. Moana**

Moana (Auli'i Cravalho as the dubber of Moana) is the daughter of Chief Tui, the one who become the chief in her island. She is a sixteen years old. Since child, Moana get interest with the ocean, but her father forbids her to play and get closer with the ocean. Her Gramma always tells her since child about the legend of Maui and the loss of heart of Te Fiti. When she grows up, her dream become bigger and pushes her to voyage and leave her village.

**b. Maui**

Maui, he is the demigod that become the legend in South Pacific Ocean. Dawyne Johnson as the dabber, Maui appears as same as the dabber with big body and dark skin. In daily life, he always brings his hook that has the magic power to change the form in a second. Even he has a big body and always looks like strong, however he is an arrogant and thirst of the praise from the people.

**c. Tui and Sina**

Tui (Papa) is Moana's father and the chief of Motunui Island, while Sina (Mama) is Moana's mother. Both of them have different perspective about Moana's dream. Her father does not want Moana go out from her island, while her mother always support her dream. Even Tui does not support her; he want her daughter becomes the next chief to replaces his position. They are so worried with her only one daughter when Moana go out to ocean without her knowledge how to voyage. Tui afraid his bad experience happen to her daughter.

**d. Gramma Tala**

Gramma Tala is Moana's grandmother and Rachel house as dabber. Just like her grandchild, she also gets interested to ocean. She is the one who tells Moana about the legend story of Maui. Even she knows the threat that aims her villagers. However, not everyone believes with this legend story, but Tala has some big secret that already share to Moana.



Those main characters above are the most important characters in *Moana* movie. The researcher will be analyzing their utterance in using polite utterances for their conversation.

## **B.2 Review of Related Researches**

Previous research related to politeness principles had been conducted by Eko Mulyono (2016) with entitled "*Politeness Principle Analysis in Cartoon Movie Entitled Stand By Me Doraemon.*" The researcher attempts to identify and analyze pragmatically focusing on the use of politeness principles in the movie "Stand By Me Doraemon." It concerns every maxim and scale by Leech and Lakoff. The data are collected by taking a note technique and analyzed descriptively. The finding shows that approbation maxim is the most numerous maxims in the movie, because the characters in this movie seek to avoid conflict and create an environment that is comfortable in communication. The uses of politeness principles in pragmatic studies also help the readers on how to implement the politeness in communication.

Ali Kusno (2014) entitled "*Kesantunan Bertutur oleh Orang Tua kepada Anak di Lingkungan Rumah Tangga.*" The study describes the application of the politeness principles by a child when arguing with her parent. The data obtained purposively on a 5 years old girl named AP. Speech data is collected within a month by observation method. The researcher use Leech's (1983) politeness principles such as tact maxim, approbation maxim, generosity maxim, modesty

maxim, agreement maxim, and sympathy maxim. For the result, it shows that more than 80% of AP's argumentation complies with tact maxim.

Puji Lestari (2013) with entitled "*A Pragmatic Analysis of Leech's Maxim Found In The Princess and The Frog Movie Script.*" In this research, the researcher divides it into three discussions. First, the researcher attempt to explain the kinds of Leech's maxim which were observed and flouted by the characters in The Princess and The Frog movie script. Second, it identified the speech act used by the characters in which the maxim was observed ad flouted. And the last, it classified the intention of speakers when they observed and flouted by Leech's maxim. The researcher conducted by using qualitative method. The data were the utterances from the The Princess and The Frog movie script. It was collected by using documentation. The finding shows that the most dominate maxim that is used by the character of *The Princess and The Frog* movie is approbation maxim, which is minimize the dispraise and maximize praise of other. The types of speech act used are assertive/representative, commissive, directive and expressive utterance.

The next related research, I Wayan Ari Dyatmawan, entitled *Politeness Maxims Applied By Characters in Movie "My Week With Marilyn."* From this research, the researcher wants to find out the types of politeness maxim and to analyze the factors that influence politeness maxim applied by the characters in the movie "*My Week With Marilyn.*" The researcher analyzes the data by using two theories from Politeness Principles by Geoffrey Leech (1983) and

sociolinguistics by Janet Holmes. For politeness principles, there are six maxims that will be analyzed: tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim. For the second theory, the researcher uses some factors from sociolinguistics that observe by Janet Homes. There are some factors that are age, gender, and context of situation (participant, setting, topic, and function). From the result, the researcher concludes that the politeness operates in conversational exchanges. All of the types of maxims in the politeness maxim are applied by the characters in the movie *“My week with Marilyn”*. Most of the utterance of the characters that applied politeness is used for keeping and developing relation each other.

Muh. Safar’ and Sabarti Akhadiah (2015) with entitled *“Politeness of Speaking in Watampone Community (Ethnographic Research Communication in Kabupaten Bone, Sulawesi Selatan).”* This study aims to describe in detail about politeness of speaking in Watampone community. The researcher focus on politeness of speaking in Watampone community and the sub focus is politeness in terms of politeness of cooperative and cultural aspects of Watampone community. This study use qualitative research with using ethnography of communication method. The researcher analyze the study in speaking by using Grice’s principles of cooperation that has four kinds of maxim namely maxim of quantity, quality, relevant, and manner.

The next related research is entitled *“Politeness Maxim Uttered by the Characters in “Divergent” Movie* by I Gede Krisna Wedhana Cahyadi, I Made

Rajeg, and A A Ag Shanti Sari Dewi. This research aims to find out the types of maxim in this movie and the factor that influence the application of politeness maxim by the characters. Source of the data of this research is movie with entitled *Divergent* (2014), while data of the research is utterances of main character in the movie. It analyze by using politeness maxim proposes by Leech (1983), theory of factors that influence politeness maxim by Holmes (1992), and theory of kinship proposed by Wardhaugh (1986). Data collect from observation and documentation. The result of this research is most frequently uttered by characters is tact maxim, while the least frequently uttered by characters is modesty maxim. For factors that influences the politeness maxim uttered by characters in the movie are age, gender, context of situation, and kinship.

Another research which uses same theory is entitled *The Types of Maxims of Politeness Found in Movie "The Great Gatsby"* by I Gusti Ayu Mirah Handayani. It aims to find out the types of politeness maxim by the characters in the movie "*The Great Gatsby*" and factors that influences politeness maxim in the movie itself. Data of this research is a transcript from internet. The researcher use qualitative research for analyze the data and using documentation as the method of collecting data. It analyze by applying politeness maxim by Leech and theory of factors that influencing politeness proposed by Holmes and Wardhaugh. For the result, it shows that there are six maxim that can be found such as tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim. While for factors that influence

politeness maxim used by the characters in movie are context of situation of participant, context of situation of setting, context of situation of function, context of situation of topic, social status, age, kinship terms and the degree of formality.

Ayu Citra Dewi with the research entitled *Politeness Maxim Used By The Characters in The Twilight Movie*. The research divides into two discussions. First, the researcher describes the maxims of politeness used by the characters in *Twilight* movie. And the second is to explain the factors which influence the politeness maxim applied by the characters in the movie. It used documentation method for method and technique of collecting data. The researcher use Leech politeness principles as the theory for analyzing the data. The type of politeness maxims that mostly used in *Twilight* movie is approbation maxim. While for factors that influencing the politeness maxim that mostly appear is context of situation (the relationship between characters).

All of the related researches above are some example that researcher used as the references for analyze the data. There are many research of politeness principles that ever been used, but this research is different with another research. The theory that has been used is politeness principles based on Leech's theory, politeness strategies by Brown and Levinson and cooperative principles proposed by Grice to analyze and observe the data.

While the researcher is more detail in analyze the research. This research not only focuses on the used politeness principles in conversation. However,

none of the research used the politeness principles that explain the context of situation and the successful of the conversation.

