AN ANALYSIS OF POLITENESS STRATEGIES USED BY THE CHARACTERS IN THE BLIND SIDE MOVIE

Christina Suryani, Clarry Sada, Dwi Riyanti
English Education Study Program of Teacher Training and Education Faculty of Tanjungpura University, Pontianak
Email: christinasuryani3860@gmail.com

Abstract
The aim of this study was to find out what politeness strategies are implemented by the characters in the context of various role relationship in The Blind Side movie and the contexts that affect the choice of politeness strategies used by the characters. In this research, the researcher used the theory of politeness strategies proposed by Brown and Levinson (1987) and the Ethnography of Speaking proposed by Dell Hymes (1964). The method of this research was qualitative research. Through the transcript of The Blind Side movie, observation and note taking, the data was collected. The subject of the research was ten characters in The Blind Side movie who have various role relationships. The research was done by observing and analysing the contexts used by the characters, then based on the contexts the researcher interpret what politeness strategies used by the characters in The Blind Side movie. It can be concluded that there were four politeness strategies applied by the characters, they were Balad on Record strategy, Negative Politeness strategy, Off-Record strategy and Positive Politeness strategy. Furthermore, there were four contexts of situation affect the characters in choosing the politeness strategy. The four contexts were participants, ends, settings and keys.

Keywords: Characters, Politeness Strategies, The Blind Side

INTRODUCTION

As a member of a community, people need to interact with other people through a language. Language is used in order to reach what the purpose of a communication. People use language as a means to do things, for example asking for help, making a promise, giving some information, giving directions and many others ordinary verbal actions of everyday life. It is also used in social aspects, such as one's relationship with others, religion, politics, economics, and culture. In addition, in the terms of entertainment, such as movies, songs, and scripts use a language. However, the language used within such contexts are certainly to convey the purpose of the creator regardless any linguistics intention. In other words, language is important to fulfil humans' need and convey their messages or/and feelings.

When using a language in daily conversation, people not only choose an appropriate grammatical formula but also need to consider the cultural value associated with the expression that they perform. In the social interaction, some aspects influence the way of speaking such as age, gender, ethnicity, power, education background and context. However, the people should be able to decide the polite language, which is appropriate in order to keep the communication well. To study how speakers use and act with a language in different context, should belong to pragmatics field.

Pragmatics is the study of the use of language in context. It studies how people

comprehend and produce communicative acts in real world speech situations, usually a conversation. Pragmatics examines the factors that influence people choice of language in social interactions and the effects people choices have on others. Since it is related to people choice of language, it cannot be separated from politeness. People must be aware of politeness to make their conversation acceptable by the others. Politeness is the expression of the speaker's intention to mitigate being impolite toward another (Miles, 2003). Politeness is showing concern when people communicate with others. People should pay attention to others' feeling such as respecting others, trying not to insult other people in order to avoid embarrassed other or making them feel uncomfortable. Therefore, by learning politeness strategies, people will get their conversation run well.

On the other hand, there might be problem appears when people are using a language. People often face difficulties when choosing the polite language in which appropriate with the context and the social aspects of communication. As the result, the language that they use is considered as impolite or even improper because of the lack of understanding about the politeness. Furthermore, politeness is different from one culture to another and from one place to another. A particular act can be polite in an area, but it can also be rude in other area. Thus, someone who learns a new particular language needs to learn the use of the language according to the culture of a target language. Brown and Levinson (1987) noted that there are four politeness strategies, namely Balad on Record, Negative Politeness, Positive Politeness, and Off Record. The researcher used Brown and Levinson's politeness theory because it has become very influential. Armasu (2012) states Brown and Levinson proposed that politeness was a universal concept; it is very applicable and helpful in guiding individuals in ways to improve their speech and actions.

The researcher chose politeness strategies as a subject in this research because politeness is an important subject matter in communication. It relates with the study of knowing the way in which people use a language in different contexts while having communication with others. As stated by Holmes (1996), being linguistically polite involves speaking to people appropriately in the light of their relationship.

Based on the explanation above, the researcher decided to observe and analyze the application of politeness strategies. The focus was to observe and analyze the use of politeness strategies of the characters in a movie entitled The Blind Side using politeness strategies proposed by Brown and Levinson (1987).

The Blind Side movie is a 126 minutes bibliography, drama, comedy, and sport movie. It based on the book "The Blind Side: Evolution of a Game" by Michael Lewis. It depicts the remarkable true story of Michael Oher, a homeless African – American youngster from a broken home family. He is taken by the Touhys, a white family who help him to fulfil his potential. Living in his new environment, Oher faces a completely different set of challenges to overcome. As a football player and student, Oher works hard and with the help of his coaches and the adopted family, he becomes an All American football player and first round NFL draft pick. As the central of the story, Michael Oher, a student, talks to different characters who has more power or less power than him. For example, in this movie there were some scenes that show Michael talks to his teacher, Mrs. Boswell, in a classroom. On the other hand, Michael also talks with S.J, his brother in their home who probably has low level than him. There might be different language used by Michael depends on the person he talks to and where the conversation take place.

The researcher chose the movie because it has various settings and roles. The movie took place in house, schools, intersection, restaurant and other place that close to daily life situation. In this various settings, there were also various roles such as housewife, students, and teachers they talked to different people who have different roles as well. Therefore, there might be politeness strategies applied by the characters to speak or act to different roles of people. The speaker needs to consider the context, with

whom she/he is talking to, whether she/he talks to older people or people who has lower level than the speaker. Those different roles might affect someone in choosing a language in their conversation. Therefore, analyzing the movie can be beneficial for learners and teachers to learn politeness in target language culture. As state by Giannetti (2012), language dialogue in movie conveys most meanings, means dialogue in a movie can be as spare and realistic as it in everyday life.

There has been similar research conducted by several researchers. Setiawan (2018) conducted a research about the use of politeness strategies by Ella and Lady Tremaine from Cinderella 2015 movie. The research conducted using Brown and Levison's politeness strategies and the Ethnography of Speaking. The results showed that the four politeness strategies proposed by Brown and Levinson were applied by Ella and Lady Tremain. Furthermore, the most frequently factors that affect the choice of politeness strategies were participants' factor. In 2017, Aryani conducted a research entitled The Politeness Strategies Used by the Main Characters of Twilight Movie. She also used Brown and Levinson's politeness theory. It was found that the main characters applied the four politeness strategies and the factors underlying the choice of politeness were payoffs and sociological variables.

This research was inspired by the previous research. The difference between this research and the previous ones are the object of the research and the theory used by the researcher. In this research, the object of the research was The Blind Side movie and the theory used were Brown and Levinson (1987) theory of politeness and SPEAKING theory proposed by Dell Hathaway Hymes (1964) to analyze the contexts that influence the characters chose the politeness strategy. Such contexts are Setting, Participants, Ends, Act sequence, Key, Instrumentalities, Norms, and Genre. This approach can be used to understand relationships and power dynamics within a given speech community and provide insight on cultural values.

RESEARCH METHOD

Since the research was concerned with how people speak or modify their utterances in conversations, the researcher conducted a qualitative research. It was concerned with qualitative research since it aims to understand human behavior and the reason that govern such behavior as it is (Denzin and Lincoln, 2005). Qualitative research is a research that produces descriptive data in the form of written or oral words of people and the behaviors that can be observed. It was not dealing with numerical measurement or statistic procedure. Qualitative research focused on the total picture of a phenomenon rather than the variables of the phenomenon (Ary, Jacobs, and Razavieh, 2002). In other words, the researcher analyzed the data in form of detail information rather than in the form of numeric data.

The subject of this research was The Blind Side movie's characters in which the characters' utterances that contain politeness strategies took as the data. Considering the researcher's ability and the limitation of time also the similarities in each scenes, the researcher selected two scenes from each role relationships to be analyzed. The researcher took the characters based on their role relationships in the movie. They were role relationships between teacher-student (scene 6 and 74), teacher-parent (scene 55 and 83), husband-wife (scene 30 and 35), Investigator-investigatee (scene 88 and 97), and the conversation among the teachers (scene 5 and 73). Totally, there were 10 characters as the subject of the research based on their role relationships in the movie. Furthermore, there were 10 dialogue took as the data.

To minimize the invalid data, the researcher employed multiple methods in collecting the data. The data collecting techniques used in this research were observation and note taking. Mahsun in Muhammad (2011, p.217) states, "observation technique is a technique to get the data by observing the use of language." While, note taking is a technique that allows the researcher to write the data on a data card (Mahsun in Muhammad, 2011). The tool of data collection was the transcript of The Blind Side movie. The

movie transcript was the document that needed as the material of qualitative research. After the researcher transcript the movie, the researcher categorized the scenes into the various roles relationship. Then, the researcher chose ten scenes as the data of this research referring to the role relationships among the characters that close to real life situation.

Patton in Moleong (2002) states data analysis is a process in which the data are organized and classified into a certain category or a basic unit of analysis. The referential identity method was conducted in this research to analyze the data. According to Muhammad (2011), it is a technique that enables the researcher to analyze the data by using reference. The researcher decided to use the role relationship between the characters in The Blind Side movie as a reference to see what politeness strategies used by the characters. The researcher analyzed two scenes that have politeness strategies from each role relationships such as teacher-student (scene 6 and 74), teacher-parent (scene 55 and 83), husband-wife (scene 30 and 35), Investigator-investigatee (scene 88 and 97), and the conversation among the teachers (scene 5 and 73). In analyzing the data, the researcher did several steps as followed:

1. The researcher selected two scenes from each role relationship to be analyzed.
2. After deciding the scene, the researcher started to analyze the contexts of the conversation using theory of SPEAKING proposed by Dell Hymes (1964). In this section, the researcher described the setting and scene, the participants involved in the conversation, the goal, act sequence, key, instrumentalities, norms and the genre of the conversation.
3. The researcher interpret the politeness strategies used by the characters.

RESULT
Result

This research aimed to answer the two research questions that have been formulated. The first research question is what strategies of politeness are implemented by the characters in the context of various role relationships in The Blind Side movie and the second question is what are the contexts that affect the choice of politeness strategies use by the characters in The Blind Side movie.

The Blind Side movie is an American biographical sports drama film written and directed by John Lee Hancock, based on Michael Lewis's 2006 novel The Blind Side: Evolution of a Game. The Blind Side was produced by Alcon Entertainment and released by Warner Bros. Filming for the school scenes took place at Atlanta International School and The Westminster Schools in Atlanta, Georgia, and it features many of their students as extras. The film premiered on November 17 in New York City and New Orleans, and opened in theaters in the rest of the United States and in Canada on November 20, 2009.

After analyzing ten scenes in the movie referring to the various role relationships, the researcher found that there were 11 utterances used politeness strategies. Specifically, there were four utterances using Balad on Record strategy. Two example of the utterances in the movie were "Read it for me!" and "Sean, go check on our reservation." There were 3 utterances using Negative Politeness strategy. The example in The Blind Side movie were "Can I leave now?" and "I'm sorry. I will not give a student a grade he or she doesn't deserve." There were two utterances using Off-Record strategy such as "Steven Hamilton's paperwork looks acceptable to me. And I believe he would do fine. But this other kid..." and "Hey, baby. There's a couple messages on the machine but I didn't check 'em." The last politeness strategy was Positive Politeness in which there were two utterances. They were "You were pretty upset" and "It will be okey."

The contexts of the scenes were done by giving the description of the setting, participants, ends, act sequence, key, instrumentalities, norms, and genre referring to Dell Hymes theory of SPEAKING (1964). Dell Hymes theory of SPEAKING helped the readers to understand what context that influence the choice of politeness strategies by the characters in The Blind Side movie. Furthermore, the researcher selected ten scenes in the movie based on the role relationships

between the speaker and the hearer. The role relationships were teacher-student (scene 6 and 74), teacher-parent (scene 55 and 83), husband-wife (scene 30 and 35), Investigator-investigatee (scene 88 and 97), and the conversation among the teachers (scene 5 and 73).

Based on the analysis that have been done, the researcher found that there were four contexts of situation that influence the characters in using politeness strategies. The four contexts of situation were participant involved in the conversation, ends or goal of the conversation, setting of place of the conversation and the last was the key of the conversation.

In The Blind Side movie, the participants was the most contexts of situation that influence the choice politeness strategies. There were four scenes used participants as the context that affect the characters in applying politeness strategies. The participants of the conversation used three times in Balad on Record strategy in which the speaker used this strategy to show his power to the hearer for example when Mrs. Boswell, a teacher, talked to her student, Michael Oher and when Miss Sue talked to Michael Oher. Balad on Record strategy also applied when the speaker and the hearer have known each other. It can be seen from the dialogue between a husband and a wife to give task to someone. Furthermore, the participant of the conversation affect the speaker when she or he wants to save the hearer's feeling. It can be seen from the conversation among the teacher in scene 5. Paul Standstorm used Off-Record strategy when he talks to Mr. Burt Cotton.

The second context of situation that affect the characters in using politeness strategies were the ends or goals of the conversation. The speakers used politeness strategies in order to achieve what they want. The speakers used the most polite strategy, Off-Record, to reach their goals. For example, when Leigh Anne talks to Mr. Bob, her son's teacher. She used the most polite strategy in order to achieve what she wants.

The third was setting of place of the conversation. When the conversation took place in the formal area, the speakers used politeness strategies. For example, in the NCAA office, Jocelyn Granger, an investigator applied Positive Politeness and Negative Politeness when she talked to Michael Oher (investigatee) and Leigh Anne, Michael's mother.

The last was the key of the conversation as the context influence the characters in choosing politeness strategies. Referring to the role relationship that the researcher chose as the reference to analyze the data, there were two scene that was affected by the key of the conversation. It can be seen in scene 55 when Leigh Anne talked to her son's teacher, Mr. Cotton. Leigh Anne was upset and little bit angry to the teacher because he yelled at her children. Thus, she applied Balad on Record strategy by saying "Gimme a minute, Bert!" It is very different from scene 83, when she talked to Mr. Bob. Thus, the Balad on Record strategy applied by Leigh Anne was affected by the manner or spirit of the conversation.

Discussion

Brown and Levinson (1987) initiated politeness strategies in their book Politeness: Some Universals in Language Usage. They categorize politeness strategies into four strategies namely Balad on Record, Positive Politeness, Negative Politeness and Off-Record strategy. Balad on Record is applied when the speaker does not minimize the threat to the hearer face. Positive Politeness is a strategy that concerns on how to fulfill hearer's positive face. Negative Politeness is a strategy that concerns on how to fulfill hearer's negative face. Off-Record is a strategy that let the speaker's utterances ambiguous and therefore leaves the speaker with no responsibility to the act that he does. Therefore, when people use politeness strategies they should consider the contexts of situation to make an appropriate language to the hearers. Context is an important concept in pragmatic analysis because pragmatic focuses on the meaning of words in context or interaction and how the persons involved in the interaction communicate more information than the word they use. Furthermore, analyzing the meaning of an utterance cannot ignore the context since the meaning of an utterance will be different if the context is different. It will

establish the interpretation of the utterance. Therefore, in analyzing the contexts, the researcher used the theory of SPEAKING proposed by Dell Hathaway Hymes (1964) to interpret what politeness strategies applied by the characters in The Blind Side movie.

Three characters in The Blind Side movie applied Balad on Record strategy four times. Balad on Record usually used when the speaker and the hearer have known each other. The utterances are spoken in a direct, clear, unambiguous and concise way. As the result, this strategy will shock, embarrass and made the hearer feel little bit uncomfortable. One example of Balad on Record strategy in the The Blind Side movie was, "Sean, go check on our reservation." (scene 30), as said by Leigh Anne to her husband, Sean. Thus, she applied a direct, clear and unambiguous utterance. She directly gives Michael a task to take off the blindfold. Furthermore, they have known each other make Leigh Anne did not minimize the threat to Sean's face. Thus, according to Brown and Levinson (1987) this kind of utterances belong to Balad on Record strategy with sub strategy number 3: Task oriented/paradigmatic form of an instruction. Furthermore, Leigh Anne applied this strategy because she and the hearer have known each other well.

Three characters applied negative politeness strategies three times. Brown and Levinson (1987) state Negative Politeness reflect an individual's need for freedom of action and freedom of imposition. It focuses on the action of minimizing particular imposition carried by the FTA. As said by Joycelin Granger to Leigh Anne Touhy in scene 88 "Mrs. Touhy, if you wouldn't mind I'd prefer to speak with Michael alone." Thus, Mrs. Granger used the strategy to minimize the imposition or threat toward the negative face of the hearer. The minimization was done by choosing some words, which shows the minimum state of matter. Therefore, she applied this strategy when she was working in her office, in a formal place, NCAA office. Thus, the context of setting affect the choice of the character in using politeness strategy.

Off-Record strategy likely to call as indirect strategy. Brown and Levinson (1987)

state when speaker states off-record strategy, the speaker does not directly state what he/she actually means. Therefore, the hearer has to interpret the meaning by himself. Furthermore, Brown and Levinson (1987) explain off-record is a communicative act which contain not only one particular intention. In The Blind Side movie, there were two utterances applied by two characters using off-record strategy reffering to their role relationships. One example of off-Record strategy in the movie was when Paul Standstrom had a meeting with five teachers in Wingate School discussed about Michael Oher and Steven Hamilton's admission. Paul Standstorm applies the off-record strategy by being incomplete in his sentence. He said "Steven Hamilton's paperwork looks acceptable to me. And I believe he would do fine. - But this other kid..." Paul Standstorm, the principal let the hearers to interpret the meaning of his utterance by themselves. He applied this strategy because he was care about Bert Cotton's face. He knew that Bert Cotton, a football coach in Wingate, interested in Michael Oher's athletic abilities. Therefore, the indirectness of his sentence gave him a chance to do the FTA without taking the responsibility for doing it. Paul Standstorm applied this strategy because of the context of participant in which he does care about Mr. Cotton's feeling.

Two characters with two utterances in total applied positive Politeness. This strategy showed awareness of the hearer's needs that includes such things as compliments and friendly forms of address. One example of positive politeness in The Blind Side movie was "You were pretty upset" (scene 97) as said by an investigator, Jocelyn Granger to the investigatee, Michael Oher. Jocelyn Granger did care about Michael's condition. Her utterance was neutral to show that she understands Michael's condition and implicitly she said that was fine. She realized that she gave Michael a lots of questions that made him upset. Thus, she also applied Positive Politeness strategy to Michael. Furthermore, she had to show a professional attitude when she is working, she had to use a formal language in the office. Therefore, she applied Positive

Politeness strategy because of the context of setting of the conversation.

CONCLUSION AND SUGGESTION
Conclusion

Based on the findings and discussion, the results of the research can be concluded that there were four politeness strategies implemented by the characters in the context of various role relationships in The Blind Side movie. The four politeness strategies were Balad on Record strategy, Negative Politeness strategy, Off-Record strategy, and Positive Politeness strategy.

The contexts that affect the choice of politeness strategies used by the characters in The Blind Side movie were the relationship among the speaker and the hearer or the participant; the ends of the conversation; the setting of the conversation; and the key of the conversation.

Suggestion

In reference to the above findings, there are three suggestions that are considered by the researcher after conducting this research. The suggestions are as follows.

The readers can use this research as a reference to add their knowledge in using language to communicate with others. To conduct a harmonious communication, they should choose correct politeness strategies that can be accepted by the interlocutors.

The Blind Side movie shows how politeness strategies are used in certain context. It is very close to real life situation. The contexts in that movie are similar with contexts in Indonesia. For example, the way people talk to an older people or the people that they respect, the speakers use politeness strategies. One example in Negative Politeness: giving differance, in the movie, the characters use word "Maam" it address to someone who is superior than the speaker. While in Indonesia, people use "Ibu or Bapak" to address to someone who has higer level than the speaker. It shows that the use of politeness strategy in Western country and in Indonesia is not significantly different. Furthermore, in Indonesia especially in Pontianak, it is very common to use Balad on Record strategy, especially the adults. They tend to use "shocking language" when talking with their close friends. For example, someone says "woii! Ambekkan aku tas tu! (Guys, take the bag for me!)" The people who listen to them and have no idea about the context of the conversation, they will shock and think that the speaker is rude or impolite people. However, when they understand the context, the relation between the speaker and the hearer, the language consider as Balad on Record politeness strategy.

Moreover, the use of correct strategies can maintain a good relationship between both interlocutors. It shows that the politeness strategies have an important role in communication.

As English education students, it is important to consider the language use, especially English language in practice. It is influenced by the context around it. By reading this research, it is expected that the students will learn more about the study of language under pragmatic approach.

The weakness of this research is the lack of data that are used to analyze the problems of research since the researcher took the data only from a movie. Hence, the results of the analysis are also limited. It is recommended for the other researchers, especially for those who are interested in analyzing the same topic to collect more data.

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