

Politeness Strategies and Social Dimensions in Once Upon A Time Season 1 Movie Series: Sociopragmatics Study

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ABSTRACT

The purposes of this research are to find out the types of politeness strategies used to save the face of the characters in Once Upon A Time season 1 and to identify the dominant scale of social dimensions when using politeness strategies in Once Upon A Time season 1. This research uses qualitative-descriptive analysis method and to get the data needed in this research the writer did the following steps: watching the movies, transcribing the speech, searching the data, classifying the data, analyzing the data and drawing a conclusion related to the types of politeness strategies and the dominant scale of social dimensions. The source of the data used is taken from the serial film Once Upon A Time season 1 by Edward Kitsis dan Adam Horowitz. The results of this research show that there are four types of politeness strategies found in the serial film Once Upon A Time season 1. They are 10 data of bald on-record (28,6%), 8 data of positive politeness strategies (22,9%), 13 data of negative politeness strategies (37,1%) and 4 data of off-record consists (11,4%) and the most dominant scale of four social dimension scales is social distance scale 14 data (40%).

Keywords: politeness strategies, social dimensions, movie series

INTRODUCTION

Humans are social beings. As social beings, humans have a need to communicate. A language is a communication tool. Speaking is a process done by human beings to convey their ideas, feelings, and desires. At some point when humans convey what they want to say, they sometimes forget that they can hurt other people's feelings. It may be due to the words they use, or the way we convey them.

In order to reduce the possibilities of making other people's feeling get hurt in communication, humans can behave courteously. Good manners can also be called

politeness. Modesty is a behavior that shows awareness of the dignity of others. Yule (1996: 60) states, "Politeness, in an interaction, can then be defined as the means employed to show awareness of another person's face".

The face here is not the physical face that humans have but the face deals with self-esteem or human dignity.

Humans always maintain their dignity to look good, because the loss of dignity means loss of self-esteem. In fact, humans often neglect to behave in a manner that appears to be offended. If the human being feels hurt, then the self-esteem or the human face can

be threatened. An act that can make others get hurt is also called face-threatening acts (FTA). Brown and Levinson (1987: 65) state,

“Given these assumptions of the universality of face and rationality, it is intuitively the case that certain kinds of acts intrinsically threaten face namely those acts that by their nature run contrary to the face wants of the addressee and/or of the speaker.”

From the explanation above, it can be concluded that any action contrary to the one's desire can hurt the feelings of both speaker and the hearer. It is so-called as a face-threatening act (FTA) FTAs do not mean actions that can damage the physical face of human beings but an act that can make one's self-esteem threatened get disturbed and even lost.

Although at certain moments face threatening acts is inevitable, politeness strategies can be a way of saving one's face from the action. Thomas (1995: 169) states “In order to maintain a harmonious relationship, speaker can engage in politeness strategies in communicating in order to save the hearer's face from the action that can threaten his or her face.

Politeness is an attempt to maintain a harmonious relationship within society. Politeness can be delivered through language. Therefore, it can be concluded that politeness is a polite language that is conveyed in order to create a harmonious relationship within the scope of social society. Moreover, according to Meyer (2009:74), “Polite usage of language comes into play whenever a potential threatens to produce a face-threatening act (FTA), an utterance that undermines the tacit understanding that all the language should preserve face.” If there are possibilities of face-threatening acts, humans can behave politely because basically speaking is to be concerned with

the face of others.

The relationship between language and society can be studied in one of the linguistic sciences i.e. sociolinguistics. Holmes (2013:1) states, “sociolinguists study the relationship between language and society.” and language can be expressed in a varied way. Holmes (2013: 3) also stated, “the language provides a variety of ways of saying the same thing - addressing and greeting others, describing things, paying compliments.”

Sociolinguistics also studies the things that affect people in language. They are social factors and social dimensions. Holmes (2013: 8) further explains that social factors include several components such as the participants, the setting or social context, the topic, and the function.

In addition, social dimensions are things that affect how to communicate a person. Social dimensions include a social distance scale, a status scale, a formality scale, and two functional scales.

The relationship between language and society is much raised by the media to convey social messages. One of the medias that raised it is movie. The movies have function to convey both good or bad messages applied in the process of communication. In other words, the movie or film contains scenes and conversations that often describe the daily life of human beings.

The main data of this research investigated are the politeness strategies and social dimension that affect the politeness strategies used by the speakers in the movie series, the Once Upon A Time season 1 by Edward Kitsis and Adam Horowitz.

This movie contains an interesting element that is the storyline is back and forth. When the movie characters engage in politeness strategies to maintain communication harmony, they undertake such politeness

strategies that are also influenced by the different social situation. So, this film illustrates how the human language will vary depending on the social situation.

METHOD

The method used in this research is a qualitative-descriptive method. Moleong (2009:49) states that the method of qualitative-descriptive research is research that intends to understand the phenomenon of what is experienced by research subjects such as behavior, perception, motivation, action, etc., holistically, and by way of description in the form of words. words and languages, in a special context that is natural and by utilizing various natural methods. To get the data needed in this research the writer did the following steps: watching the movies, transcribing the speech, searching the data, classifying the data, analyzing the data and drawing a conclusion related to the types of politeness strategies and the dominant scale of social dimensions.

RESULT AND DISCUSSION

From the findings, there are four politeness strategies found in the movie series, the Once Upon A Time season 1 namely *bald on-record*, *positive politeness strategies*, *negative politeness strategies* and *off record*. The total data in this research is 35 data and the data were classified into four classifications based on the types of politeness strategies. After that, this research also studies the dominant scale of social dimensions existed in politeness strategies used by the speaker or the hearer. The main theories used in this research dealing with politeness strategies are mainly taken from Brown and Levinson, and Goffman and regarding social dimension theory, it is taken from sociolinguistics by Holmes. The following are the data based on the types of

politeness strategies found in the movie.

Bald On-Record

In this strategy, the speaker does not make any effort to reduce the threat to the hearer's face or the consequences of a threatening action. Brown and Levinson (1987: 95) states, "There are, however, different kinds of bald on-record usage in different circumstances, because S can have different motives for his want to do the FTA with maximum efficiency. These fall into two classes; those where the face threat is not minimized, where the face is ignored or is irrelevant; and those where in doing the FTA baldly on record. S minimized face threats by implication." (Brown and Levinson, 1987: 95).

Based on the quote above, it can be concluded that there are situations where the type of use of a bald on-record strategy can be applied. The first situation is when facial threat actions are not minimized and the second situation is when the speaker takes on a face-threatening action. Here is the example of bold on record politeness strategy.

Context:

In this data, the conversation took place in the magic forest. Prince Charming rode his horse in a rush to the funeral of his girlfriend, Snow White. Arriving in the forest, Prince Charming saw Snow White was already buried in a glass coffin. He wanted Doc and Grumpy to open the glass coffin because he wanted to see his lover, Snow White for the last time.

Doc: "You're too late."

Prince Charming: "No. No! Open it."

Grumpy: "I'm sorry, she's gone."

Prince Charming: "At least let me say goodbye. "

In the conversation above, Prince Charming uttered "No. No! Open it." Addressed to Doc and Grumpy. It indicates a bald on-record strategy because Prince

Charming, Doc, and Grumpy are in an urgency situation. The urgency situation can be indicated by Prince Charming telling Doc and Grumpy to immediately open the cover of his lover's glass chest, Snow White.

Holmes (2013: 9) states that *"This scale is useful in emphasizing that how well we know someone is a relevant factor in linguistic choice."* Many languages have pronouns and even different terms in the verb that are used based on how well someone is. So, viewed from the relationship between the speaker and the hearer, the most dominant social dimension used in politeness strategies is the social distance scale. The social distance scale is Intimate and High Solidarity, because there is no particular title call for Prince Charming who is a prince, dwarves whose status is as ordinary people and their conversation seems not rigid. Thus, it can be concluded that the relationship between the speaker and the hearer is a high solidarity relationship.

Positive Politeness

Positive politeness is a strategy that shows awareness of the positive face of another speaker. Positive face is the desire to be appreciated. Brown and Levinson (1987: 101) state "Positive politeness is redress directed to the addressee's positive face, his perennial desire that his actions (or the actions/ acquisitions/values resulting from them) should be thought of as desirable." This means, there is an awareness addressed to the positive face of the speaker or the hearer. Positive face of the speaker is the strong desire for his opinion or what the person can be appreciated. Then, this positive politeness strategy can be done by doing an utterance that indicates intimacy, solidarity, praise, and others. There are fourteen strategies contained in positive politeness such as a.

Strategy 1: Notice, attend to H Notice, attend to H (his interests, wants, needs, goods), Strategy 2: Exaggerate (interest,

approval, sympathy with H), Strategy 3: Intensify interest to H, Strategy 3: Use In-group Identity Markers, Strategy 5: Seek Agreement, Strategy 6: Avoid Disagreement, Strategy 7: Presuppose/raise/assert Common Ground, Strategy 8: Joke, Strategy 9: Assertor presuppose S's knowledge of and concern for H's wants, Strategy 10: Offer, Promise, Strategy 11: Be Optimistic, Strategy 12: Include both S and H in The Activity, Strategy 13: Give (or as for) reasons, Strategy 14: Assume or Assert Reciprocity. Here is the example of positive politeness strategy.

Context:

In this data, the conversation took place at Emma's Apartment in Boston. Emma packed a packet of cakes and put them on the table. She took out a cupcake, put a candle on it and lit the candle flame. As Emma blew out the cookie candle, Henry knocked on the door.

Henry: *"My name's Henry. I'm your son.*

Emma: *"Whoa, hey, kid! Kid! I don't have a son! Where are your parents?"*

Henry: *"Ten years ago, did you give up a baby for adoption? That was me."*

Emma: *"Give me a minute."*

Henry: *"Hey, do you have any juice? Never mind, found some. You know, we should probably get going."*

In the conversation above, Henry uttered *"Hey, do you have any juice? Never mind, found some. You know, we should probably get going."* It indicates a positive politeness strategy that includes both S and H in the activity. Positive politeness strategy can be indicated by the word "we" in Henry's utterance indicating that he invites Emma to go with him.

The situation or place where the occurrence of a conversation affects the language used. Holmes (2013: 10) explains, *"The scale is useful in assessing the influence of the social setting or type of interaction on*

language choice. In a formal transaction such as one with the bank manager in his office, or at a ritual service in a church, the language used will be influenced by the formality of the setting." (Holmes, 2013:10)

Based on the explanation above, formality scale is useful in assessing the influence of social situations or types of interactions on language selection. Informal interactions such as the interaction of a person with a bank manager in his office, or at ritual worship in a church, the language used will be influenced by the formalities of the setting or the circumstances surrounding it. So, viewed from the relationship between the speaker and the hearer, the most dominant social dimension used in politeness strategies is the formality scale. The formalities are the informal and low formality, although Henry and Emma meet, they are in an apartment that does not require them to speak formally. Thus, it can be concluded situations where they speak casually and are not too formal.

Negative Politeness

Brown dan Levinson (1987:129) states, "Negative politeness is redressive action addressed to the addressee's negative face: his want to have his freedom of action unhindered and his attention unimpeded." Negative politeness has a relationship with the desire of a negative face, namely the desire for speakers have the freedom and the freedom is not limited by the other speakers. In addition, when using this strategy there will be potential awkwardness or embarrassment. There are ten strategies contained such as a. Strategy 1: Be Indirect, Strategy 2: Questions, Hedges, Strategy 2: Questions, Hedges, Strategy 4: Minimize the imposition, Strategy 5: Give Deference, Strategy 6: Apologize, Strategy 7: Impersonalize S and H: Avoid The Pronouns "I" and "You", Strategy 8: State the FTA as it general rule, Strategy 9: Nominalize, Strategy 10: Go on Record as incurring a debt,

or as not indebting H. Here is the example of negative politeness strategy.

Context:

In this data, the conversation took place at Storybrooke. Emma had brought Henry home. In the house, Regina asked Sheriff Graham to check on her son, Henry.

Sheriff Graham: "I'll... just... go check the lad, make sure he's okay."

Regina: "How'd you like a glass of the best apple cider you ever tasted?"

Emma: "Got anything stronger? How did he find me?"

Regina: "No idea. When I adopted him, he was only three weeks old. Records were sealed, I was told the birth mother didn't want to have any contact."

Emma: "You were told right."

Regina: "And the father?"

Emma: "There was one."

Regina: "Do I need to be worried about him?"

Emma: "Nope. Doesn't even know."

Regina: "Do I need to be worried about you, Miss Swan?"

Emma: "Absolutely not."

Sheriff Graham: "Madam Mayor, you can relax. Other than being a tired little boy, Henry's fine."

Regina: "Thank you, Sheriff. I'm sorry he dragged you out of your life. I really don't know what's gotten into him."

In the conversation above, Regina uttered, "Thank you, Sheriff. I'm sorry he dragged you out of your life. I really do not know what's gotten into him.". It indicates apologize. Negative politeness strategy can be indicated by Regina's utterance indicating that she apologized for making Sheriff Graham busy with his son, Henry. Regina's apology threatens the negative face of Sheriff Graham. Brown dan Levinson (1978:62) states "Negative face is the want of every 'competent adult member' that his actions be

unimpeded by others." Negative face is the desire for freedom so the freedom cannot be impeded. Regina used to apologize in order to behave politely and keep the negative face of Sheriff Graham.

The status scale relates to the social status of language users in the community. According to Holmes, 2013: 10, *"This scale points to the relevance of relative status in some linguistic choices."* The way humans speak with others is different from the way people talk to superiors. Friends are called by their first names while superiors, in some cultures, are always referred by Mr. / Mrs. or Mr. / Mrs. So, viewed from the relationship of the speaker and the hearer, the most dominant social dimension used in politeness strategies is the status scale. The status scale is Superior and High Status, although Regina has a higher status than a local police officer, in this case, a policeman has a higher status because criminality can be solved by the police officer. Thus, it can be concluded that between speakers have a high-status distance.

Off-Record

Implementation of the politeness strategy is all expressions expressed indirectly by the speaker so that opens the opportunity to be interpreted differently. Brown and Levinson state *"Such off-record utterances 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)."* (Brown dan Levinson, 1987:211)

Based on the explanation above, it can be concluded that the off-record strategy is the use of indirect language. The use of this strategy by means of general disclosure (contains little information in the sense

that there are rules to limit the number of interpretations) or the information actually contains other meanings of what is conveyed. There are fifteen strategies contained such as Strategy 1: Give hints, Strategy 2: Give Association Clues, Strategy 3: Presuppose, Strategy 4: Understate, Strategy 5: Overstate, Strategy 6: Use Tautologies, Strategy 7: Use Contradictions, Strategy 8: Be Ironic, Strategy 9: Use Metaphors, Strategy 10: Use Rhetorical Questions, Strategy 11: Be Ambiguous, Strategy 12: Be Vague, Strategy 13: Over-generalize, Strategy 14: Displace H, Strategy 15: Be Incomplete, Use Ellipsis. Here is the example of off record strategy.

Context:

In this data, the conversation took place at Regina's home in Storybrooke. Regina was putting her makeup in front of the glass and talking to Henry.

Regina: *"I know you think otherwise, but I don't enjoy these Saturday city council meetings. Sometimes they're just unavoidable. Now, you know the rules?"*

Henry: *"Yes on homework, noon TV, and stay inside."*

Regina: *"Good boy. Under no circumstance do you leave this house."*

Henry: *"You mean don't see my mom."*

In the conversation above, Regina uttered *"I know you think otherwise, but I do not enjoy these Saturday city council meetings. Sometimes they're just unavoidable. Now, you know the rules?"*. The utterance indicates off record strategy of giving hints. An off-record politeness strategy can be indicated by Regina's telling Henry that he has a board meeting. These lines can indirectly threaten Henry's face because there are other meanings behind the speech. The meaning is the order that Henry can remember the rules that prohibited Henry out of the house when Regina was not home. Regina, however, used a strategy of giving hints in order to behave

in a manner and keep Henry's face.

Holmes (2013:12) states, "*The relationship between linguistic choices and the social contexts to which they are made is sometimes easiest to see when different languages are involved.*"

The statement explains the relationship between the choice of language in a social context can sometimes be the easiest thing how different languages will be used in different social contexts. The language contains information. Holmes (2013:10) also states "*Language can convey objective information of a referential kind; and it can also express how someone is feeling.*". By means of language can convey information; language can also express how a person feels. So, viewed from the relationship between the speaker and the hearer, the most dominant social dimension used in politeness strategies are two functional scales. Low Information Content is marked with Regina providing information about what she would do that day. High Affective Content is marked by Henry who immediately understands what to do instantly Regina asks if Henry already understands what rules to adhere to when Regina is not at home.

CONCLUSION

From this research, it is found that there are four types of politeness strategies existing in *Once Upon A Time* Season 1 Movie Series. They are 10 data of bald on-record strategy (28,6%), 8 data of positive politeness strategies (22,9%), 13 data of negative politeness strategies (37,1%) and 4 data of off-record consists (11,4%). Politeness strategies used depends on the situation which requires them to use. In every situation, there must be a social dimension. Also, when people use politeness strategies, they are influenced by social dimensions existed. In this research, there are four scales of social

dimensions such as a social distance scale, a status scale, a formality scale, and two functional scales. The most dominant scale of four social dimension scales is social distance scale 14 data (40%).

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