



## Negative Politeness Strategies in “Big Hero 6” Movie

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Received: 18 June 2019 Accepted: 30 June 2020

DOI: 10.24256/ideas.v8i1.1403

### Abstract

This article describes the study of pragmatics that analyzes about the negative politeness strategies. The aim of this study is to find out the type of negative politeness strategies in movie “Big Hero 6”. The theory used is Levinson (2009). In this research, the researcher applied the qualitative descriptive method. The method of collecting data is observation. The researcher found 20 data that contain negative politeness strategies, the using of be indirect is 1 data, the using of question or hedging is 7 data, the using of minimize imposition 4 data, the using apologize 3 data, the using of give deference 1 data, and the using of plural pronoun is 4 data.

**Keywords:** negative politeness, pragmatics, strategies

### Introduction

Doing conversation is a way to communicate to each other, as a human being cannot live in this entire world. Every day, in our life we use language to communicate with others and communication by using thoughts and feeling, it has relation to meaning of the words itself. The meaning has relation to speech situations which include greeting and greeting elements, context, purpose, illocutionary acts, speech, time, and place. Levinson (1983) stated that politeness strategies are speech acts that express concern for others and minimize threats to self-esteem (“face”) in particular social contexts. People must use a politeness in their conversation. Because it is important that we must know when we communicate with other people and make a polite conversation. Politeness is used to honor to people. It is indicate who we are, whether we are a good people or not, and includes people who respect to other people or not.

Two different types of politeness are used in interaction; “negative politeness” and “positive politeness”. Brown and Levinson defined the negative politeness as a repressive action addressed to the addressee’s negative face: his want to have his freedom of action unhindered and his attention unimpeded. Whereas the positive politeness is defined as redress directed to the addressee’s positive face, his

perennial desire that his wants (or the actions/ acquisitions / values resulting from them) should be thought of as desirable.

In this research, the writer only focuses on analyzing the negative politeness strategies according to Brown and Levinson's theory. According to, there are ten strategies of negative politeness. They are be conventionally indirect, question hedge, be pessimistic, minimize imposition, give deference, apologize, impersonalize things (Speaker and Hearer), state the FTA as a general rule, go on record, and nominalization. Here some examples to make understand about negative politeness:

- (1) a. I couldn't borrow \$30, could I, if you don't need it right now?  
b. Could I borrow \$30?

From the example (1) it can describe that example (a) is more polite than (b) because in example (a) the speaker's negative question "I couldn't borrow \$30, couldn't I", which seems to anticipate a refusal, follows the negative politeness strategy that Brown and Levinson call "be pessimistic".

There are previous researches that has the similar field to this article, the first is Setiawan (2016), he found out the negative politeness strategies that found in the movie "Twilight." He also revealed social factor that found in the movie about context and situation. This article used qualitative research. The different from this research is from the aim of the research which is to find out the factor in the movie.

The second study is Flores-Salgado & Castineira-Benitez (2018), they used negative politeness in WhatsApp discourse and move requests. This research focuses on politeness strategy selection, with the findings obtained showing that people use conventionally indirect strategies and a great deal of syntactic modification. The difference form this research is from the source of data.

In addition, doing this research, the researcher used movie. In this movie, the reason the writer wants to examine negative politeness in the Big Hero 6 is the film portrays all incidents in communication. The film also demonstrated how the character of others influences the way they interact. It is one of the social interaction phenomena that exists. This relates to the issue of negative politeness approaches by the writer.

As it has explained above politeness strategies has relation to the face and self-esteem. According to (Brown and Levinson, 1978), politeness strategies are developed in order to save the hearers' "face." Face Threatening Acts (FTA's) are acts that infringe on the hearers' need to maintain his/her self-esteem, and be respected. Politeness strategies are developed for the main purpose of dealing with these FTA's. Because of that FTA has a big role in conducting conversation. Because of that, Brown and Levinson stated there are four types of politeness strategies that support "politeness": Bald on Record, Positive Politeness, Negative Politeness, and Off-Record-indirect strategy.

Negative politeness strategies are oriented towards the hearer's negative face and emphasize avoidance of imposition on the hearer. By attempting to avoid imposition from the speaker, the risk of face-threat to the hearer is reduced. These

strategies presume that the speaker will be imposing on the listener. Additionally, there is a higher potential for awkwardness or embarrassment than in bald on record strategies and positive politeness strategies. Negative face is the desire to remain autonomous so the speaker is more apt to include an out for the listener through distancing styles like apologies or indirect speech. The use of negative politeness strategies assumes a direct relationship between indirectness and politeness.

Be indirect, in this strategy a speaker is faced with opposing tensions: the desire to give the hearer "out" by being indirect, and the desire to go on record. Even though the messages from the speaker's not tells directly, but the meaning of messages will be understand by the hearer's.

Example: *Would you know where Oxford Street is?*

- Use hedges or questions  
*Perhaps, he might have taken it, maybe.*  
*Could you please pass the rice?*
- Be pessimistic  
*You couldn't find your way to lending me a thousand dollars, could you?*  
*So I suppose some help is out of the question, then?*
- Minimize the imposition  
*It's not too much out of your way, just a couple of blocks.*
- Use obviating structures, like nominalizations, passives, or statements of general rules  
*I hope offense will not be taken.*  
*Visitors sign the ledger.*  
*Spitting will not be tolerated.*
- Apologetic  
*I'm sorry; it's a lot to ask, but can you lend me a thousand dollars?*
- Use plural pronouns  
*We regret to inform you.*

## Method

This study attempted to obtain information concerning negative politeness strategies that used by characters in *Big Hero 6 Movie*. This study was directed toward describing those aspects. The research design of this study was qualitative descriptive research. Meanwhile, the type of the research is content analysis because it intended to analyze the content of the data which are in the form of movie script to find the negative politeness strategies. Sudaryanto (1993) defines qualitative research as a research that presents the descriptive data in the form of written or oral words of people and behavior which can be observed.

Besides, the researcher used descriptive technique of searching, collecting the data. In analyzing the data, the researcher applied theory from Levinson's theory. The theory is Pragmatics Identity Method. There are some procedures, the

steps that are taken in the process analyzing the data in this study are as follows. (1) Classifying the data into types of negative politeness strategies in Big Hero 6 movie (2) Analyzing the types based on Levinson's theory. (3) The data were described to answer based on the type. For presenting the result of analysis, the researcher used informal method which informal method refers to the process of presenting the outcome analysis with words: it means that the results can be represented using words or phrases. The result analysis is also provided through the use of informal approach for presenting the data analysis.

## **Results and Discussion**

The data sources are taken from the utterances from the Big hero 6 who forms a superhero team to combat a masked villain responsible for the death of Hiro's older brother. In this research, the researcher concerns only to the utterance that contains negative politeness strategies.

### **1. Be Indirect**

#### **Data 1:**

Aunt Cass: The University called again. It's been a few weeks since classes started. But they said it's not too late to register.

Hiro: Okay. Thanks. I'll think about it.

The utterance happened when Aunt Cass is Hiro's aunt. She asked Hiro to move on and continued his life by saying "The university called again." Indirectly Aunt Cass wanted Hiro to call back or going to the university but because of Tadashi had passed away, he became lonely. It can be seen as conventionally indirect, because the speaker did not say directly what her meaning. This utterance refers to directly but gives space to hearer to answer the question and do something.

### **2. Question or hedging**

#### **Data 2:**

Tadashi: You should come down.

Maybe later.

This utterance happened when Tadashi as wanted Hiro to come to university and he asked Hiro to be patient while waiting for the result. Actually they are brothers. This data can be classified as question hedge. It can be seen that "maybe" is negative politeness strategy which express as hedging expression of speaker to the hearer. The function of this is assumes that there might be some social distance or awkwardness between speaker and hearer and it is likely to be used whenever a speaker wants to put a social brake on his interaction.

#### **Data 3:**

Tadashi: I'd probably love this. But I'm terrified of heights.

The utterance talked about when Tadashi played with his new creation, Baymax. Baymax is the Tadashi's robot that could check health. He was not sure his creation

would be great, and all people loved it. This utterance could be called as hedge which was “probably.” The word “probably” used to ask question with the hearer.

**Data 4:**

Tadashi: Hey. You got this.

Hiro: Hi. My name is Hiro ... Sorry. My name is Hiro Hamada, and I've been working on something that I think is pretty cool. I hope you like it. This is a microbot.

Tadashi: Breathe.

The utterance happened when Hiro wants to present his project in front of the audience. Tadashi is Hiro's brother and he has passed this situation before. That is why, he asked his brother to calm down. It can be concluded that the word “I think” is one of the negative politeness, because it means the speaker use hedging expression to the hearer.

**Data 5:**

Hiro: I appreciate the offer, Mr. Krei, but they're not for sale.

Mr. Krei: I thought you were smarter than that. Robert.

Tadashi: Mr. Krei. That's my brother's.

Mr. Krei: Oh. That's right.

This utterance happened between Mr Krei, Mr. Krei is actually Hiro's idol and he succeed to create every technology. It is called negative politeness. This utterance is categorized as negative politeness because the speaker say that he appreciate the offer “but” they are not for sale which means the speaker avoids the disagreement to the hearer. The function is to make the hearer feel good about themselves, their possessions or interests, and usually used in situations where the speaker and hearer knows each other well.

**Data 6:**

Hiro: Maybe enough flying for today. What do you say?

The utterance talked about when Hiro met Baymax and Baymax could not be quite. Baymax is Tadashi's creation. Because of Tadashi had passed away, so Baymax was living with Hiro. Hiro did not want to play because he had lost his brother. He asked Baymax to stop. This is the data of question hedge. It can be seen that “maybe” is negative politeness strategy which express as hedging expression of speaker to the hearer. The function of this is assumes that there might be some social distance or awkwardness between speaker and hearer and it is likely to be used whenever a speaker wants to put a social brake on his interaction.

**Data 7:**

Hiro: this time, we'll do it right. But maybe don't leave your team

This utterance between Hiro and his team. His team was actually Tadashi's friend. So they loved to help Hiro to fight Dr.Callaghan. He wanted to kill Dr. Callaghan

because he had make a mess with him and killed his brother. So Hiro made a preparation with his team by saying "we'll do it right. But maybe don't leave your team." Hiro said the word "maybe" which is the data from hedge. It can be seen that "maybe" is negative politeness strategy which express as hedging expression of speaker to the hearer. It assumed that there are some social distance and it is used when a speaker wanted to put a social brake on his interaction.

**Data 8:**

Baymax: Your neurotransmitter levels are elevated. This indicates that you are happy.

This utterance happened when Hiro saw Tadashi's experiment through robot called Baymax. From the example, it can be seen hedge intonation that statement "indicates". The dialog can be seen when Baymax told to Hiro with used "indicate". And "indicate" is the marker of question, hedge.

**3. Minimize imposition**

**Data 9:**

Tadashi's friend: Hey, Hiro. We just wanted to check in, and see how you're doing. This utterance happened between Hiro and Tadashi's friend. They were Tadashi's bestfriend. They wanted to cheer Hiro. When Hiro's brother had passed away, Tadashi's friend was trying to come to see Hiro. Tadashi's friend said with using the word "just" it was called as minimize imposition intonation that statements, "just wanted to check in", because this sentence showing how the speaker request and without coerce the hearer. The hearer feel not impose, and accept the request from the speaker. The speaker said "just" is marker from minimize imposition and minimize threat to the hearer.

**Data 10:**

Hiro: Just get to the point! Don't you guys get it?

The man in the mask who attacked us is none other than...

This utterance happened between Hiro and Tadashi's friend. It happened when Hiro knew something strange from the person who had a mask and made a mess. Hiro said with using the word "just" it was called as minimize imposition intonation that statements, "just get to the point", because this sentence showing how the speaker request and without coerce the hearer. The hearer feel not impose, and accept the request from the speaker. The speaker said "just" is marker from minimize imposition and minimize threat to the hearer.

**Data 11:**

Hiro: And that's just the beginning. How about transportation?

The utterance above happened when Hiro had a presentation of showing his microbots in front of many people. Hiro presented his creation because he wanted to change his life like his brother to go to university. Hiro said "And that's just the

beginning” it was called as minimize imposition intonation that statements. This sentence was showing how the speaker request and without coerce the hearer. The hearer feels not impose, and accept the request from the speaker. The speaker means by the word “just” is sign from minimize imposition to threat the hearer.

**Data 12:**

Dr. Callaghan: That's just not true. I wouldn't trust krei tech with your microbots  
The utterance happened when Hiro had a great tool to have. And prof. Krei wanted to have that. Suddenly Dr. Callaghan said that he would not trust Krei tech. Dr.Callaghan is the lecturer in the university. He knew Hiro from Tadashi because Tadashi is the student. The word “just” it was called as minimize imposition with the statements, “I wouldn't trust krei tech with your microbots”, because this sentence showing how the speaker requested the hearer. When the speaker said “just” it means that, he minimized imposition and minimize threat to the hearer.

**4. Apologize**

**Data 13:**

Baymax: I am sorry about the fire.

Hiro: It's okay. It was an accident.

This utterance happened when Hiro saw the robot that Tadahi has shown to him before. Baymax was asking about Tadashi because Tadashi is the founder of Baymax. From the example, it can be seen intonation apologize intonation when Baymax knew that Hiro's brother had passed away and Baymax said “I'm sorry” before he told a reason why and how the feeling about the fire. A marker of this dialogs is “I'm sorry” as apologize.

**Data 14:**

Hiro: I'm so sorry. I guess I'm not like my brother.

This utterance happened when Hiro felt sorry because he remembered of his brother and he felt down about that. Hiro really loves is brother. So he felt he cannot be like him. From the example, it can be seen intonation apologize intonation when Hiro said “I'm so sorry” before he told a reason why, he was just depressed because of his brother. A marker of this dialogs is “I'm sorry” as apologize.

**Data 15:**

Hiro: My name is Hiro... Sorry. My name is Hiro hamada,

This utterance happened when during the presentation Hiro said “sorry” instead of he did nothing wrong, it can be seen that intonation apologize when Hiro had the presentation and he was nervous, so he felt sorry about his nervous. Hiro said “sorry” before he told a reason why he felt sorry when nothing happened to others. A marker of this dialogs is “sorry” as apologize.

## **5. Give deference**

### **Data 16:**

Tadashi: Oh, man. Wait till my brother sees you.

You're gonna help so many people, buddy.

This utterance happened when Tadashi made his new robots to fix and heal people. Tadashi repeated the word "man, and buddy." Tadashi really likes his new robot because he has created it for a long time. It is used in repetition. In this conversation looked like the speaker avoided negative face. Tadashi satisfied hearers wanted to be treated as superior.

## **6. Use Plural Pronoun**

### **Data 17:**

Hiro: We made it! Yes! I told you we'd make it!

The utterance happened between Hiro and his friends. He thanked to his friend because he succeed to fight Dr. Callaghan. This is the data using use plural pronoun. By seeing the word "we" is more polite, that means Hiro becomes more polite because he does not call himself but also his friend.

### **Data 18:**

Hiro: The portal is gonna tear itself apart! We need to get out of here, now! Baymax!

The utterance happened between Hiro and his friends. He shouted to his friends to get out from the portal because it was getting worst. He used plural pronoun "we" is more polite, that means Hiro becomes more polite because he does not call himself but also his friend. He cared about his friends.

### **Data 19:**

Hiro: You guys need to go.

Fred: No, don't push us away, Hiro. We're here for you.

The utterance talked when Hiro was trying to make his friend gone. But his friends did not want to leave him alone. They called themselves "us and we." This is the data using use plural pronoun and it is more polite, that means Gogo becomes more polite because he does not stand for himself but also his friend.

### **Data 20:**

Freddie: Come on in, guys. We'll be safe in here.

The utterance talked when Freddie showed his big house and he was trying to make his friends safe. His friends did not believe that he lived in the big house. He said that "we'll be safe in here." This is the data using use plural pronoun and it is more polite, that means Fredd became more polite to his friend.

Through the data above, the researcher found 20 data that contain negative politeness strategies, the using of be indirect is 1 data, the using of question or



hedging is 7 data, the using of minimize imposition 4 data, the using apologize 3 data, the using of give deference 1 data, the using of use plural pronoun is 4 data. That is why impolite language itself is a awareness that is want the speaker to express themselves as speak as expression. On the other hand, negative politeness of language also emphasizes that express utterance could be easy without hurting other people's feeling.

## Conclusion

In the Big hero movie 6, many of the utterances used negative politeness strategies. Based o the data in this research, the movie is one the media that applied negative politeness. It applied all those 6 types of the negative politeness

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