



Positive Politeness Strategies in Switched Movie

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Abstract

Communication can be ineffective when one of the parties feels their self-image is threatened because of the utterance conveyed by the interlocutor. The purpose of this research was to find out the positive politeness strategies in Switched movie. Switched movie was released in 2020. This movie was about the exchange of soul between two girls who have many differences in their life. The utterances of the characters in the movie were used as the data. The qualitative research method was used in this research. Observational method and non-participatory technique were used in the process of collecting the data. Then, the pragmatic equalizing method by Sudaryanto (2015) was used in analyzing the data based on theory by (Brown & Levinson, 1987). The researchers found 15 utterances spoken by the characters in the movie. Use in-group identity markers and avoid disagreement were the two dominant strategies used by the characters throughout the movie. Another strategies found were exaggerate (interest, approval, sympathy with the hearer), the presuppose/rise/assert common ground, assert or presuppose speaker's knowledge and concern for the hearer's wants, includes both the speaker and the hearer in the activity, and assume or assert reciprocity. However, in the end there were some strategies not found in the selected data source.

Keywords: politeness, positive politeness strategies, pragmatics

Introduction

Language is the most leading element in human communication. Through language people can convey many things such as ideas, opinions, and feelings. Nowadays people can communicate through several media. Communication can be done anytime and anywhere. There are two types of communication, namely direct and indirect. The conversation cannot be separated from the communication process. Commonly, communication has goals to maintain unity in society. There is one thing that must be considered when communicating. That is politeness. Yule (1996) declared that politeness can be interpreted as a tool to show awareness of another person's face in an interaction. It means that by using politeness, someone cares about the public self-image of another person. One of the phenomena in society related to politeness can be explained through the picture below:



This phenomenon found in the comments section on one video of the YouTube channel. An account called Amy showed disappointment to James Charles. James Charles is an American internet celebrity. In this context, Amy had a different social status from James Charles, who was an internet celebrity in America. In deal of the face threatening act (FTA), Amy uses the address form "James" as a group identity markers. He or she applied this strategy to show closeness, and sympathy for James Charles. Besides, it was used to soften his or her disappointed expression.

The same phenomenon of positive politeness strategies was also found in Switched movie 2020. The utterance that performed positive politeness strategy as follows:

Clay: "**Cassandra**, you're not a nerd. Stand up for yourself."

Cassandra: "I thought I was supposed to lead with love."

Clay's utterance above is included the same positive politeness strategy such as the previous phenomenon. That is group identity markers strategy. This conversation happened when Clay as a speaker gave his opinion about Cassandra as a listener. As defined by Brown & Levinson (1987) a strategies when the speaker tries to build good relationship with the listener using identity is called in-group identity markers. The speaker uses the identity of the listener to show his concern

for the listener's condition.

In analyzing this object, the researchers found two previous research to support this research. The first research was done by (Fitria et al. 2020). The purpose of the research was to identify the politeness strategies reflected by the main character in "Bridge to Terabithia" movie. This previous research had similarity with the topic discussed here. They used the same theory which proposed by Brown & Levinson (1987) to analyze the data on the movie. Likewise, they used the qualitative method to analyze the data they found in main character of the movie. The most type used was bald on record and positive politeness strategy. In contrast, the researchers analyzed the politeness strategies. Meanwhile, in this research, the researchers will focus to analyze the positive politeness strategy.

The second research was conducted by (Oktavia et al., 2020). The aim of the research was to perceive type of politeness strategies, in directive speech acts found in the script of short movie "Mind Your Language". There were fourteen utterances in the form of directive speech acts from the thirty utterances found in the short movie. The most often strategy appeared in the fourteen utterances was the positive politeness strategy.

The difference between the previous research and this research is the data source. The data source in this research is Switched movie 2020. The researchers choose this movie because there are many positive politeness strategies that can be found in that movie. The phenomena of politeness strategies will be further discussed using Brown & Levinson (1987) theory. As stated above, the researchers in this research will concern to analyze one of the strategy which is positive politeness.

Brown & Levinson (1987) proposed fifteen strategies to present positive politeness. There are three ways to deliver. Namely claiming common ground, conveying speaker and hearer are cooperators, and satisfying hearer's wants. The strategies of positive politeness are explained as follows:

a. Notice, attend to the hearer (his interest, wants, needs, goods)

In this strategy, the speaker focuses on the condition of the listener. Some things that can be said to be a listener's condition include interest, noticeable changes, and possessions.

b. Exaggerate (interest, approval, sympathy with the hearer)

This strategy is a condition in which the speaker expresses similarity in an exaggerated manner regarding interest, approval, or sympathy for the listener. One of them can be seen from the excessive delivery of intonation. For instance is from Sijabat & Ambalegin (2019) as below:

"This place is awesome."

c. Intensify interest to the hearer

Sharing some of his/her desires represented through a good story is done

by the speaker to intensify the listener's interest in this strategy. Another way is to overstate the facts and use the question tag.

d. Use in-group identity markers

This strategy focuses on the use of address forms, dialects, jargon, or ellipses as markers of group identity. This strategy is carried out for the main purpose of making the relationship between speakers and listeners look closer when communicating. For instance is from Ammaida (2020) as below:

“you wish buddy.”

e. Seek agreement

Repetition and safe topics are two ways that are often used in this strategy. The example is from Sijabat & Ambalegin (2019) as below:

“I didn't do it, Dad,” she repeated. “I swear to God I didn't. You have to believe me”

f. Avoid disagreement

Token agreement, pseudo-agreement, white lies, and hedging opinion are some ways to avoid the disagreement. This strategy is use to avoid disagreement that can make the FTA occurs in the communication process. For instance is from Sartika & Ambalegin (2020) as below:

“That's right, ‘Became’, already done that.”

g. Presuppose/ rise/ assert common ground

In this strategy, one way that can be used to avoid the appearance of FTA is when the speaker says an unrelated topic. One example is mentioning the address form in the middle of a conversation. For example is from Sijabat & Ambalegin (2019) as shown below:

“My name is Will, by the way.”

h. Jokes

Jokes in the middle of a conversation can make the atmosphere more comfortable. Speakers can make jokes that are easily understood by listeners.

i. Assert or presuppose speaker's knowledge and concern for the hearer's wants.

In this strategy, the speaker uses his/her knowledge of something related to the listener's desire. For example is from Brown & Levinson (1987) as below:

“Look, I know you want the car back by 5.0, so should(n't) I go to now? (request)”

j. Offer, promise

The form of cooperation offered by speakers to listeners by promising something that can overcome the threat of FTA is applied in this strategy. For example is from Probosini (2020)as below:

“I'll guard it with my life.”

k. Be optimistic

The speaker conveys confidently about something that is considered also

approved by the listener.

l. Include both the speaker and the hearer in the activity

In this strategy, both the speaker and the listener are actively involved in an activity and responsible for each other. For instance is from Sartika & Ambalegin (2020) as below:

“Absolutely, and we see that. We’re supposed to give others.”

m. Give (or ask for) reasons

The speaker asks the reason for something to the listener. The reasons given by the listener represent another way of saying that the listener agrees with something the speaker is saying.

n. Assume or assert reciprocity

Cooperation between speaker and listener also occurs in this strategy. This strategy explains the responsibilities and rights of both parties. When the speaker does something to the listener, then the listener must also do the same. For example is from Sijabat & Ambalegin (2019) as displayed:

“Gimme five bucks and I will forget you were here.”

o. Give gifts to H (goods, sympathy, understanding, cooperation)

In this strategy, the speaker gives a gift in the form of sympathy, understanding, or cooperation to the listener as a way to keep the listener's positive face.

Method

Qualitative research was used in this research. Creswell (2014) declared that qualitative methods concern on text and image data, have distinct data analysis steps, and employ a variety of designs. Collecting the data was one of the important part of the research. The process of collecting data was done by using observational method. Sudaryanto (2015) said that the process of collecting data through observing was called the observational method. There were several steps in the process of collecting data. The first step, the researchers downloaded and watched the Switched movie. Next, the researchers made a script from the movie through the available subtitle. Finally, the researchers marked the utterances in the movie related to positive politeness strategies based on the theory of (Brown & Levinson 1987). For the analyzing process, the researchers used pragmatic identity method to analyze each utterance based on context. There were several steps carried out by the researcher in analyzed the data. First, the researchers found the context behind the utterance. Second, the researchers analyzed the positive politeness strategies found in utterances based on the theory used. Finally, the results of the analysis showed the positive politeness strategies in Switched movie.

Results

After carrying out the data collection process, as shown in table 4.1 there are 15 utterances spoken by the characters in the Switched movie that contain positive politeness strategies. Use in-group identity markers and avoid disagreement are the two strategies most often used by the characters in the movie. Each of these strategies amounted to four. Then followed by the exaggerate (interest, approval, sympathy with the hearer) strategy which amounted to three, the presuppose / rise / assert common ground strategy amounted to one, assert or presuppose speaker's knowledge and concern for the hearer's wants strategy amounted to one, the strategy includes both the speaker and the hearer in the activity is one, and the assume or assert reciprocity strategy is one.

Table 1. Positive Politeness Strategies of Utterances Used in the "Switched" movie

No	The Positives Politeness Strategies	Total Ammount
1	Exaggerate (interest, approval, sympathy with the hearer)	3
2	Use in-group identity markers	3
3	Avoid disagreement	5
4	The presuppose / rise / assert common ground	1
5	Assert or presuppose speaker's knowledge and concern for the hearer's wants	1
6	Includes both the speaker and the hearer in the activity	1
7	Assume or assert reciprocity	1
	Total Number of Data	15

Discussion

Data 1

Sarah : **"That was beautiful**, honey! Juilliard would be crazy not to enroll you."

Cassandra : "Mom, I can't do it, I'm so stressed out."

Sarah : "You can do it. You earned this because you sent them an incredible audition."

This conversation took place in the morning at Cassandra's house. Sarah is Cassandra's mother. Sarah and Cassandra as the speaker and hearer. The speaker expresses her opinion using exaggerated adjectives. The speaker exaggerates her

opinion through the sentence “**That was beautiful**, honey! Juilliard would be crazy not to enroll you.” Speaker use this strategy to appreciate the listener’s talent.

Data 2

Ken : “**Katie Sharp is a very successful brand.**”

Victoria : “Yes, it is. And your father and I gave up our jobs to manage your career.”

This conversation took place at Katie's house. Ken as a speaker compliments Katie's character using an exaggerated (interest, approval, sympathy with the hearer) strategy. This strategy is used by speakers to secure the positive face of Katie's character.

Data 3

Katie : “Are all those people here for me?”

Skyler: “Well, yeah. You are Katie Sharp. **By the way, that milk video was brilliant.**”

Skyler as a speaker gave her opinion about a video that Katie uploaded on her social media. This also includes exaggerated (interest, approval, sympathy with the hearer) strategies. This strategy is used by speakers to show their interest in listeners' social media content.

Data 4

Cassandra : “I wanna be someone else.”

Sarah : “Why? That breaks my heart. Who would you be?”

Cassandra : “Someone who can play a guitar in front of people.
Someone who can drive and actually have a license.”

Sarah : “**Honey**, you can get your license whenever you want.
Whenever you're ready.”

This conversation took place in the car between Sarah and Cassandra. Sarah is the speaker and Cassandra is the listener. The word “**honey**” spoken by speakers is categorized as in-group identity markers. The word “**honey**” reflects to the identity marker of the hearer.

Data 5

Sarah : “Oh honey, you forgot your coffee!”

Cassandra : “Thanks, **mom.**”

Those words appeared when Cassandra got out of the car. Cassandra as a listener gives a response to the speaker. The listener responds using the word "mom" which is aimed at the identity marker of the speaker.

Data 6

Katie : “I’m not Katie Sharp.”

Ken : “That would gonna really confuse your audience **baby.**”

This strategy is used again by the characters in this movie. The conversation takes place at Katie's house where Ken and Katie are participants. Ken as a listener uses the word "baby" which is meant for Katie.

Data 7

Katie : “You told me to act like Katie Sharp”

Cassandra : “**Yeah.**”

This happened when Katie and Cassandra were at Katie's house. Katie and Cassandra as speakers and listeners. The listener gives answers and agrees to what is asked by the speaker. Using the word "yeah," the listener tries to avoid the speaker from feeling confused.

Data 8

Katie : “Literally nobody reads her blog.”

Olivia : “**Yeah.** She just really wants to be like you.”

Olivia's utterance is also included in the avoid disagreement strategy. This conversation takes place between Katie as the speaker and Olivia as the listener. Olivia used the word "yeah," to avoid disagreeing with the speaker's statement.

Data 9

Hayden : “So I was thinking maybe you could make a video about me being your boyfriend. You know, like me working out. Throwing the ball around.”

Katie : “**That sounds riveting.** I'll think about it.”

Katie's utterance is categorized into an avoid disagreement strategy. Katie as a listener gives her consideration to the speech delivered by the speaker. This strategy is carried out by the listener to save the speaker's face.

Data 10

Lorena : "You were serious in your video? You want us to be nice to her?"

Katie : "**Absolutely.**"

This conversation took place in the school toilet between Lorena and Katie. Using the word "right," Katie as a listener is indicated to agree with what the speaker is asking.

Data 11

Clay : "I don't think we've officially met."

Katie : "**Right.**"

This conversation took place between Clay and Katie. Katie suddenly hugged Clay. Clay as a speaker states an utterance related to the relationship between the speaker and the listener. The listener responds by saying "Right." In this case, the listener agrees with what the speaker is saying.

Data 12

Katie : "You liked that video?"

Skyler : "Glam Slam loves 5,4 million views."

Katie : "That many people saw the video?"

Syklar : "Keep up the great work and you'll fit right in here. **By the way, I'm Skyler Stone, editor-in-chief of Glam Slam.**"

Katie : "Hi."

This conversation took place at the Glam Slam office between Katie and Skyler. Katie as a speaker asked Skyler's opinion as a listener. The speaker asked about the content she uploaded on her social media, but suddenly the listener introduced herself to break the distance between them. The listener raised a topic different from what is being discussed.

Data 13

Katie : "I forgot my address."

Cassandra : "**Press the home button on the GPS.**"

Katie : "Right."

This utterance happened when Katie was at Cassandra's house. Cassandra as a listener, she said "Press the home button on the GPS." Through the utterance, the listener gave the attention to what the speaker wants.

Data 14

Katie : "That's my mom."

Cassandra : **"We** need to get out of here. Give me the keys."

This conversation took place in front of Cassandra's house in between. Katie as speaker and Cassandra as listener. The utterances spoken by the listener are categorized as a strategy of include both the speaker and the hearer in the activity. The pronoun "we" indicates the listener to participate in the activity.

Data 15

Katie : "But you have to be nice to my friends."

Cassandra : "You don't have friends."

Katie : "Well, you have to be nice to my friend."

Cassandra : "Fine. **If you can keep it together and not destroy my reputation, I'll try to be nice to your friend.**"

It was spoken by Cassandra as a listener to Katie as a speaker. The conversation took place at school. Even if the listener expresses her disagreement with the speaker's request, then the listener makes an agreement that she will be nice, but the speaker must maintain her reputation. The listener said "If you can keep it together and not destroy my reputation, I'll try to be nice to your friend." to emphasize reciprocity.

Conclusion

Switched movie is a movie that was released in 2020. By focusing on the utterances of the characters in the Switched movie, the researchers found 15 data. There were 15 data on positive politeness strategies based on the theory of (Brown & Levinson, 1987). The researchers found that the strategies most often used by the characters in this movie were use in-group identity markers and avoid disagreement. It showed that in communication between the characters, both strategies were used to get closer to each other and save the interlocutor's face.

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