Politeness and Impoliteness Strategies Used in the "Sleeping Beauty" Movie

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ABSTRACT

This research aims to analyze the politeness and impoliteness strategies in The Sleeping Beauty Movie. This research used a qualitative method by selecting and collecting data from the Sleeping Beauty movie. After selecting and collecting the data, the researchers identify and analyze word-by-word conversations among characters and used the concept of Brown and Levinson, Geoffrey Leech, and Bousfield and Locher related to pragmatics study. The result shows 19 examples of politeness strategies, politeness maxims, and impoliteness strategies. They are 4 examples of politeness strategies, 8 examples of politeness maxims, and 7 examples of impoliteness strategies. The researchers conclude that the positive and impoliteness strategies in the Sleeping Beauty Movie are dominated by positive impoliteness and approbation maxim.

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I. Introduction

People have their unique style of communicating with others. Some people know the choice of words they choose, while others dont. If someone chooses to speak politely, it cannot cause conflict between two or more people, but someone does not care about the choice of words and unknowingly acts as they like, often when giving us rude words. They often have conflicts between themselves. In fact, whenever someone says something, the reaction feels like their politeness or rudeness from the listeners point of view. From the above cases, we all know that politeness is important in communication and interaction.

According to Hurford and Heasley, there are two ideas of meaning. The meaning of a sentence or the meaning of a word and the meaning of the speaker. The meaning of a sentence or word is the meaning of a sentence or its word. This can be examined in semantics. The speaker means the meaning when the speaker says a sentence. This can be examined in pragmatics. Pragmatics is a field of linguistics and means the meaning of utterances according to usage. Leech (1983: 36) explains that pragmatics lies in solving problems from the perspective of the speaker and the perspective of the listener. From the speaker's point of view, the question is how to create an utterance that produces results.

The principle of politeness is a set of maxims by Leech explaining how politeness works in conversational exchange. Leech (1983: 132) classifies the principles of courtesy into six maxims: Tact, Generosity, Approbation, Agreement, Sympathy, and Modesty. The phoneme of politeness occurs in social and actual conversation. However, because many media, such as movies, portray humility, there is no need to directly observe society for analysis. Movies are one of the most popular media in society and can be used to analyze politeness and rudeness strategies.

Impoliteness usually occurs in our communication, like everyday conversations, dramas, movies, and television. Impoliteness can appear in texts in our society and on the social media we normally

use. Politeness and impoliteness are inseparable from the study of pragmatics. The study of politeness and impoliteness is important in schools, colleges, friends, and family, so not only in the context of social life in society. The phenomenon of politeness and impoliteness also occurred frequently at school, at university, and among family and friends.

Based on the above explanation, the authors would like to analyze the politeness and impoliteness strategies of Charles Perrault "Sleeping Beauty". Sleeping Beauty is a 1956 American animation, a musical fantasy animated film produced by Walt Disney, and Disney's 16th feature film. Sleeping Beauty was released in 1956. Released by Walt Disney, this movie is a widescreen animation with the theme of the last fairy tale of Walt Disney's life. The film showed some politeness and rude strategies. Communication and interaction of movie characters. For this reason, the author is interested in analyzing the politeness and impoliteness of the film.

II. Review of Related Theory

In this research, the researchers used a qualitative method as a method for selecting and collecting data from Sleeping Beauty Movie as research object. According to Bogdan and Biklen (1982), qualitative research is descriptive when data is collected in the form of words such as videotapes, documents, etc. Therefore, the researchers began to analyze the movie by using politeness and impoliteness strategies theory related to pragmatics study.

A. Politeness Strategies

Politeness is defined as the use of communication strategies to create a social society always compact. There are several ways to do this such as including contextual adequacy, adherence to social and cultural norms, and social behavior. In other words, politeness is related to how people maintain relationships in society.

Brown and Levinson state a strategy of politeness as a strategy aimed at saving the hearer's face by creating expressions that pose less threat to the hearer's face. Courtesy Strategy is a communication strategy that emphasizes the words and actions of Leaf. Brown and Levinson (1987, p. 92) classify them into four major politeness strategies, namely:

a) Bald on record

Brown and Levinson said that bald on record is the most efficient form of communication. Bald on record apply when the speaker is unable to minimize the risk to the hearer's face. Bald on record ranked as the most direct strategy. This refers to the most direct representation of the action. For example, "close the door".

b) Positive politeness

Positive politeness is a strategy for giving hearer's a positive look. This strategy shows that we are aware of the hearer's needs, such as compliments and courtesy. Brown and Levinson said that positive politeness is a modification that purposes at having a positive face and needs to be acknowledged, accepted, and desired. This type is common to minimize the distance between the speaker and the hearer. For example, "I've been here for a while, can you close the door?".

c) Negative Politeness

Negative politeness is a strategy aimed at filling the negative faces of listeners. Brown and Levinson define negative politeness as corrective action aimed at the negative face of the recipient. Therefore, remedies refer to freedom of action and listener autonomy. For example, "If you don't mind, could you close the door?"

d) Off record

Off record is a strategy that obscures the speaker's utterances, thus leaving the speaker irresponsible for the actions they take. Brown and Levinson said that off record is an act of communication that is not just with a specific intention. This means that the speaker's utterance contains some specific intent. Then, the listener needs to interpret the utterance and understand its true meaning. For example, "The window is not open" it's means that the speaker wants the listener to open the window.

B. Politeness Maxim

There is a principle of politeness with a saying of conversation similar to that formulated by Paul Grice. The Cooperative Principle and the courtesy principle are closely related in that they look at the use of language in communication in terms of maxim. Leech divided the principle of etiquette into six maxims, namely:

a) Tact Maxim

Tact maxim is related to minimizing expenses to others and maximizing benefits to others. In this maxim, the speaker minimizes the cost to the listener (and the maximizes the profit accordingly) (Maharani, 2017, p.3). For example, "Rina, get your classmates ready, please".

b) Generosity Maxim

Generosity maxim involves minimizing benefits to ourselves and maximizing costs to others. This maxim is self-oriented, while the beat maxim is others-oriented (speakers say that others should come first, not yourself). For example, "I will take this to your bedroom".

c) Approbation Maxim

Approbation maxim means minimizing criticism from other people and maximizing praise from other people. This maxim is used to avoid saying anything offensive to other people, especially hearers. For example, "Your English is fantastic".

d) Agreement Maxim

Agreement maxim related to minimizing the expression of disagreement between oneself and others and maximizing the expression of the agreement between oneself and other people. This disagreement with the maxim is usually expressed as regret or partial consent. For example:

Susi: "Wanna help to change his diaper?"

Rika: "Yes, I want"

e) Sympathy Maxim

Sympathy maxim means minimizing antipathy between you and others and maximizing empathy between you and other people. For example, you need to evaluate and evaluate the work of others. On the other hand, when a disaster strikes another person, we would like to express our sympathies and condolences. For example, "I know you feel awful"

f) Modesty Maxim

Modesty maxim is related to minimizing self-reward and maximizing self-hatred. Both the maxim of consent and the maxim of humility cope with the diploma of exact or horrific of the audio system assessment of the alternative individual or oneself. However, this maxim commonly happens whilst you make an apology for something. For example "Please receive this gift".

C. Impoliteness Strategies

Impoliteness is an act that makes the face worse in a given situation. It is an act of intentionally attacking a person's face. This behavior usually occurred when people looked down on others. Impoliteness is also related when the speaker does not follow polite rules.

Impoliteness strategy is the opposite of targeting the face (that is, targeting the face) It is intended to attack the face, not to preserve or enhance it). Impoliteness strategies are used to attack someone in the context of communication. Culpeper classifies rude strategies into five types, namely:

a) Bald on record impoliteness

Bald on record impoliteness is a strategy that people use to attack someone directly. This strategy is used. Bald on record impoliteness is usually used when many faces are at risk and when the speaker intends to attack the listener's face. For example "Shut up! I don't want to hear you".

b) Positive impoliteness

Culpeper explains that positive impoliteness is a strategy aimed at hurting the positive face of the recipient. This strategy should be respected and recognized as equivalent to other strategies. Ignoring others, withdrawing from them, indifference and indifference are some examples of positive rudeness. For example, "Your shoes are ugly".

c) Negative impoliteness

Culpeper explains that negative impoliteness use a strategy aimed at hurting the recipient's negative face. This strategy is used because users want the freedom to do something. Scary, looking down, despising, or mocking someone is an example of negative rudeness. For example, "Stop wearing that stupid dress!".

d) Sarcasm or mock politeness

This strategy uses etiquette, but its implications are not true. Sarcasm can be used to express the opposite meaning of people's emotions towards something. For example, "Wow, your shoes look gorgeous" (in fact, they think it's ugly).

e) Withhold politeness

Withhold politeness is the strategy people use to expect politeness. Silence and nongratitude are implementations of this strategy. For example "not greeting someone back, or not saying thank you".

III. Research Method

In this research, the researchers used a qualitative method as method for selecting and collecting data from Sleeping Beauty Movie as the research object. According to Bogdan and Biklen (1982), qualitative research is descriptive when data is collected in the form of words such as videotapes, documents, etc. Therefore, the researchers began to analyze the movie by using politeness and impoliteness strategies theory related to pragmatics study.

IV. Findings and Discussion

From the Sleeping Beauty movie, the researchers found 19 examples of politeness strategies, politeness maxims, and impoliteness strategies. Specifically, they are divided into 4 examples of politeness strategies, 8 examples of politeness maxims, and 7 examples of impoliteness strategies. Politeness strategies consist of 1 example of bald on record, 1 example of positive politeness, 1 example of negative politeness, and 1 example of off record. In politeness maxims, consist of 1 example of maxim tact, 1 example of maxim generosity, 2 examples of maxim approbation, 1 example of maxim agreement, 2 examples of maxim sympathy, and 1 example of maxim modesty. Impoliteness strategies consist of 1 example of bald on record impoliteness, 3 examples of positive impoliteness, 1 example of negative impoliteness, 1 example of sarcasm or mock politeness, and 1 example of withholding politeness. All of those are explained in detail below.

A. Politeness Strategies

Table 1. Politeness Strategies

No	Strategies	Data	Context
1.	Bald on record	Merryweather: Sweet princess, if this evil witch trick stabs your finger with a spindle, this gift I give you may still have a faint light of hope.	Action oriented assignments or instructions.
2.	Positive politeness	Fauna: Come on, come and have a cup of tea. I think it will work for some reason.	Involving the speaker and the hearer in an activity.
3.	Negative politeness	Flora: I'm sorry, princess, but you have to never see	Apologize.

		that young man again.	
4.	Off record	Philip: But when can we meet again?	Give association clues.

a. In the first table, in the conversation above, Merryweather's utterance referred to direct imperative sentence, which means the speaker and the hearer know each other well. For example between friends or between family members. So the hearer's feel surprised, embrassed, or uncomfortable.

b. In the second table, from the conversation can be seen Fauna's utterance referred to show intimacy to the listener who is not a close person to the speaker. To facilitate the interaction, the speaker tries to give the impression of having the same fate and as if she has the same desire as the opponents speech and is considered a shared desire that is really wanted together. This is aimed directly at the face of the hearer so that the speakers desire is considered as a mutual desire between the speaker and the listener.

c. In the third table, that conversation occured in the home. After Aurora told about the prince she met in the forest to the fairies, the fairies forbade her not to meet the man again because Aurora had been engaged since childhood without Aurora knowing. But, at that time, Fauna said *"Im sorry"* as not to hurt Aurora's heart. By saying *"Im sorry"*, the speaker tried to maintain the listeners feeling.

d. In the last table, prince Philip say wants to meet Princess Aurora again. So that he could see Aurora and played again with her. In the above conversation, Philips statement referred to an indirect request from the speaker at the time to the listener. To give a hint to the listener, the narrator said the above sentence. This means that prince Phillip actually wanted to come to the forest so that prince Phillip could see princess Aurora.

B. *Politeness Maxims*

Table 2. Politeness Maxims

No	Strategies	Data	Context
1.	Tact maxim	Merryweather: I... Flora: Please clean up the room, dear, and I will make the beautiful dress. Well, hurry!	Hold back or avoid actions that harm the speaker.
2.	Generosity maxim	Flora: Princess Aurora. Tonight we will bring you back to your father, King Stephane.	The speaker tends to put the cost to herself rather than to the hearer.
3.	Approbation maxim	Fauna: Oh, she will look beautiful in wearing the dress it.	Direct praise.
		Aurora: Oh, prince. Well, he is tall, handsome and very romantic.	Indirectly praise.
4.	Agreement maxim	Merryweather: So we, us? Fauna: Do you take care of your baby? Flora: Why? Fauna: Oh, I want it!	Hearer gives support approval to speaker.
5.	Sympathy maxim	Fauna: Poor King Stephane and Queen. Merryweather: They were grieving when found it.	Speaker felt sympathy to the hearer's conditions.
		Merryweather: And I thought the was very sadly.	Speaker hopes hearer liteners are happy.
6.	Modesty maxim	Merryweather: But I have never baked a cake. Flora: Oh, you don't have to.	Humble themselves.

a. In the first table, the purpose of this utterance is to help what the speaker wants to make the addressee interested. This utterance is categorized as polite because the speaker trying to help the speaker.

b. At the second table, the purpose of Flora said that a cup of tea will give peace to the other fairies so that the other fairies felt calm and could think clearly.

c. In the third table, the purpose of Fauna and Aurora said this was to directly praise the woman and the prince for having a beautiful and handsome faces.

d. In the fourth table, through this conversation, Flora intends to invite the fairies to help her take care of Aurora and the fairies are happy to help Flora this is marked by the words "*Oh, I'd like that!*". In this utterance there is an agreement between the speaker and the addressee.

e. In the fifth table, through this conversation, Fauna and Merryweather tried to understand the feelings of King Stefan and Queen and Aurora who were feeling sad. This is indicated by the word "*Poor*", which means that Fauna sympathizes with what happened to King Stefan and Queen. This is also indicated by the word "*We though*" in another sense Merryweather sympathizes with the events that happened to Aurora.

f. In the last table, through this conversation, Merryweather aims to humble himself by mentioning that she doesnt look as good as Flora praises her. This is indicated by the words "*Oh, you won't have to, dear*".

C. *Impoliteness Strategies*

Table 3. Impoliteness Strategies

No	Strategies	Data	Context
1.	Bald on record impoliteness	Stefan: (pointing to the castle guard) Get this creature!	Clearly stated sentence.
2.	Positive impoliteness	Merryweather: You did not want in this castle!	The sentence uses forbidden or unusual words.
		Merryweather: I want to turn her (Maleficent) into a fat old toad!	The sentence uses forbidden or unusual words.
		Stefan: (Angry) You idiot, arrogant, arrogant old idiot!	The sentence uses forbidden or unusual words.
3.	Negative impoliteness	Stefan: Warning, Hubert, this means war between us!	Underestimate the hearer and instill confidence that his actions will be detrimental.
4.	Sarcasm or mock politeness	Maleficent: And to show me that there is no malice, I will also give the children a gift.	Use sentences that are clearly insincere, pretend, or appear polite on the just surface.
5.	Withhold politeness	Fairy: Surprise, surprise! Fauna: Happy Birthday! Aurora: Oh dear, today is the happiest day of my life. Everything is so cool. Wait until you see him.	Not repeating a sentence that answers the greeting after being given congratulated.

a. In the first table, the form of the sentence above is to emphasize a direct threat to the hearer with a direct narrative using the word "*seize*" which shows directly to the partners face.

b. In the second table, through that sentence above, the speaker uses prohibited language such as "*unreasonable, pompous, blustering, old windbag*" which does not customary, to express his angry. The word "*old windbag*" has a very crude meaning.

c. In the third table, the sentence above clearly has a meaning that will harm the hearer by giving a bad statement and expecting something bad to happen to his hearer by expressing hope that will happen.

d. In the fourth table, the sentence above is politeness that is clearly not sincere, pretending, or just looking polite on the surface.

e. In the last table, the sentence above is not polite as expected, such as not thanking a partner who give gifts of congratulations.

V. Conclusion

Based on the data of analysis the politeness and impoliteness strategies in the Sleeping Beauty Movie, the researchers have found many strategies of politeness and impoliteness. It was found that there were 4 examples of politeness strategies, 8 examples of politeness maxims, and 7 examples of impoliteness strategies. Politeness strategies consist of 1 example of bald on record, 1 example of positive politeness, 1 example of negative politeness, and 1 example of off record. In politeness maxims, consist of 1 example of maxim tact, 1 example of maxim generosity, 2 examples of maxim approbation, 1 example of maxim agreement, 2 examples of maxim sympathy, and 1 example of maxim modesty. Impoliteness strategies consist of 1 example of bald on record impoliteness, 3 examples of positive impoliteness, 1 example of negative impoliteness, 1 example of sarcasm or mock politeness, and 1 example of with politeness. From the result of the explanation, it can be concluded that in each conversation in Sleeping Beauty movie, there were found politeness and impoliteness strategies in the movie. Using politeness speech in a conversation can create a comfortable conversational atmosphere so that neither the speaker nor the listener is offended or misunderstood.

VI. Suggestion

The authors hope this research can help the readers to an understanding of politeness and impoliteness strategies and can improve their English skills, as well as the ability to analyze politeness strategies and impoliteness strategies in articles, books, movies and songs.

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