

CHAPTER I

INTRODUCTION

In this chapter, the researcher presents some points related to this research. The points cover background of the research, formulation of the research questions, research objectives, significance of the research, scope and limitation, definition of the key terms.

A. Background of The Research

Most of us are aware of acceptable social manners and value politeness and courtesy. Grundy (2000) stated that politeness phenomena are one manifestation of the wider concept of etiquette, or appropriate behavior. Being polite means being aware of and respecting the feelings of other people. We may not always notice politeness but we usually notice rudeness or inconsiderate behavior. We are being polite by providing some of the most common behaviors that are considered polite to build and maintain relationships with others. Beside politeness can and will improve your relationships with others, it will help to build respect and rapport, boost your self-esteem and confidence, and improve your communication skills. However, politeness is often misinterpreted as only referring to the courteous and refined expressions by lay audience.

This case is called as politeness in pragmatics. Pragmatics is a study about way in explaining language in context. Yule (1996:3), states that “Pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) interpreted by a listener (or reader)”. Pragmatics is a subfield of linguistics and semiotics that studies the ways in which context contributes to meaning. In this respect, pragmatics explains how language users are able to overcome apparent ambiguity, since meaning relies on the manner, place, time, etc. of an utterance. Brown and Levinson (1978) define politeness as maintaining the hearer’s face, which is, letting hearer feels unimposed on and improved in a certain respect. Each utterance in communication can convey the meaning in an attempt to create understanding among main speaker and hearer. Politeness is best expressed as the practical application of good manners or etiquette. According to Brown and Levinson, politeness strategies are developed in order to save the hearers’ “face”. Face refers to the respect that an individual has for him or herself, and maintaining that “self-esteem” in public or in private situations.

In politeness theory, if a speaker says something that is a threat to others’ expectations of their public self-image, then that action is called by Face Threatening Act (FTA). Face threatening (FTA) is an act which challenges the face wants of an interlocutor. According Brown and Levinson (1987:65-68) states that the concept of face is universal.

Basically, there is a variety of utterance that is potentially to threaten called face threatening acts (FTA). The face threatening acts divides into negative face threatening acts and positive face threatening acts of addressee. Acts that threaten the addressee's negative face are; (i) expressions of orders and requests, suggestions, advices, remindings, threats, warnings, dares, offers, promises, compliments, (ii) expressions of envy or admiration, and expressions of strong (negative) emotions toward hearer – e.g. hatred, anger, and lust. Acts that threaten the addressee's positive face are; (i) expressions of disapproval, criticism, contempt or ridicule, complaints and reprimands, accusations, insults, contradictions or disagreements, challenges, (ii) expressions of violent (out-of-control) emotions, irreverence, mention of taboo topics, including those that are inappropriate in the context, bringing of bad news about hearer, or good news (boasting) about speaker, raising of dangerously emotional or divisive topics, e.g. politics, race, religion, women's liberation, blatant non-cooperation in an activity – e.g. disruptively interrupting hearer's talk, making non-sequiturs or showing non-attention, and use of address terms and other status-marked identifications in initial encounters. Besides, the Politeness strategies: Bald On-Record, Positive Politeness, Negative Politeness, Off-Record, and Do not do FTA.

A movie is a form of symbolic expression of human being. It can be the most suitable media for understanding human's conversation

since it resembles the real world of human. It is inspired by human, made by human, and played by human. In its best value, a movie or a film has the ability to record people and the events around them (Graham, 2005: 117). And it will be changed into movie script so that it will be easier to find out the Face Threatening Acts and Politeness Strategies performed in the *Black Panther* movie.

Black Panther is a 2018 American superhero film based on the Marvel Comics character of the same name. Produced by Marvel Studios and distributed by Walt Disney Studios Motion Pictures, it is the eighteenth film in the Marvel Cinematic Universe (MCU). The film is directed by Ryan Coogler, who co-wrote the screenplay with Joe Robert Cole, and stars Chadwick Boseman as T'Challa / Black Panther, alongside Michael B. Jordan, Lupita Nyong'o, Danai Gurira, Martin Freeman, Daniel Kaluuya, Letitia Wright, Winston Duke, Angela Bassett, Forest Whitaker, and Andy Serkis. In *Black Panther*, T'Challa is crowned king of Wakanda following his father's death, but his sovereignty is challenged by an adversary who plans to abandon the country's isolationist policies and begin a global revolution. *Black Panther* premiered in Los Angeles on January 29, 2018, and was released theatrically in the United States on February 16, in 2D, 3D, IMAX and other premium large formats. The film received praise from critics for its direction, screenplay, acting (particularly that of Boseman, Jordan, Gurira, and Wright), costume design, production values, and

soundtrack, though the computer-generated effects received some criticism.

Many critics considered it to be one of the best films set in the MCU and noted its cultural significance, with organizations including the National Board of Review and American Film Institute naming it one of the Top 10 Films of 2018. It became the 9th-highest-grossing film of all time with over \$1.35 billion worldwide, breaking numerous box office records including the highest-grossing film by a black director, and becoming the highest-grossing 2018 film in the U.S. and Canada and second-highest-grossing film of 2018 worldwide. The film received numerous awards and nominations, with seven nominations at the 91st Academy Awards (including Best Picture, making it the first superhero film ever to receive such a nomination), three nominations at the 76th Golden Globe Awards, two wins at the 25th Screen Actors Guild Awards, and twelve nominations at the 24th Critics' Choice Awards (winning three), among others. A sequel is in development with Coogler returning to write and direct. Besides, this movie becomes the only superhero movie won the Best Costume Design Oscar 2019.

As a result, analyzing of strategies in performing threatening act in a movie can somehow represent analyzing strategies in performing face threatening act in human life. Hence, the researcher desires to conduct the research entitled, **“FACE THREATENING ACTS IN BLACK PANTHER MOVIE SCRIPT”** in order to find the acts those

are threatened and the politeness strategies in their conversational fragments.

There are some studies that also investigate strategies in performing Face Threatening Act (FTA). Three of them reviewed as follows. The first study is conducted by Lathifatuz Zahro' in 2017 which is entitled *Strategies in Performing Face Threatening Acts in The "Star Truck" Movie*. In this research, she focuses on the conversational strategies in performing Face Threatening Act (FTA) in the movie. This is the same as the recent research the researcher will be conducted which puts the same focus, and in the same sources that is movie, but different expression of languages.

The second research is conducted by Andita Wulandari (2014) which is entitled *Politeness Strategies performed by Lectures in Proposal Seminars in English Study Program Faculty of Cultural Studies at Brawijaya University*. She conducted the research which focuses on *by Lectures' utterances in Proposal Seminars* in performing Face Threatening Act (FTA) and politeness strategy which *Lectures' utterances in Proposal Seminars* as the source of the data. This research is more complicated than the recent study because the researcher conducted the research in natural source in daily life than in a movie. Besides, the research more various than the recent research which just on a movie.

The last research is conducted by Ramdan Sukmawan (2015) which is entitled *Face Threatening Acts in Wayang Golek*. He was interested in taking that traditional play as the data source because he would find various examples of FTA in the conversational fragments belong. This research is the same focus as the recent research. The recent researcher will conduct about performing Face Threatening Act (FTA) and the politeness strategies.

B. Formulation of The Research Questions

Based on the background stated above, this study is conducted in order to answer the following questions:

1. What types of Face Threatening Acts (FTA) are performed in the conversational fragments among main characters in the *Black Panther* movie?
2. What Politeness Strategies of Face Threatening Acts (FTA) are performed the conversational fragments among main characters in the *Black Panther* movie?

C. Objectives of the Research

The purpose of this study is related to the research problems are:

1. To find out categorization of Face Threatening Acts (FTA) types are performed in the conversational fragments among main characters in the *Black Panther* movie.

2. To find out politeness strategies of Face Threatening Acts (FTA) are performed in the conversational fragments among main characters in the *Black Panther* movie.

D. Significance of The Research

The result of the study is expected to be beneficial in two ways:

1. Academic significance

This study would give contributions to the development of pragmatics discipline. The finding would be able to be used as the material in teaching Pragmatics, especially politeness strategies and FTA (Face Threatening Act). The finding can also be used by students as the example of politeness strategies role in communication.

2. Practical Significance

The findings of this research would give the information to the readers especially for the English students of State Islamic Institute (IAIN) of Tulungagung when they are interested in doing similar research in future. In addition, the researcher hopes that the finding of this study would also be useful for further researchers. The result of this study can be used as a reference in conducting research related to topic in the same field.

E. Scope and Limitation

This researcher is focused on face threatening acts performed by the main characters in *Black Panther* movie. The discussion in this thesis is to analyze Face Threatening Acts and the Politeness Strategies include; According Brown and Levinson (1987:65-68) states that the concept of face is universally. Basically, there is a variety of utterance that is potentially to threaten called face threatening acts (FTA). The face threatening acts divides into negative face threatening acts and positive face threatening acts of addressee. Acts that threaten the addressee's negative face are; (i) expressions of orders and requests, suggestions, advices, remindings, threats, warnings, dares, offers, promises, compliments, (ii) expressions of envy or admiration, and expressions of strong (negative) emotions toward hearer – e.g. hatred, anger, and lust. Acts that threaten the addressee's positive face are; (i) expressions of disapproval, criticism, contempt or ridicule, complaints and reprimands, accusations, insults, contradictions or disagreements, challenges, (ii) expressions of violent (out-of-control) emotions, irreverence, mention of taboo topics, including those that are inappropriate in the context, bringing of bad news about hearer, or good news (boasting) about speaker, raising of dangerously emotional or divisive topics, e.g. politics, race, religion, women's liberation, blatant non-cooperation in an activity – e.g. disruptively interrupting hearer's talk, making non-sequiturs or showing non-attention, and use of address terms and other status-marked identifications in initial encounters. The

researcher analyzes the movie from its script and takes the situation of the conversational fragments as the context of utterances to get know the interconnection both of the Face Threatening Act and Politeness Strategies.

F. Definition of The Key Terms

In order to give clear definition and as guidance for the readers to understand the whole study, the definition of the key terms are given here. Searle (1969:65) give the definition like the following discussion.

1. Pragmatics is the study of speaker meaning; it deals more with the interpretation of what people mean by their utterances than what the utterances actually mean by themselves. Pragmatics is a study about way in explaining language in context. Yule (1996:3), states that “Pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) interpreted by a listener (or reader)”.
2. Politeness is the expression of the speakers' intention to mitigate face threats carried by certain face threatening acts toward the listener.
3. Face means the public self-image of a person and it needs to be realized by the addressee.
4. Positive face: Positive face is direct challenge to the face of the listener.

5. Negative face: Negative face is when the speaker impinges on the listener's negative face.
6. FTA (Face Threatening Act) is a condition of being impolite to others because the way of speaker in delivering the conversation to the addressee. This condition occurs perhaps the diction performed, expression performed, or maybe others factors that can lead the FTA.
7. Politeness Strategies is a way of explaining how politeness operates in conversational exchanges. There are positive politeness and negative politeness that use both to increase solidarity and to decrease imposition or to mitigate FTA both of the speaker or the hearer.
8. Bald on record: Bald on record strategy provides no effort by speakers to minimize the impact of FTA's. The speakers usually shock the hearers, embarrass them, or make them feel a bit uncomfortable.
9. Off record: Off record has the main purpose of taking some pressures off of the hearer. In this case, the speaker performs an act in a vague manner that could be interpreted by the hearer as some other acts.