**CHAPTER I**

**INTRODUCTION**

This chapter discusses the background of the research, the research problem, the research objective, significance of the research, scope and limitation, and the definition of the key terms.

1. **Background of the Research**

Principally, language is a tool of communication and a tool to express the idea of language users. “Language is a very essential part of human to express theirself and the real world” (Liliweri, 1994:1). Human can deliver their idea to other people by using language. Language possibles the language users to interact each others. They share whatever they feel through language. Human express their happiness, sadness, what they know and what they do not know, even their angry by using language. “For human, language, is the main factor that produce perception, opinion, and knowledge” (Liliweri, 1994:2). It is totally true to be said that language is a vital need of human in making an interaction.

The interaction between human being is always based on a certain norm. This norm looks from their verbal act and nonverbal act in their communication. Verbal act, such as in the imperative function, looks in the way how the speakers giving a command, asking to do something, prohibiting, etc. towards the hearer. The nonverbal act seems from the gesture of the speaker while he / she speaks to the hearer. Socioculture norm requires a polite acts of human in interacting with others. However, language is not as simply as it seems. Because language in use contains a lot of aspect.

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As the statement above, there are many aspects that must be understood to be able to use language successfully in communication. Sometimes, speaker delivers his / her message through indirect speech and vise versa. For example:

“ This room is too hot.”

When we look at this utterance, we may directly assume that the speaker gives a statement about something. But, to understand what the speaker means we will not treat this as a declaration at all. If this utterance is spoken in the room which it’s windows are closed, it may means that the speaker ask the hearer to open the window. So, to derive the meaning of this kind of message, we have to know the conversation’s context. This kind of example is considered as an indirect speech act. It indicates that the outside factors of language is also important in understanding the information, because language has specific meaning in each context.

Besides and additionally to the above, languages have specific means to show politeness, deference, respect, or recognition of the social status of the speaker and the hearer. These focus are studied in Pragmatics.

“Pragmaticss is the general study of how context influence the way sentences convey information” (Fromkin, 1985:222). Another definition defines that “Pragmaticss is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a hearer (or reader)” (Yule, 1996:3). On the other hand, Levinson stated in *Pragmaticss* that “Pragmaticss is the study of those relations between language and context that are grammaticalized, or encoded in the structure of a language” (Levinson, page 9). “In many ways, Pragmaticss is the study of ‘invisible’ meaning, or how we recognise what is meant even when it is not actually said (or written)” (Yule, 1996:127). From those definitions, we may assume that Pragmaticss is the study on how we convey the meaning a certain information based on the context of the information itself.

Pragmaticss involves many theories. One of the most important theory that also deals with the successfull management of social interaction through language is politeness theory. Politeness is the idea of ‘polite social behavior’, or etiquette, within a culture” (Yule, 1996:60). It means that each place in the world have their own concept about politeness. They make their politeness concept based on the norm of their society. Absolutely, it is only used by the member of the society itself. So, it is why Pragmatics has Politeness Theory. It is made in order to make a universal theory about politeness.

The previous research about Politeness Theory has been conducted in STAIN Tulungagung. Fitriyah in her thesis, *Humors in Hello Magazine* (*a Pragmatics Research),* 2009, emphasized her study on Politeness Principle by Leech. She stated, “Most humors are made by speakers giving cost to hearers resulting to impolite expressions. Thus this impoliteness brings to the amusements and makes laughter. Another research, Tyas, 2010, has studied about The Management of Face by Brown and Levinson ( one of the politeness theory ). She intended her research in the dialogues of the novel Twenty Thousand Leagues Under the Sea by Jules Verne. In her thesis, she stated that the characters of the novel use the strategies to avoid FTA (face threatening acts) on the addressee.

Based on the previous research above, the writer of the research wants to discuss politeness theory. In this research, she wants to specify her research on the application of Politeness Strategies by Brown and Levinson. She specifies her research on directive speech acts in order to know the specific usage of the politeness strategies in the sentence. And in this research, she focuses on directive speech acts.

In the Politeness Strategies of Brown and Levinson, there is a “face” concept. “Face” concept is defined as “basic wants, which every member knows every other member desires, and which in general it is in the interest of every member to partially satisfy” (Brown, 1978:62). It means that “face” concept is self-image or self- esteem of every human. The self-image of human can be damaged or maintained in the interaction with others. This is why the Politeness Strategies of Brown and Levinson are formulated. These strategies provide the language users the strategies to manage an interaction with others well and to avoid damaging or threatening other people “face”, which is called as “face-threatening acts”. Thus, these strategies are very important for language users.

The writer thinks that it is very important to apply the politeness theory in making directive speech acts. Asking someone to do something, giving a command, requesting etc must be done politely. However, the writer argues that the people who know about politeness theory is very limited recently. Moreover, it does not tought in teaching and learning process, even in teaching foreign language. Consequently, learners do not know how to use a foreign language appropriately. Even, it makes them confuse how to communicate by using a foreign language in an appropriate way. In addition, the learners do not brave to do an directive speech acts in a foreign language because it is a risk utterance.

By considering the problem above, the writer decides to choose the topic about politeness strategies in her research. She intends to research the politeness strategies in the directive speech acts performed by the main actors in the camp rock movie. The writer choose the movie because it represents a real life. Movie contains a dialogue with concrete context such as gesture of the actors, setting of place, the situation, and interaction between the actors. We also be able to see directly which actor who is older than others and what is his/her social status. Those are what we need to analyze Pragmatics phenomena. Moreover, it can be seen as a direct action. It is why the writer choose the movie to get the data related to her research. And also, we can take the direct example of how the foreigner use the language appropriately.

Therefore, the discussion of Politetness Strategies Performing by Actors in “Camp Rock” Movie in Producing Directive Speech Acts in this research is expected to be able to help English learner in learning English in using language. Writer does hope that her research will give advantages to everyone who read it.

1. **Statement of Research Problems**

Based on the background of the research in preceding discussion the following research problems are formulated:

1. What are the directive speech acts categories produced by main actors in “Camp Rock” movie?
2. What are the politeness strategies performed by the main actors in “Camp Rock” movie in producing directive speech acts?
3. **Objectives of Research**

Based on the research problems above, the research objectives are as follows:

1. To find out the directive speech acts produced by main actors in “Camp Rock” movie.
2. To find out the politeness strategies performed by the main actors in “Camp Rock” movie in producing directive speech acts.
3. **Significance of The Research**

This research is expected to give valuable contribution to the theoretical use of directive speech acts and Politeness Strategies. Practically, this research is expected to broaden the knowledge of language learners, especially English students, and language users to be able to apply the most appropriate directive speech acts and the most appropriate politeness strategies in communication.

Moreover, the writer hopes that the study will give valuable contribution for :

1. English teachers

By understanding the Politeness Strategies, English teachers can be motivated to conduct contextual learning. They will have a new standard of English teaching material that is considered as more relevance material with language in use. So, it will be able to improve the quality of English generation, that is the generation who not only capable in using language correctly but also appropriately.

1. English learners

The English learners will know more about how to use language appropriately. The Politeness Strategies will help the English learners to improve their speaking skill. It can lead them to make a good interaction.

1. The readers

The readers can learn the Politeness Strategies how to practise it in their daily communication. The writer does hope that the readers can give feed back by discussing more about the Politeness Strategies or sharing knowledge about politeness so both the writer and the readers can improve their understanding about Politeness Strategies.

1. **Scope and Limitation of the Research**

In this research, the researcher would like to study the Politeness Strategies performing by main actors in “Camp Rock” movie in producing directive speech acts not the whole dialogue of the movie.

The limitation of this research is this research will only study about politeness strategies in the directive speech acts not all dialogue. In addition, the directive speech acts that will be studied are only the directive speech acts performed by main actors in that movie.

1. **Definition of Key Terms**

Definition of key term is important to be given in order to avoid misunderstanding; the definition of the key term is based on these research problems of this research.

1. Directive

This is one kind of speech acts which is used by S to get the H to do something, such as commanding, requesting and suggesting.

1. Speech acts

Speech acts is an action which is performed via utterance. It is a S meaning which is delivered through his/her utterance.

1. Politeness strategies

It is one of the politeness theory in Pragmatics theory that formulated in 1978 by Penelope Brown and Stephen Levinson. The theory accounts for the redressing of the affronts to face posed by face-threatening acts to addressees.

1. **Organization of the Research**

The study is written in five chapters. Those are introduction, review of related literature, research methodology, result and discussion of the study and conclusion.

Chapter 1: Introduction

It includes background of the research, statement of the problem, purpose of the research, significant of the research, scope and limitation, definition of key terms and organization of the study.

Chapter 2: Review of Related Literature

It consist of theories related to the topic of the research, focusing the discusion on, politeness theory in Pragmaticss, Politeness Strategies, Speech Acts Theory and movie.

Chapter 3: Research Methodology

It deals with research design, research instrument, data and data source, data collection, data analysis.

Chapter 4: Result and discussion

It presents the data presentation and discussion of the research.

Chapter 5: Conclusion and Suggestion

This chapter presents conclusions derived from the analysis of the directive speech acts produced by main actors in the movie and suggestion for the readers.