

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the Problem

Language is the most important in human being's life. In daily life, language can express people with feelings, and opinion to communicate with other people. It means the language is really needed to interact with each other. In social aspects language uses in relationship with family, religion, politics, and the culture. When we are using conversation with the speaker or the hearer, language makes someone happy, angry, or sad with language, and persuade people, that is how the language works. Language is an important part of communication, because language is the foundation of all human relationship.

Communication is a process of sending and receiving information among people. Humans communicate with others not only by face-to-face communication, but also by giving information via the Internet. In daily life, people can communicate by phone or their social media to interact with each other. Moreover, communicating helps people to express their feelings and ideas at the same time, helps us to understand emotion and thoughts of the others. Therefore, the importance of communication cannot be underestimated. Every day, we communicate with a lot of people including our families, friends, or even strangers. However, people should be able to decide the polite language which is appropriate in order to maintain the communication and make people need to consider the language as well as the context, and also we need the politeness strategies to make communication good.

Politeness is most important in communication and also depends on various factors in interacting, including ages, social distance between the speaker and the hearer, showing how well they know each other or respect for other people, and the context of the situation. In linguistic field, politeness is the part of the language system that uses the verbal communication and makes people need to consider the language as well as the context, we are need to know how to politeness strategies make communication good and to keep people feeling. This research is from pragmatic study, which focuses on politeness strategies.

Politeness strategy is knowing the way the people use the language while they are having interaction or communication. Politeness Strategies are strategies to save someone's face in communication. Face is the public self image that very adult tries to protect. Brown And Levinson (1987) have divided the politeness strategies according to how much the speakers and hearers minimize the threat when they are having conversation. It means the politeness strategies make a people avoid saying something like swear, promising, rude words, and so on in their communication.

In order to know how polite communication works, we can see communications presented in television, social media, and film. Film is an audio visual communication media to convey a message to a group of people who gather in a certain place. Film can also be called as movie whose stories have pictures and sounds. Movie is also a media that can entertain people of all ages. As in global era, gadget is the great media electronic for the people to watch movie every time and everywhere. Sometimes people use their free time to watch movie in XXI. The film industry's biggest market is Hollywood films. One of the great film in 2019 is Charlie's Angels. According to <https://www.kincir.com/movie-reviews> rating is 6/10. This movie has many positive comments from its viewers.

Charlie's Angels is an American action, adventure, and comedy film, written by Elizabeth Banks and Evan Spiliotopoulos and director by Elizabeth Banks. This film produced by Sony Picture Entertainment have become popular since the first day of this series released in 2019 on Cinema or XXI. When a young systems engineer blows the whistle on a dangerous technology, Charlie's Angels are called into action, putting their lives on the line to protect us all. Sabina Wilson (Kristen Stewart), Elena Houghlin (Naomi Scott), and Jane Kano (Ella Balinska) and Mrs. Bosley (Elizabeth Banks) are working for the mysterious Charles Townsend (Robert Clotworthy), whose security and investigative agency has expanded internationally. With the world smartest, bravest, and most highly trained women all over the globe, there are now teams of Angels guided by multiple Bosleys taking on the toughest jobs everywhere.

From the cast conversation in *Charlie's Angels* movie we can see a politeness strategies showed by the four main characters through a communication from each cast. The four main characters were chosen because they appear most often in *Charlie's Angels*

film namely are Sabina Wilson (Kristen Stewart), Elena Houghlin (Naomi Scott), Jane Kano (Ella Balinska), and Bosley (Elizabeth Banks). Charlie's Angels film has a communication in the dialogue to make this film matching to the story line, in each cast has the types using politeness strategies. Every politeness strategies they use, there must be a factor influencing them in choosing their politeness strategies.

## **1.2 Identification of the Problem**

Based on the background previously stated, the identification of research problem focus on factor influencing the four main characters in movie *Charlie's Angels* by Sony Picture Entertainment using their politeness strategies. To explain the main problem, politeness strategies is the best way to avoid misunderstanding in conversation. Politeness Strategies also make a good relationship and to have a good communication with other people.

## **1.3 Limitation of the Problem**

From the identification of the problems exposed above we are get the broad dimension of the problem. However, this study is limited to the characters that the author chooses, because the four main characters are important roles in the plot of movie, and the frequency of appearance. The four main characters in movie *Charlie's Angels* are Sabina Wilson, Elena Houghlin, Jane Kano, and Mrs. Bosley.

The utterance that main character produce may contain politeness strategies. The author used theory of Brown and Levinson (1987) to analyze the data and use theory the Payoffs and Sociological Variables written by Brown and Levinson to find the factors influence the choice of politeness strategies that used by four main characters.

## **1.4 Formulation of the Problems**

Based on the the limitation of the problem above, the problems in this research can be formulated accordingly to find the politeness strategies in film titled *Charlie's Angels* which become the assumption of the research. The formulation of the problems are as follows:

1. What are the politeness strategies types use by the four main characters in *Charlie's Angels* movie?
2. What are the politeness strategies factors influencing the choice use by the four main characters in *Charlie's Angels* movie?

### **1.5 Objectives of the Research**

Based on the formulation of the problems, this research has several objectives to make it is focused. The author conducts this research for the aims as follows:

1. To know the politeness strategies types by the four main characters in *Charlie's Angels* movie
2. To know the politeness strategies factors influencing the choice use by the four main characters in *Charlie's Angels* movie?

### **1.6 Methods of the Research**

To conduct this research, the author uses qualitative method to analyze the politeness strategies in *Charlie's Angels* movie. The author chooses to use the qualitative method because the method is more appropriate for the author to share information or various types and factor in politeness strategies. The steps for the analysis are downloading the movie from <http://103.194.171.185/>, downloading the subtitle from the website [www.subscene.com](http://www.subscene.com) , watching the movie, matching the utterances in the movie with the subtitle, classifying the politeness strategy of request utterances by Brown and Levinson's theory of politeness strategy, describing the intention of addressing request utterances from the data by Brown and Levinson's theory of politeness strategy, describe the factors influencing the choice used by the four main characters in *Charlie's Angels* movie, and making conclusion of the analysis of this research and also giving suggestion.

### **1.7 Benefit of the Research**

This research is expected to be beneficial for those who want to know about how to talk or do something more polite when talking to other people and the concept of politeness strategies using theory from Brown and Levinson (1987). This study can be

used as a references for other researchers. This research is to help them to get information needed in the use of politeness strategy.

## **1.8 Systematic Organization of the Research**

The paper organization is explained as follow:

### **CHAPTER 1 : INTRODUCTION**

Chapter one explains about the background of the research, identification of problem, limitation of problem, formulation of problem, objective of problem, method of research, benefit of research and systematic organization of the research.

### **CHAPTER 2 : FRAMEWORK OF THE THEORIES**

Chapter two explains some theories of Pragmatics, Politeness such as Politeness strategies. Those mentioned theories will support this research.

### **CHAPTER 3 : THE POLITENESS STRATEGIES USED BY THE MAIN CHARACTERS OF CHARLIE'S ANGELS MOVIE.**

Chapter three examines the data in order to answer the formulation of problem mentioned in chapter one. The analysis will be examined through theories mentioned in chapter two.

### **CHAPTER 4 : CONCLUSION**

Chapter four concludes the analysis of this research and also gives suggestion.

### **ENCLOSURES : ATTACHMENTS**

The chapters above are followed by references, scheme of the research, poster of the research, curriculum vitae, and other required attachments.