

CHAPTER 1

INTRODUCTION

1.1. Background of the Problem

Politeness is the feature of language use which most clearly reveals the nature of human sociality as expressed in speech. Politeness is essentially the consideration of the other person's feelings about what he or she should be treated in an interaction, behaving in a way that demonstrates appropriate consideration of the interaction's social status and social relationship. There are two different emotions. Consequently, there are also two different kinds of politeness. One encourages expressions of respect, restraint, and avoidance when what it is to be said is unwanted (Negative Politeness). The other arises from the importance of considering people's feelings in long – term relationships. The prompts expressions of social closeness, caring, and approval (Positive Politeness).

Nowadays, many people are not too concerned about politeness in communicating with others. Either because they are not good at choosing words or because it has become a habit in their lives to communicate without being concerned with politeness. According to Brown and Levinson (as cited by Purdon, 201: 8), negative politeness is “redressive action addressed to the addressee's negative face” (ibid.: 129). In other meaning, the most important aspect of negative politeness is with the speaker's respect for the recipient who gives him the freedom to react freely. The concept of impoliteness occurs when somebody expresses her/his emotions by using rude and ill-mannered language, which can lead to conflict. Usually, people are not able to control the language they use or their behavior in the communication process with other people. Culpeper introduced two of the most well-known definitions of impoliteness. In his first definition (1996), which is more general, Culpeper described impoliteness “as the use of strategies designed to attack face, and thereby cause social conflict and disharmony” (cited in Bousfield and Locher, 2008, p. 131).

According to Culpeper (as cited by Khotimah, Sumarlam and Sawardi, 2022: 450) suggests that impoliteness is behavior communication that intends to attack the face of the interlocutor. In other words, action impoliteness depends on the speaker's intentions and the understanding of the interlocutor, as well as the relationship or social distance between them. An action may be considered an action that is not polite if the interlocutor thinks that the speaker is ruining his 'face' and displays threatening behavior.

In short, impoliteness in interactions, whether intentional or not, escapes simple definition. To address this issue, Bousfield (as cited by Dynel, 2015:332) proposed a complex classification of (intentional) and (unintentional) incivility that focuses on four binary criteria: Clarifies the terminology and theoretical status of facial stimulation in action. These criteria, each of which may or may not be met, are as follows: Speaker intent/predictability. The speaker is aware that what he or she says may have a negative impact on his or her face. The listener's perception of the speaker's intentions. And an actual insult to the listener. Typical rudeness meets all four of her criteria, while other rude/disrespectful behaviors represent different combinations of her criteria met (not met).

In a world that has developed to become more modern, the way we communicate is not only between individuals and in person, but also someone can communicate by conveying something through a film. According to (Nurudin, 2017), film is one of the products of popular culture. Versatile, not only as an entertainment medium, but also as a medium. A form of communication that conveys information to an audience. Because film is a product of mass communication, it has a function including providing information, providing entertainment, advertising, and broadcasting media culture. An example of a romance film, we know how to treat our partners. We can also find out how the other person feels when using examples from the film. Because nowadays there are many films that have contexts that related to our daily lives. Not a few people also follow the style of speech or behavior of the cast in the film.

Based on the background of the problem above, I decided to do research in Pragmatic Studies. Nowadays many people being impoliteness in society. Lastly, I choose the film *The Batman (2022)* because there are villains who speak impolitely during the film who can get a misunderstanding meaning by the audience. The *Batman (2022)* is a film from the DC Extended Universe that focuses on Batman's cases after a film *Superman vs Batman* in internal crimes in Gotham City. This film talks about Batman ventures into Gotham City's underworld when a sadistic killer leaves behind cryptic clues as the evidence approaches the truth and the scope of the culprit's plan becomes clear, he must forge new relationships, expose the culprit, and bring justice to the abuses and corruption that have long plagued the metropolises. I found this film to give an example of how impolite strategy is used based on how the cast communicates in a film where the cast contains mystery behind their good reputation in front of their people.

1.2. Identification of the Problem

Based on the background of the problem above, my identification of the problem in this research is there are some impolite utterances expressed by the characters that are not explained clearly to get all the meaning for the audience.

1.3. Limitation of the Problem

Based on identification of the problem above, I would like to limit the focus on the impoliteness strategies that were found in *The Batman (2022)* movie script with Culpeper's impoliteness strategies and also the factor that influence the characters why they used the strategies.

1.4. Formulation of the Problem

Based on the limitation of the problem above, I formulate the problems as follows:

1. What are types of impoliteness strategies expressed by the characters in *The Batman (2022)* movie script?
2. Which are the intentions used of the impoliteness strategies of the characters in *The Batman (2022)* movie script?

1.5. Objectives of the Research

Based on the formulation of the problems above, the purpose of this research is to show how to identify character's utterances. To achieve this goal, the objectives of this research are:

1. To find and identify the types of impoliteness strategies expressed by the characters in *The Batman (2022)* movie script.
2. To find and identify the intention used of the impoliteness strategies of the characters in *The Batman (2022)* movie script.

1.6. Benefit of the Research

Based on objectives of the research above, I expect that it will be beneficial for linguistic lecturers. This analysis can be used as an example of how to analyze impoliteness strategies in a movie and for the source of how they analyze this kind of linguistic study, especially pragmatics. For the students who major in linguistics, this research can be an additional knowledge to study pragmatics. Lastly, for the readers or other researchers who do not know about these strategies or have not learned about this study, it will be useful information or even guidelines to help them know more knowledge and so they can apply the strategies.

1.7. Systematic Organization of the Research

To accordance to the title of research above, this research divided into several chapters with the aim of facilitating the search for the information needed. The order of presentation is written as follows:

CHAPTER 1: INTRODUCTION

It consists of the background of the problem, identification of the problem, the limitation of the problem, the formulation of the problem, the objective of the research, benefit of the research, and the systematic organization of the research.

CHAPTER 2: THEORITICAL FRAMEWORK

It consists of some literature or references that related to impoliteness strategies and the factors as well.

CHAPTER 3: RESEARCH METHODS

It consists of time and location, research approach and method, research object and data, data collection technique, and data analysis technique.

CHAPTER 4: THE ANALYSIS OF NEGATIVE POLITENESS STRATEGIES USED IN THE BATMAN (2022) MOVIE SCRIPT

It consists of an explanation and identification of the types of negative politeness strategy and the factors in *The Batman* (2022) movie script.

CHAPTER 5: CONCLUSION

It consists of a conclusion from the previous chapters and the implications of the results being evaluated.