



POLITENESS STRATEGIES IN DIRECTIVE SPEECH ACT IN *THE GREATEST SHOWMAN* (2017) MOVIE

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Abstract

Language as a means of communication always develops overtime. The value of politeness implied in the language. Furthermore, in interpreting the politeness value of a language, situational context has strong function to be considered. This cannot be separated from the speakers' ways to express language with the politeness standard so that impact the listener's tendency to interpret the politeness value without seeing the situation affects it. The research purpose is to find out the types of politeness strategies and situational context that affects it in directive speech act in the *Greatest Showman* movie script. The researcher use qualitative method. The result was the five politeness strategies namely bald on record 42 data (29 %), positive politeness 61 (42 %), negative politeness 34 data (23 %), and bald off record 8 (6 %) where in each of these politeness strategies the component of speech appears as a situational context that influences. Additionally, the result show that the movie illustrates *The Greatest showman* movie as a motivational contains more positive politeness strategy which relates to the movie background that occurred in 19th century society, it is still valuable to uphold family values and respect for others according to their social class.

Key words: *Directive speech act, politeness strategy, situational context*

A. INTRODUCTION

Language is defined as a means to communicate and interact with others. According to Togatorop (2019) human needs language to communicate because they need another people. It connects one human to another so that they can carry out life. Moreover, humans use language to be able to convey ideas or expressions to other people. According to Anca Sirbu (2015), the need for communication arises and intensifies when there is someone else with whom to interact. This need is what causes both the emergence and evolution of a language. Therefore, it can

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be determined that language is not only a necessity for humans but also the catalyst for language development.

One of the aspects that influence the acceptance or failure of messages in language is politeness. Politeness which defined as an approach which aims to keep away or reduce the effects of self-destruction that arise from face threatening acts by speakers. Holmes (199 5:296-297) argues that politeness has close relationship with trying to find out which are suitable things and not to say for others (as cited in Togatorop, 2019). Thus, one way to choose the fairness of an utterance in using language is to determine how politeness is made in utterance.

According to Brown and Levinson (1987), there are four different types of politeness strategies. First is bald on record which is a direct way to say things without any minimization of the imposition toward the hearers. Second, positive politeness emphasizes the necessity for a connection between the speakers and hearers and is focused on a person's good self-image. The third type of politeness is negative politeness, which emphasizes avoiding imposing itself on the listeners and is directed at their unfavorable face. Lastly, bald off-record indirect techniques rely on the hearer's interpretation to convey the speaker's intended meaning by expressing something general or distinct from the speaker's genuine meaning.

One of the studies in pragmatics, speech act, can be used to demonstrate the value of politeness. This specific act is in the form of verbal or non-communication. Wijana (2021) said that a speech act is any act that can perform when uttering any utterances. All variations of ideas, thoughts, and desires can be formulated into speech acts. Speech act, then, is an action that is carried out through utterances (Yule, 1996:47). In other word, speech act can be a medium that will be used as an analysis material to find the expression of politeness contained based on its type.

Talking about politeness in language, it is not only found in everyday life, but also in movie transcripts as a dialogue that will be delivered by the players. In everyday conversation, people may use various way of politeness in their utterance such as when they want to request, they just asking or command depends on the existing situation. They tend to express whatever on their minds in so many ways. Besides in everyday conversation, this kind of phenomenon can also happen in literary works such as movie. Here, it can be seen that the problems that will arise when people use language can also be analyzed in the movie. Additionally, movie can be considered to have its own role for society, especially in the current era of globalization. Currently, there are so many movies with various types of stories and cultures being shown and of course the value of politeness in speech acts contained in it. According to Allen and Gomery as cited in Fyngky, et.al (2018) that movie as a mass media has a close relationship with society. The wants, needs, fears, and aspirations of the people can be reflected in the movie itself. Moreover, as a social representation, the film ultimately draws its image, sound, theme and story from its social environment.

B. RESEARCH METHOD

The study examined how speakers of a language employ politeness tactics. Consequently, the researcher carried out a qualitative study. Understanding human behavior and the underlying causes is the goal of qualitative study. (Lincoln and Denzin, 2005) Additionally, qualitative research emphasizes the overall picture of a phenomenon rather than the phenomenon's components (Ary, Jacobs, and Razavieh, 2002). As a result, detailed information rather than numerical data was used to examine the research results. The goal of this study was to analyze the application of politeness tactics and the actual setting in which they were used. The characters from *The Greatest Showman* were the focus of this study, and the data came from the characters' statements that used politeness techniques.

The data was taken from the dialog which is in the *The Greatest Showman Movie* script. The specific data that was analyzed focus on the character's dialogs. The dialogue to be used as data was the one that is the directive speech act found in the transcript. Furthermore, There are certain instruments, uses in the data collecting procedure in this study, and they are as follows: firstly, the researcher herself, because the researcher was involved in the process of the research.. Then, writing instruments like a book, a pen, a phone, a digital dictionary, laptop, which were used in sorting and analysing the data. Thirdly, table of types of politeness strategies to classify the types of politeness strategies and to make it easy in answering the second research question.

In collecting data, there were some steps that use by the researcher in doing the research, as follows: Firstly, the researcher downloaded the movie and the transcript. This was the first steps in collecting the data of the research. The film in Telegram and script in the internet were downloaded. Secondly, the movie was watched by the researcher. The movie was watched for several times to get the meaning and understanding the story. This was done in order to find the important part that relates to the problem statement. At the same time, the researcher rechecked the transcript while watching the movie. Next, every single utterance which was directive speech act was noted down by the researcher. While watching the movie and reading the script, the directive speech act which ere classified into commanding, inviting, requesting, suggesting, ordering, questioning, asking were put in to the table as classified data. Next, writing the utterances and the minutes of scene. While putting the directive speech at in to the table, the utterances and the minutes of the scene were written down.

After collecting data, the researcher analyzed the data by doing these steps below: First, the researcher classified the directive speech acts in the movie transcript. Secondly, the researcher analyzed the types of politeness strategies in directive speech acts by using Brown and Levinson's politeness theory (1987) and puts it into one table. After that, the researcher percentage the number of types of politeness strategies. The percentage of the types of politeness strategies counted with the following formula:

$$\text{Percentage} = \frac{\text{the frequency of the occurrence of each strategy}}{\text{total frequency of the occurrence of each strategy}} \times 100\%.$$

Next, situational context was analyzed from each politeness strategies in directive speech acts. For the situational contexts that influence each politeness strategies, the researcher used the theory by Hymes (1993) which are the components existing within the utterances or speech occurred. Additionally, the researcher explained some of politeness strategies types and related it in to the situational context involved. Lastly, the researcher found the highest types of politeness strategies which appeared in the movie transcript.

C. RESULT AND DISCUSSION

1. Research Finding

The research findings contains some findings based upon the research's purpose which are types of the politeness strategy that occur in the *The Greatest Showman* movie and see the situational context that occurred in each politeness strategies.

For this research, the researcher finds the 4 types of politeness strategies which are bald on record, positive politeness, negative politeness, and bald off record strategies. Furthermore, the situational context by Dell Hymes also occurs in every utterance as the context of utterances. They are settings, participants, ends, act sequences, keys, norms, and genres. The types of the politeness strategies can be described in the table below:

| Types | Frequency | Percentage |
|-------|-----------|------------|
| BO | 42 | 29 % |
| PP | 61 | 42% |
| NP | 34 | 23% |
| OR | 8 | 6 % |
| Total | 145 | 100 % |

Based on the data above, in *The Greatest Showman* movie, there are Fourthy-two data belongs to Bald on record. Sixty-one data belongs to positive politeness, thirty-four data belongs to negative politeness, and eight data belongs to bald off record. The amount data are 145 data. It can be seen in the percentage form; 42 data (29 %) belongs to bald on record, 61 data (42%) belongs to positive politeness, 34 data (23 %) belongs to negative politeness, and 8 data (6 %) belongs to bald off record.

It can be concluded that the four types of politeness strategies are found in the research. The majority of the speaker's meaning in employing the politeness strategies in *The Greatest Showman* movie script is positive politeness strategy.

The data analysis can be shown from this explanation:

a. Bald On Record

Datum 1: (00:03:05)

Barnum's father: *Let's go. Phineas, hurry up. Stand up straight!!*
Barnum's father commands Barnum to walk up and stand up straight. The strategy used in this expression is a bald on record strategy. From the above expression it can be seen that the speaker speaks directly to order the listener without any intention to minimize the listener's face. In addition to this, the expression shows that there is a task-oriented attitude in which the listener must straighten his back when going to the king's residence.

Furthermore, when viewed from the context of the situation. The Setting is highway, right after they had shopped and were about to head to the master's residence where Barnum's father worked. This utterance was uttered by Barnum's dad as a speaker to Barnum as a hearer. It takes time in an afternoon. The End of this speech is Barnum's dad asked Barnum go and stand up straight. The Act sequence is Barnum's dad pushed Barnum's back to move quickly so he wouldn't be left behind by the carriage to the master's residence. The Instrument of that dialogue is oral and directly. The Norm is Barnum's dad as the speaker has been emphatic against Barnum. It appears that he has more power to command the listener. Last, the Genre is a command to walk up straight and fast so they don't get left behind by the train. The context that strongly supports the type of politeness of this expression can be seen in the act sequence, namely the way the speaker speaks. In addition, the key also plays a very important role in seeing this type of politeness, namely the nonverbally key, namely the speaker's gesture seems to encourage the listener while commanding to move quickly.

b. Positive Politeness

Datum 3: (00.13.09)

Charity: Oh God. You are home early.

Barnum: And until further notice.

Charity: *Oh I didn't think you were along for that job.*

Barnum: Or any job apparently.

Charity: That's what makes our life together so exciting.

After being fired from his job, Barnum told his wife Charity. Then Charity actually gave a suggestion that her husband's job was not suitable for him. The strategy used by Charity in its expression "*Oh I didn't think you were along for that job*" is a positive politeness strategy. From the expression assert common ground. Charity with her words, she tries to match her mood with her husband. Then, Charity continued to say "*That's what makes our life together so exciting*". This utterance uses the strategy include both S and H in the activity. Moreover, it can also be interpreted that this utterance also tries to give an optimistic value.

Furthermore, when viewed from the context of the situation. The Setting is Charity's and Barnum's home, a residence where this husband and wife with their two children live temporarily with a sober life. This utterance was uttered by Charity as a speaker to Barnum as a hearer. It takes time in the night. The End of this speech is Charity suggest Barnum that she was not suited to the job her husband held before being fired. Charity seemed to want to calm her husband's mood. The Act sequence is Charity looked at her husband without any disappointment after hearing the news that he had been fired from work. However, her husband did not seem to accept that he was fired and felt that their life at that time was not what he had promised. Furthermore, Charity optimistically diverts the conversation by saying that what they experienced at that time actually made their lives interesting. The Instrument of that dialogue is oral and directly. The Norm is Charity as the speaker has been empathetic towards her husband Barnum, it appears that she has tried to involve herself with her husband and deal with the current problems. With her words, Charity seemed to pay attention to what her husband's needs were related to what his husband deserved and what he didn't have. Last, the Genre is a suggestion that the job that has been lost or is not found by her husband is indeed not suitable for continuing to be carried out. The context that strongly supports the type of politeness of this expression can be seen in the act sequence, namely the way the speaker says it. In addition, the key also plays a very important role in seeing this type of politeness, namely the nonverbally key, namely the speaker's gesture which can be seen from the facial expression and the tone of the pronunciation that sounds soft and attentive.

c. Negative Politeness

Datum 5: (00.28.43).

Figuran: ***Look them run. We do not want your kind here. Get out of here!***

An extra in this scene yells at Barnum with an order. The strategy that the speaker uses is negative politeness because the speaker imposes on the hearers. In addition, this utterance is also conveyed without redressive action. Speakers speak very freely and at will without considering the faces of the listeners.

Furthermore, when viewed from the context of the situation. The Setting is Barnum's circus, where the circus (freaks) performers perform. This utterance was uttered by one of the rebels in circus Barnum as a speaker to Barnum and his freaks as the hearers. It takes time in the night, after Barnum's first show. The End of this speech is to expel the freaks as Barnum's circus cast because they are unworthy and unwanted. The Act sequence is after the first show ended, there was a commotion outside the stage. Then an extra was heard shouting that Barnum's circus players who were considered freaks and unwanted were there. The Instrument of that dialogue is oral and directly. The Norm is the extra that has ordered with speech without considering the listener's face, the material is invaluable to hurt the listener's heart. Last, the Genre is a command to go from where the speaker is speaking. The context that strongly supports the type of politeness of this expression is seen in the participant, namely the speaker who acts as a rebel of the circus event by freaks. Then, the act sequence is the way the speaker says which begins with a commotion. In addition, the key also plays a very important role in seeing this type of politeness, namely the nonverbally key, namely the speaker's gesture which can be seen from the facial expression and the tone of the pronunciation which sounds harsh shouting. And lastly is the genre of this utterance that the extra commands freely to his freaks the Barnum to stay away from the place.

d. Bald Off Record

Datum 6: (00.41.14)

Anne: **And what is your act, Mr. Carlyle?**

Carlyle: I don't have an act.

Anne: **Everyone has got an act.**

When Barnum recruited a new player in his circus, Anne also asked the new player a question. The strategy that Anne uses in her speech is bald off record, because she invites conversational implicatures. The utterance "everyone has got an act" gives a clue to the listeners that everyone who is recruited should have a role.

Furthermore, when viewed from the context of the situation. The Setting is Barnum's circus, where the circus (freaks) performers perform. This utterance was uttered by Anne as a speaker to Caly as the new circus cast as listeners. It takes time in the night, after the umpteenth show. The End of this speech is questioning the listener's role in circus performances. The Act sequence is after Anne is done with her performance, she approaches Barnum as the circus leader and notices that a cast member has just been recruited. Anne also asked directly what the role of the new player was. The Instrument of that dialogue is oral and directly. The Norm is Anne emphatically asked Caly as the new circus cast. Last, the Genre is asking listeners for information regarding the role to be played. The context that strongly supports the type of politeness of this expression can be seen in the act sequence, namely the way the speaker speaks. In addition, the key also has a strong role in seeing this type of politeness, namely the nonverbally key, namely the speaker's gesture which can be seen from the facial expressions and the tone of the pronunciation which sounds relaxed but firm. And lastly is the genre of this utterance that the extras give a clue that everyone has a role.

2. Discussion

This chapter provides a discussion of the findings above. It presents some of the findings obtained from the data analysis from the previous sub-chapter. The findings are compiled based on the formulation of the problem put forward by the researcher at the beginning of the chapter. Thus, the findings are the types of politeness strategies found in the *Greatest Showman* film and the situational context that occurs. The situational context discussed then becomes a strong consideration in interpreting and determining a certain utterance into the type of politeness. These findings are explained in the following explanation:

The findings of politeness strategies analysis in *The Greatest Showman* movie showed that in the movie found four types of politeness strategies; bald on record, positive politeness, negative politeness, and bald off record. The types of politeness strategies were analysed through the directive speech act types by Searle namely commanding, asking, requesting, suggesting, and warning, insisting, ordering, prohibiting, etc. Furthermore, the kind of directive speech act that found in the *The Greatest Showman* movie are asking, requesting, commanding, suggesting, questioning, ordering and warning. The directive speech acts that found are the speech act that has politeness strategy action in it.

Furthermore, from the data analysis there are similarities and differences found to the previous studies. The similarities to the previous studied oleh Andri Siburian (2016) is the discovery of positive politeness strategy as the most dominant used in the movie. In this study, the writer shows that the choice of speech and the value of politeness is very much considered with the situational

context that will surround the actor. Thus, when interpreting each utterance, the situational context will be one of the main factors as well as a consideration in the process of interpreting the value of politeness. Furthermore, the writer also realizes that in claiming the politeness value of a situation using Brown and Levinson's theory with the division of strategies, it is not enough just to look at the utterance. As an illustration, when an utterance can be classified into negative politeness just by looking at the indicators that have been provided in the theory section. On the other hand, the utterance will more clearly see its value in its type when it is associated with the situational context that exists in the scene when the utterance is spoken.

Meanwhile, the differences in the previous study by Fara Della and Barnabas Sembiring (2018) are the types of directive speech act found. In the results of this study, no permissions and prohibitions were found in the transcript which was based on the presence or absence of a politeness strategy treatment in it. Meanwhile, in the previous study, asking, warning, and the ordering was not found as a result of the research. However, both these previous studies and this study use the theory of speech acts from Searle.

The results also illustrate that *The Greatest showman* movie as a motivational movie contains a positive politeness strategy as the most used in the conversation. This also relates to the background of the film that occurred in 19th century society, it is still valuable to uphold family values and respect for others according to their social class. Finally, this film also shows the value of politeness and respect that occurs based on the film's cast who mostly act as abnormal people (freaks).

D. CONCLUSION AND SUGGESTIONS

For the end of the chapter which is conclusion that comes from the entire previous chapters. The researcher found that the use of positive politeness strategies as the most used in the movie is support the movie as the motivational movie. The result is the politeness strategies' type which are bald on record, positive politeness, negative politeness, and bald off record. The types of the politeness strategies were analyzed through the directives speech acts types that found in the *The Greatest Showman* movie script which are ordering, asking, commanding, requesting, warning, and suggesting. Moreover, the writer also found that the situational context has a strong role in validating the correctness of the interpretation of a politeness value in every utterance which is made by one person to another in a certain setting. Situational context using the point of view of Dell Hymes theory has a very important role in supporting the politeness strategies theory of Brown and Levinson in each strategy.

Based on the finding, the writer suggests to the linguistics students who are interested in doing the research in the same field. The analysis of the politeness strategy is not limited to the directive speech act only. There are other types of speech acts such as assertive, commissive, and so on. Furthermore, the factors that influence an utterance are also not limited to Dell Hymes' theory.

Many theories can be used as a basis for analysis related to the factors that influence an utterance such as the theory from Brown and Gilman (1960) regarding factors politeness strategies in the social environment, namely Power and Solidarity.

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