

## CHAPTER I

### INTRODUCTION

#### A. Background

Politeness as adherence to politeness maxims. An alternative approach takes the position that the linguistic forms of politeness are not a matter of arbitrary convention but are motivated by general principles. During the 1970 this perspective was formulated in linguistic pragmatics in Gricean terms, with politeness seen as a set of social conventions coordinate with Grice's Cooperative Principle for maximally efficient information transmission ('Make your contribution such as required by the purposes of the conversation at the moment'), with its four 'Maxims' of Quality, Quantity, Relevance, and Manner (see Pragmatics, Linguistic). politeness is an aspect of interaction that is intended to generate respect for the two speakers. By bringing out an element of politeness in communication, between speakers and speakers it can respect each other's self-image.

Politeness cannot be separated from the speech act device because each particular speech event will occur in the context of a certain situation as well. Speech acts are a central identity in pragmatics and are also the basis for the analysis of other topics in linguistic fields such as assumptions, conversational implications, principles of cooperation and principles of politeness. In communication, the element of politeness is an important aspect to be raised, because the element of politeness can create a good communication relationship

between speakers and speakers. In addition, politeness is an aspect of interaction that is intended to generate respect for speakers.

In communication each speaker use certain utterances or words to the speech partner so that the intent and purpose can be understood by the speech partner. Speech act is one of the sources of pragmatic studies that ignore the use of language based on context and pragmatic which is part of linguistics. The choice of speech depends on several factors, including in what situations the speech is spoken, to whom the speech is addressed, what is being said, and so on. Human speech can be expressed through oral and written media. In oral media, the party who performs the speech act is the speaker and the medium of speech, while in written media, the speech is conveyed by the author to his speech partner, namely the reader.

Pragmatic is not only limited to spoken language, but includes written language. Therefore, speech acts can occur in any media that uses language. Broadly speaking, speech acts and pragmatics discuss the meaning of speech according to the context as all language and non-language components which include complete language actions, which involve participants in the conversation, the form of delivery of the message, topic, and the context of the mandate.

Politeness is one of the aspects discussed in pragmatics. The phenomenon of politeness occurs in society, in real conversation. However, to analyze it, it is not necessary to observe people directly because politeness is depicted in many media such as films. Film is one of the popular media in society and can be used to analyze politeness.

Film is a public communication that is very important to communicate about a reality that occurs in everyday life, film has a strong reality, one of which tells about the reality of society. Film is a moving image, film as mass communication is a combination of various technologies such as photography and sound recording, art for visual arts and theatrical arts, literature and architecture as well as music. Film is also an exploration of the moral order of life and the revelation of human nature in all its various aspects

The reason the author chooses animation (cartoon) as the object of this research is because the author is interested in knowing what types and functions of politeness are contained and conveyed in animated films to audiences in various circles, ranging from children, teenagers to adults in watching animated films/ Cartoons are other than as entertainment, the next benefit of watching animated films is that jasmine develops children's creativity, as well as children's or teenagers' grasping power in watching. This study also aims to invite everyone to be able to see well and clearly the benefits of an animated film/cartoon that carry any moral messages contained in it.

In addition, the author chose an animated/cartoon film entitled "Tinker Bell and the Great Fairy Rescue" because the author was interested in the figure of Tinker bell. Tinker bell is a fairy who is given a different talent, where Tinker bell is a craftsman fairy whose job is to create items for other fairies, Tinker bell is very friendly and kind to her friends and Tinker bell always helps people to be happy even though there are many problems in their lives. This film talks about

the main character Tinker bell, a princess who likes to help her theme. Tinker bell is a beautiful fairy.

Politeness is essentially an effort to change for a expected goal. Politeness rules of conduct set out in mutually agreed upon by a certain community so that politeness as well as a prerequisite agreed upon by social behavior. Politeness attitude that contains manners and ethics in everyday interactions. and along with the times something related to human life can be turned into a film where the film can also be a benchmark for society and also become a self-motivation, can be seen from animated films here we can see that children can learn a lot from One of these films is that children can recognize colors, love to sing and so on

### **B. Scope of Research**

The scope of this research has several ranges. First, this research focuses on finding and analyzing the utterances maxims in Movie Tinker Bell and the Great Fairy Rescue by (Bradley Raymond and Jeffry M. Hoard). Second, the researcher uses movie as the object to collect some utterances which is containing maxims politeness. Third, the researcher will analyze sixth maxims politeness by Geoffrey Leech (1983), they are tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim.

### **C. Statement of the Problem**

The problems that are intended to be solved in this research are:

1. What principles of politeness are use the film Tinker Bell and the Great Fairy Rescue?

2. What is the function of the principle of politeness used and contained in the film Tinker Bell and the Great Fairy Rescue?

#### **D. Objectives of the Research**

The aims of this research are:

1. To identify and classify the principles of politeness used and contained in the film Tinker Bell and the Great Fairy Rescue.
2. To analyze the function of the politeness principle used and contained in the film Tinker Bell and the Great Fairy Rescue

#### **E. Significance of Research**

1. Theoretically, this research can contribute to linguistics, especially pragmatics
2. Practically, this research can help students and readers in understanding the principle of politeness in the film Tinker Bell and the Great Fairy Rescue. In addition, it can be used as a reference for readers in conducting research with other objects.