AN ANALYSIS OF POSITIVE POLITENESS STRATEGIES IN *BEWITCHED MOVIE*

Siti Hawa Alifa[1], Yusrita Yanti[2]
[1]English Department, Faculty of Humanities, Bung Hatta University
[2]English Department, Faculty of Humanities, Bung Hatta University

e-mail : sitih4965@gmail.com , yusrita.yanti@bunghatta.ac.id

ABSTRACT

Politeness strategies refer to speech acts used in a dialogue or conversation to minimize face-threatening acts (FTA). The language uses that concern for others and minimizes threats to self-esteem ("face") in particular social contexts. The form of politeness does not only occur in everyday conversations, but also in the dialogues contained in the movie. The intention of this study is to obtain a positive politeness strategy used by the characters in Bewitched movie based on the theory stated by Brown and Levinson (1987). Bewitched is an interesting movie to analyze and provides a thought-provoking examination of the complexities of politeness in human communication and relationships. Thus, the purpose of this research is (1) to find the strategies used for positive politeness strategies by the characters in Bewitched movies. (2) to explain the factors that influence the characters to employ those strategies in the Bewitched movie. This research applies qualitative descriptive research. This is done by collecting data, classifying positive politeness strategy data in the utterances spoken by the characters, and describing and drawing conclusions in Bewitched movies. Finally, the writer gets two points, the first is the writer finds 7 strategies out of 15 strategies. Based on Brown and Levinson, the writer found 7 dialogues contained in 7 positive politeness strategies. In the second point, the writer found 2 factors that influence the character to apply the strategy. First, the payoff factor found 6 data, and the second factor, relevant circumstances, namely social distance, found 7 data.

Keywords: *Pragmatics, Positive Politeness Strategy, Factor influence, Bewitched.*

INTRODUCTION

In communication, being polite is important to build good communication and interaction between the speaker and the hearer. Therefore, people should be polite anywhere and anytime. Because politeness is seen in the use of language when communicating through the way they speak. Otherwise, in everyday conversation, speakers are not always able to be polite to the interlocutor. Maybe it will hurt the listener's feelings when communicating. According to Brown and Levison (1987), people should apply politeness strategies, which are defined as a strategy to avoid or minimize the Face Threatening Act (FTA). According to Brown and Levinson (1987), people should apply politeness strategies to avoid or minimize the Face Threatening Act (FTA). There are fifteen kinds of politeness strategies, such as Notice, Exaggerate, Intensify interest to the hearer, Use in group identity markers, Seek agreement, Avoid disagreement, Presuppose, Joke, Assert or presuppose S's knowledge of and concern for S's want, Offer/promise, Be optimistic, Include both speakers and hearers in the activity, Give (or ask for) reasons, Assume or assert reciprocity, Give gifts to the hearer. This research will focus on positive politeness using only the theory of the Bewitched movie. Bewitched is a 2005 American romantic comedy fantasy movie that is a reimagining of the television series of the same name. It is written, produced, and directed by Nora Ephron and stars Nicole Kidman as Isabel Bigelow / Samantha Stephens, and Will Ferrell as Jack Wyatt / Darrin Stephens. It also features Shirley MacLaine as Iris Smythson / Endora,

Michael Caine as Nigel Bigelow, Jason Schwartzman as Ritchie, Kristin Chenoweth Maria Kelly, David Alan Grier as Jim Fields, Heather Burns as Nina, and Stephen Colbert Stu Robison. The movie highlights the challenges of navigating social norms and expectations, particularly in situations where polite behavior is not always in line with one's true feelings or beliefs. It also provides a thought-provoking examination of the complexities of politeness in human communication and relationships.

The movie "Bewitched" highlights the complex issue of politeness and its role in human relationships. Throughout the movie, the characters struggle with balancing their desire to be polite with their need, to be honest, and authentic. This tension raises important questions about the true meaning of politeness and its impact on personal relationships. The movie highlights the challenges of navigating social norms and expectations, particularly in situations where polite behavior is not always in line with one's true feelings or beliefs. This problem is further complicated by the interaction between witches and mortals, who have different cultural norms and values that affect their understanding of politeness. As a result, Bewitched provides a thought-provoking examination of the complexities of politeness in human communication and relationship

METHOD

In this chapter, the writer used a descriptive qualitative method to identify positive politeness using Brown and Levinson's (1987) theory. This research discusses positive politeness strategies in the form of dialogue,

which are important to maintain communication with the

hearer. The data source is the Bewitched movie transcript, and the data are all dialogues consisting of positive politeness. The data will be used to analyze the use of positive politeness strategies in the Bewitched movie and the factors that influence them. Observation is used to analyze data from the Bewitched movie to find sub-strategies of positive politeness strategies. The writer uses Miles and Huberman (1994) to display data in tables, and graphs to make it easier for the author to compile the data

Table 1. Example of Data Positive Politeness Strategies.

No.	Words That Refer To Positive Politeness Strategies
1	Is it just my imagination, or is the room actually brighter with her here?

FINDING AND DISCUSSION

In this study, the objectives to be achieved in this study are to show the positive politeness strategies used by the characters and to describe the factor that influences the characters to use these strategies in Bewitched movies. This chapter consists of two discussions. The first part discusses and explains the data obtained relates to positive politeness strategies in Bewitched movie. The second part consists of a discussion of the data obtained found in the Bewitched movie.

After analyzing the data, the writer found 7 positive politeness strategies from 15 strategies based on Brown and Levinson and found that two factors influence the use of positive politeness strategies in Bewitched movie: payoff and relevant circumstances. The writer categorizes the results of the 50 data analyses into seven categories of positive politeness strategies

Exaggerating interest, approval, and sympathy with the hearer.

Exaggeration (interest, approval, sympathy with the hearer) is part of the positive politeness strategy which is indicated by saying something higher than the actual status by expressing them dramatically like for sure, really, exactly, absolutely, and others serve the same function. The exaggeration can redress an FTA simply by stressing the sincerity of the speaker's good intentions.

1. Subtitle data (00:53:57 – 00:54:03)

Jack Wyatt: You look "stunnishing." No! Ravishing. You look stunning.

In example (1), this conversation is to use positive politeness strategy 2, namely Exaggerate, interest, approval, and sympathy with the hearer. The situation in this conversation is when Jack Wyatt visits Isabel's house and brings flowers. While Isabel fills the flower vase with water, Jack teases Isabel by saying You look "stunning." No! Ravishing. You look stunning. Jack exaggerated his statement three times in an attempt to show his appreciation for Isabel.

And, the context influence in this scene is the physical context because this situation happened in the kitchen at Isabel's house. From the following explanation, it is concluded that the speaker (Jack Wyatt) has used positive politeness strategy 2, namely Exaggerate, interest, approval, and sympathy with the hearer.

Payoff

The speaker uses positive politeness strategies and can get many advantages. The speaker might reduce the FTA by assuring the hearer that the speaker likes them and wants to fulfill the hearer's needs. Thus, the positive face of the hearer is not threatened by the speaker because their similar interests are visible

In example (1), Jack used the payoff factor. Jack wants to satisfy Isabel's face and

CONCLUSION AND SUGGESTION

This research found 7 positive politeness strategies from 15 strategies based on Brown and Levinson, but 8 strategies not found in the Bewitched movie. The writer matches the data one by one into each type and function. This research found that two factors influence the use of positive politeness strategies in Bewitched movies: payoff and relevant circumstances. The payoff is the speaker getting several benefits and fulfilling the listener's wishes, while relevant circumstances minimize the FTA by assuring the listener that the speaker considers himself or herself the same.

better. Thank you to the examiners Diana Chitra Hasan, M.Hum. and Temmy Thamrin, S.S., M.Hum., Ph.D., for evaluating and giving me some suggestions so that the thesis becomes valuable, and also thanks to my family and my friends who have supported me in ups and down.

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