

An Analysis of Politeness Strategy and Cooperative Principle in “The Croods” Movie

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Abstract

This research was aimed at identifying, classifying, and describing the politeness strategies and cooperative implicature that there in The Croods movie. This research is using the Descriptive method. The result shows that there are 20 utterances indicates in Bald on record, 20 utterances of off record, 6 utterances of positive politeness, and 4 utterances of negative politeness. Thus, it could be stated that the highest frequency of politeness strategy in The Croods movie are both Bald on-record and Off-record.

Keywords: politeness strategy, cooperative principle, the croods

1. Introduction

Pragmatics as the study of meaning as communicated by a speaker (or writer) and interpreted by the listeners (or reader). It is concerned with analyzing what speakers mean with their utterances and involves the interpretation of what people said in a particular context so they can decide the appropriate way and language to convey messages. One of the central concepts in pragmatics is politeness. It is a “polite social behavior” within a certain culture (Yule, 1998:60). It is the way people save other people’s face and feeling in communication. The stereotype also makes people think that being polite means keeping distance, being dishonest, and being unfeeling between the speaker and the hearer (Watt, 2003:2). Generally, being polite involves taking into account the feeling of others. It also means employing awareness of other’s face. When someone feels comfortable, a good relationship will appear between them.

Politeness is universal that it can be observed as a phenomenon in all cultures. Politeness is very important principle in language use. It may be defined as taking account of the feelings of others (Holmes, 1992:296). Politeness is the manner to convey anything when interact with each other, politeness also can be defined as a tool to know courtesy when they interact or when they are doing conversation. Polite language is an important part of communication. It may be defined in a number of ways and also be dependent on a variety of factors, including age, social distance between the speaker and the hearer, how well they know each other and the context of situation. Politeness theory is the theory that accounts for the redressing of the affronts to face posed by face-threatening acts to addressees. According to Mills (2003:6), “Politeness is the expression of the speakers’ intention to mitigate face threats carried by certain face threatening acts

toward another. Another definition is “a battery of social skills whose goal is to ensure everyone feels affirmed in a social interaction”.

Politeness face is direct challenge to the face of the listeners. They contain an indifference to the listener’s self-image and include things such as threats, insults, and belittling the listener. The speaker requires a verbal response or an action from the person she is addressing. According to Goody (1996:67-68) states that negative face is familiar as the formal politeness that the notion ‘politeness’ immediately conjures up. But positive face is adequate only of certain interpretations are born in mind. Furthermore, Cruse (2006:132) states that politeness also enters into ways of addressing people. The speaker can have a preference of pronouns for assigning the addressee according to the relationship between the speaker and the addressee. For example, in addressing his wife, a husband usually calls her *Honey*; a father can call his children with *Sweetheart*.

In conversation analysis, the cooperative principle is the assumption that participants in a conversation normally attempt to be informative, truthful, relevant, and clear. In order to guide interlocutors in conversation, Grice (2004) posts a general rule called cooperative principle. The principle says “Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged”. Commenting on this paradigm, Saeed (2003:204) calls Cooperative Principle as “a kind of tacit agreement by speakers and listeners to cooperate in communication.” The principle contains four maxims, which are also called Grice’s maxims. The maxims are Quality, Quantity, Relevance and Manner.

Maxim of Quantity is concerned with the amount of information to be provided in a conversation (Dornerus, 2005:5). This means that when providing ideas, speakers should provide their sufficient and specific supporting details. The maxim of Quality deals with the matter of giving the right information (Dornerus, 2005:5). This maxim requires speakers to genuinely and sincerely provide information. The information should be as truthful and as convincing as required. Maxim of Relevance is concerned with the relevance of information provided by speakers. In a conversation, addressers and addressees should make their exchanges dovetailed mutually. In this category, Grice (2004:46) only places a single sub-maxim, namely “be relevant”. Dornerus (2005:5) underlines that Maxim of Manner deals with “matter of being clear and orderly when conversing. “This maxim comprises four sub-maxims, namely “Avoid obscurity of expression,” “Avoid ambiguity,” “Be brief,” and “Be orderly”.

In this final project, the researcher analyzes the politeness strategies and violations in Grice’s maxim in The Croods movie. The croods movie is the movie tells about an eccentric family of a cavemen who really primitive who try to survive the harsh terrain by living accordingly to a strict set of rules. But when their house (cave) is destroyed in the wake of an impending disaster known as “The End”, they forced to leave their house of shelter and security, and into the wilderness of the unknown to find a new home. Therefore, through The Croods movie, the researcher would like to find out the politeness strategy and its violations in Grice’s maxim. In this research, with the proposed research questions were as: How many kinds of

politeness used in The Croods movie? And how are the cooperations among utterances in The Croods movie?

2. Method

This study used a descriptive qualitative approach. It is a statement of affairs as they are at present with the researcher having no control over variable. Moreover, descriptive study may be characterized as simply attempt to determine, describe or identify what is, while analytical research attempts to establish why it is that way or how it came to be.

In analyzing the data, first the researcher made a list of politeness strategies that there in the movie, and then checked the utterance that has the violations I Grice's maxims. After that the researcher classified them individually and then calculated them. Then, the researcher classified the data selected. For further, the researcher classified the data based on kind of politeness strategies of each type. The researcher then described and evaluated the politeness strategies and violations in Grice's maxims found.

3. Conclusion

The researcher describes the data that there in The Croods movie. The data analysis is based on the classification of politeness strategies and violations in Grice's maxims. This data analysis involved describing types politeness strategies, violation in Grice's maxims which are frequently exist in The Croods movie.

3.1. Bald On-Record

Bald on record strategy is a direct way of saying things, without any minimization to the imposition, in a direct, clear, unambiguous and concise way.

Example:

- a. Grug : "Breakfast formation! I wanna see some real cavemen action out there. We do this fast. We do this loud, we do this as a family and never not be afraid!"
- b. Grug : "Cave! Everyone inside! Come on! Hurry Up! Let's go! Go! Go!"

From the utterances above, it can be seen that the instructions that given by Grug is clear. The utterances also show the request of the directive speech act whose illocutioary purpose is to get the hearer to do something in circumstances in which it is not obvious that he/she will perform the action in the normal course of events.

3.2. Negative Politeness

Negative politeness is oriented towards the hearer's negative face and emphasize negative face imposition on the hearer.

Example:

- a. Guy : “Please, can you give me the fire? I hate the dark.”

This utterance is also intended to request in a directive speech act. It can be seen that Guy wants Eep to give him the fire because he hates the dark.

3.3. Off-Record

Off record uses indirect language and removes the speaker from the potential to be imposing.

Example:

- a. Grug: “No. I mean, You already out.”

Grug, in the utterance above, actually wants Eep to come in to the cave. While he gives Eep the indirect instruction.

3.4. Possitive Politeness

Possitive politeness seek to minimize the threat to the hearer’s positive face in order to make hearer feel good about themselves, their interest of possessions.

Example:

- a. Ugga : “How about tell the story? I know you love the story.”

3.5. Violations in Grice’s Maxim

After analyzing the data, there are some utterances that violated the Grice’s maxim. For example:

- a. Grug : “Don’t step un those weird rocks!”
 Thunk : “Which rocks? You mean this rocks?”

The conversation above is violated maxim of manner. Grug utterance is not clear enough, that is why thunk gives him the question to make Grug’s question to be clear to understand.

- b. Ugga : “Mom, we’re ready to leave. Let’s go!”
 Gran: “Still alive”

The conversation above is violated maxim of Relevance. It can be seen from the Gran’s utterance. It is actually not answering the Ugga’s utterance.

After analyzing the data, the researcher found out that there were many kinds of politeness strategies and violation in Grice’s maxims in The Croods movie.

Politeness Strategies	Frequency
Bald on-record	20
Off-record	20
Positive Politeness	6
Negative Politeness	4

Total	50
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Figure 1. Table of Kinds of Politeness Strategies and Violation in Grice's Maxim in The Croods Movie

Bald on-record strategy and Off-record strategy get the highest frequency than the positive politeness and negative politeness. Both bald on record and off record politeness get 20 utterances, while positive politeness is only 6, and negative politeness is 4.

4. References

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