

CHAPTER I

INTRODUCTION

1.1 Background of the Study

One of the strategies used to avoid conflict in communication is politeness. It is defined by Leech (in Watts, 2003: 50) as strategic conflict avoidance. It is required since conflicts often occur in communication. Miscommunication and misunderstanding are regarded as conflicts in communication. Their appearances are caused by some factors. One of the factors is the strategy used by the speaker in communication. Strategy is the term in which people can be seen to be doing something before doing or in order to do something (Brown and Levinson, 1987:8). The strategies include the tone, manner, words choices and also face of the speaker when he talks to the hearer. Brown and Levinson (1987) also view politeness as a complex system for softening face-threatening acts. It means, the speaker must consider the hearer's face and feeling because people need to feel respected and appreciated. In order to reach this goal, the speaker is required to use the appropriate strategy when he talks to the hearer.

Communication is aimed not only to share ideas between the speakers but also maintain the social relation between them (Sifianou in Watts, 2003:52). It can be interpreted that a good communication can achieve both sharing the idea and maintaining the social relationship between the speakers and the hearers. In contrast, a poor communication can affect misunderstanding and break their social relationship. Thus, politeness strategy is used by the speakers to share ideas without humiliating, embarrassing, and irritating the hearers.

Brown and Levinson (1987) stated that the aim of politeness strategies is that we change our language based on the hearer and thus our strategies for compliance gain change depending on the audience. In other words, politeness is relative. Something which is regarded as polite in one place could be impolite in another place. The measurement of politeness itself is depending on some factors such as norms and values.

In order to conduct an effective communication, the speaker must consider the social norms and values which exist around him. Social norms and values determine whether what the speaker says is polite or impolite. Their importance is clearly seen in requesting. Requesting is one of purposes in communication. When someone wants to request something to another, he must use a strategy which does not threaten the hearer and affects the refusal for his request. This explanation is supported by the example below:

- (1) *Jackson :Hey dad, I'm really nervous about my dating. Well, I'm gonna say this, there's nobody in the world whose the best advice I trust and respect more than yours.*
 Robby : Son, I'm not loaning you my money.
 Jackson :Why is that what you think this is about? Dad, I'm hurt. This has nothing to do with borrowing money from you. I actually hoped more for an outright gift.
 Robby: I gave you the life, Son. Do not push!

The politeness strategies used by the speaker vary in some ways. The example above is taken from *Hannah Montana: Season 1*. The dialogue is conducted among Robby, the father and his son, Jackson. In this occasion, Jackson actually hopes his father to loan him money for dating. Jackson uses certain strategy of politeness to share his idea to his father. It is seen that Jackson says some pre-utterances before he goes to the point that he wants to loan some money from his

father. The way Jackson utters his request to his father is considered as a strategy. The strategy used by Jackson may be caused by some factors such as close relativity and the feeling of worry that his request will be refused by his father. Jackson, as the speaker, uses different strategy when he speaks to another hearer in different condition. The example below shows another strategy used by Jackson when he speaks to Miley, his little sister:

- (2) *Jackson: I need two incredible tickets for tomorrow night.*
 Miley : Sorry, I'm sold out.

Those two examples above can be regarded as the reflection that a speaker uses different strategy in speaking to different hearer. The different strategy used by the speaker may be affected by some contextual factors. Thus, what the politeness strategies used among the characters in Hannah Montana are and the contextual factors influence them in choosing those strategies are very interesting to analyze.

The writer is interested in studying politeness strategies in American television series *Hannah Montana: Lilly, do you want to know a secret?*. *Hannah Montana* is a famous teenager American serial television which firstly published in 2005. The characters in this television series are dominated by teenagers. This is possible to influence the characters to use various politeness strategies in communicating.

1.2 Research Questions

This study is conducted to answer these questions:

1. What are the types of politeness strategy used by the characters in American Television Series: *Hannah Montana*?
2. What are the contextual factors that influence the characters to use certain politeness strategy?

1.3 Objectives of the Study

This research is generally aimed at observing the politeness strategies which appear in TV Series *Hannah Montana*. In specific, it is aimed at identifying and describing:

1. The types of politeness strategy used among the characters in American Television Series: *Hannah Montana*.
2. The contextual factors that influence the characters to use certain politeness strategy.

1.4 Scope of the Study

This study focuses on the types of politeness strategy used by the speakers in *Hannah Montana*. The data of this study are taken from *Hannah Montana* season 1: *Lilly, do you want to know a secret?* (2005). In analyzing the data, the writer uses the theory of politeness strategies proposed by Brown and Levinson (1987).

1.5 Method of the Research

In conducting this research, the writer follows three procedures of research proposed by Sudaryanto (1993). The procedures are collecting data, analyzing data and presenting the result of the analysis.

1.5.1 Collecting Data

In this research, the data are taken from the American television series: *Hannah Montana: Lilly, do you want to know a secret?* (2005). The writer chosen *Hannah Montana: Season 1* because this is the season where the characters are complicated. It is complicated because the main character has double identity as Miley Stewart and Hannah Montana. It increases the possibility to the speakers to use various politeness strategies. In collecting the data, the writer used the non participant method and note taking technique. The writer watched this series for several times and took some notes of the dialogue which contains the politeness strategy. The writer also found the script of *Hannah Montana Season 1* and synchronized it with the characters' utterances.

1.5.2 Analyzing Data

In analyzing data, the writer applied distributional and pragmatic identity method and the interlocutor reaction technique. There are two theories used in analyzing the data. The theory of politeness proposed by Brown and Levinson (1987) is applied in answering the first research question. After the data are transcribed, they are classified based on the theory into the types of politeness strategy. Meanwhile, to answer the second research question, the writer applies the SPEAKING model by Hymes (1972) .

1.5.3 Presenting the Result of Analysis

The writer presented the result of analysis in both informal and formal method. The informal method means that the analysis is written by using symbol and abbreviation. The formal method means that the analysis is written by using verbal statement.