

## A Pragmatics Analysis of Politeness Strategies and Cooperation Principles in Beauty and the Beast Movie

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**Abstract:** The present study investigated the politeness strategies and cooperative principle used in *Beauty and the Beast* movie (2017). Politeness strategies and cooperative principle are topic study in pragmatic; study about the intended meaning in the utterances. This research is qualitative study, using descriptive analysis, because all the data were obtained from novel and be analyzed using Politeness strategies and cooperative principle theory. All the utterances in *Beauty and the Beast* movie script became the writer sample. The writer analyzed the utterances of all the characters, and then classified it into politeness strategies. The writer observed the utterances whether it violates maxim of cooperation or not. The result shows that there are 110 utterances belong to politeness strategy, 4% belongs to off record, and about 41% for bald on record, for positive and negative politeness are 42% and 23%. It indicated that the politeness strategy mostly used is positive politeness. From those data, there are 69% utterances violate maxim of cooperation. There are several reasons why the characters in this movie violated the maxim. The findings suggest that it is necessary for language learner study about politeness and cooperation in order to gain a good communication.

**Key Words:** Politeness Strategy, Cooperation Principles, *Beauty and the Beast* Movie.

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### I. Introduction

Study about language not only focuses on the structural aspect but also more about how that language uses in communication context. It is important to the learner now the aim of language uttered in pragmatic side. Pragmatics is study of meaning that explains about the intended meaning in real context. Yule explained about definition of pragmatic, Yule (1996:3) states that pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). Focus on pragmatics. In this case the writer will focus on the implicit meaning that can be interpreted by listener. One category on pragmatic that has relation with it is study about politeness and cooperative principle. As we know, well. Speaker and listener usually use a strategy in order to convey the meaning well to one other. It also in line with how good they can cooperate in their interaction. Politeness strategy is one common strategy appears in communication. Thomas (1995) states that politeness refers to the respect we show to other people by virtue of their higher status, greater age, etc. Politeness is an important factor in developing effective relationships with people, and any misuse of these strategies can hinder the effective communication, leading to individuals' dissatisfaction and indifference (Pishghadam, 2012).

Using strategies of politeness properly can control our selves when we communicate with other. If we talk with high intonation the communication will not good enough. Brown and Levinson (1978), politeness is basic to the production of social order and a precondition of human cooperation. Therefore, we must use appropriate strategies of politeness by considering the condition and with whom we speak in order to avoid misunderstanding. Cooperation between speaker and listener need to be considered too in avoiding misinterpretation, so the participants can achieve the goal of the communication. It supported by Olutayo (2015) Participant can cooperate with one another by respecting each other's view and allowing interlocutors to take their turns in the conversation. Grice (1975) states, speakers intend to be cooperative in conversation. Similar to Gumperz (1990) who said that to successfully conduct a conversation, participants must display a willingness and ability to collaborate. According to Grice (1975:45) cooperative principle which consists of four maxims (maxim of quantity, maxim of quality, maxim of relation and maxim of manner) are the suggested principles for the speaker and the hearer to show their cooperation by giving appropriate contributions in their conversation.

Using cooperative principle means that hearer has to assume about speaker's intention by his self. Nevertheless, sometimes people cannot fulfill all the maxims and they seem to disobey them. Grice (cited in Cutting, 2003, p. 40) says that when the speakers do not fulfill the maxims, the speaker is said to "violate" them. Violation is a condition where the speakers do not use the maxims in their utterances. According to

Goffman (2008:17) in order to save face, speakers tend to employ circumlocutions and deceptions, facing his replies with careful ambiguity so that others face is preserved. Talking about the use of politeness and cooperative principle in communication, it means us as language learners have to study about politeness and cooperative principle. The writer tried to observe the use of politeness strategy and cooperative principle in the movie script. It aims to help the students know the culture of native speaker in using politeness strategy and cooperative principle. . In this present study, the researcher aimed to identify the kinds of politeness strategy used in Beauty and the Beast Movie and about the cooperation among the utterances in the Movie script.

## II. Material And Methods

This research belongs to a qualitative design because writer presents the data by describing the data based on politeness and cooperation theories. According to Zuhri (cited in Arifin, 2016, p.29) qualitative research is kind of research result founds which can not be got through statistical procedure or other way of quantitative way. Since there was a descriptive purpose in this research, the writer uses descriptive method here. Descriptive method involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data collection (Glass & Hopkins, 1984).

To analyze how the politeness strategies and cooperation used in beauty and the beast movie 2017, the writer used movie script as research population. The sample is taken from every single of utterances which related to the politeness strategies and cooperation principle. Writer found about 110 utterances as the sample of this research. Then was analyzed according to the theory of politeness and the cooperative principle including maxim of manner, quality, quantity, and relevant.

The instrument in this research is movie script of Beauty and the Beast and table checklist. After having the data script, the writer put the data into a table checklist. The table checklist consists of the utterances and its classification in politeness and cooperation principle. The writer observed the data of Beauty and the Beast movie script based on the theory of politeness and cooperative principle whether the utterance violating the maxim or not. Here is the example of table checklist which used by the writer to classify the data easily.

**TABLE 1.** Table Checklist Instrument

No	Utterances	Politeness Strategy	Cooperative Principle (Maxim)			
			Quantity	Quality	Manner	Relevant
1	JEAN : Good morning, Belle BELLE: Good morning, Monsieur Jean. Have you lost something again? JEAN : I believe I have. Problem is, I can't remember what. Well, I'm sure it will come to me.	Positive Politeness	√	√	√	√
2	THE BEAST : <u><i>you will join me for dinner! That's not a request.</i></u> BELLE : you've taken me prisoner and now you want to have dinner with me? Are you insane?	Negative Politeness	X		X	

The data had already analyzed by using descriptive analysis method. The writer was counted the percentage of utterances belong to positive politeness, negative politeness, bald on record and of record. Then, the data classified again into cooperation principle. The data also were determined in the types of speech act. The writer observed which the utterances violated the maxim of principle and also the one which already cooperated well. The data gained from the result of table checklist. After having the data, the writer explained the result based on the theories of politeness and cooperation principle. The writer also tried to find the aspects which influence the result so, may be from the context and also co-text of the utterances. To count the percentage of the data, the writer uses the following formula from Bungin (2001, p. 189):

$$N = \frac{f}{n} \times 100 \%$$

N : The percentage of the dominant politeness strategy

f : Frequency of politeness strategy type.

n : The total number of politeness strategy.

### III. Results

All the data were classified into politeness and cooperation principle. From that data, the writer found that there 110 utterances which use politeness strategy, and had analyzed based on cooperation theory. There are divided into five politeness strategy types; off record, bald on record, positive politeness, and negative politeness. Here the table that shows about the amount of each type appeared in the Beauty and the Beast movie script.

**TABLE 2.** Total Utterances of each Politeness Strategy Types

Politeness Strategy Types	The total Utterances
Off Record	4 utterances
Bald on Record	41 utterances
Positive Politeness	42 utterances
Negative Politeness	23 utterances

Table 2 showed that positive politeness is politeness strategy type that mostly appeared in the movie script by contrast with the three other types bald on record, negative politeness, and off record respectively. This indicates that positive politeness has more chance to be used by the characters in Beauty and the Beast movie, it can be caused by many aspects such as the condition, culture, relation between the speaker and listener, and the aim that speaker wants to convey in utterances. The result shows that four types of politeness appeared in the beauty and the beast dialogues. From the table we can conclude that positive politeness became the dominant types appeared compare to the other, it is mean the dialogue in this movie consist more on positive politeness.

**Figure1.** Percentage of Politeness Strategy Used In Beauty and the Beast Movie



The percentage politeness strategy above shows us that almost a half of the sample indicated as positive politeness types about 38 % out of 100 % from the total utterances found. It also does not have significant difference in percentage with bald on record which gained 37 %. It indicated that both of those types dominantly used in characters' utterances. In the other hand, off record appeared about 4 % only, this type was rarely used by the character in Beauty and the Beast movie. Compare with negative politeness which did not dominantly use but can not be stated that rarely to found. This type appeared in rate of 21 % from all the utterances utter by the characters.

Having finishing with politeness strategy, the writer also determined each utterance into cooperation principle, to know whether the utterances violated the maxim or not. From all the total of 110 utterances, the writer found some utterances that violated each maxim of quality, quantity, manner, and relevant. Here is the following table that describe about it.

Figure 2. The Percentage of Maxim Violation

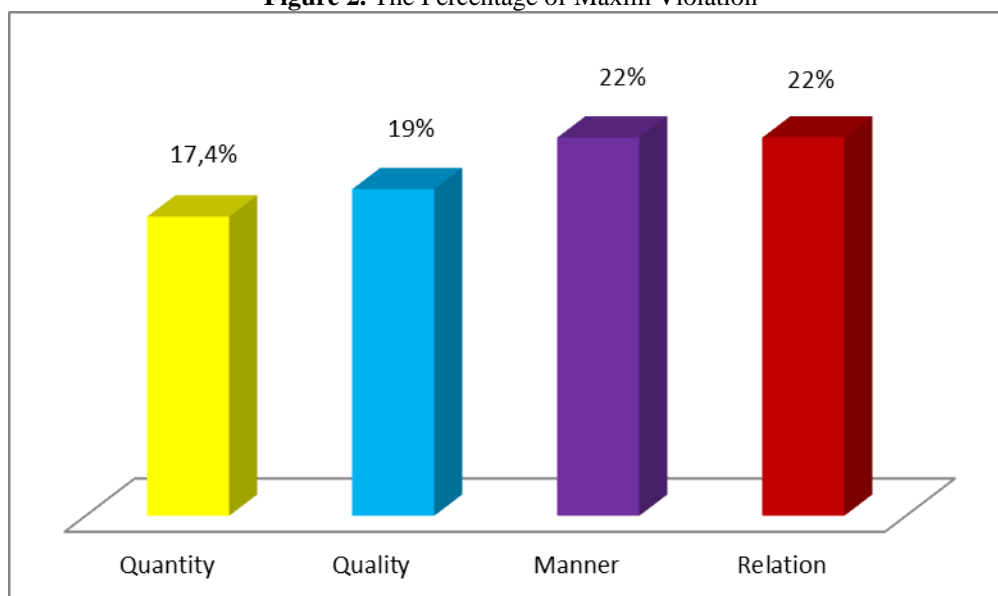


Chart 2 showed that maxim of manner and relation are violated dominantly by the characters in Beauty and the Beast movie when they were uttering the utterances. In one hand to the violation maxim of quality and quantity which appeared almost in the same line about 19 % and 17.4 %. However there are some utterances which still had good cooperation when it was uttering. It indicated that the characters in this movie sometimes have good cooperation among other but they mostly violated the cooperation principle.

#### IV. Discussion

From the result data above, the writer tried to give explanation, examples, and the reason why the result is so in form of discussion. The result shows all the types of politeness strategy appeared in the Beauty and the Beast movie script. They are bald on record, off record, positive politeness, and negative politeness. The most dominant politeness strategy appeared in the Beauty and the Beast movie utterances are positive politeness (38 %). It line with bald on record which appeared about 37 % from all the total data. Off record only appeared about 4 % and Negative politeness found in this movie was about 21 %. After analyzing this result based on the theory of politeness and cooperation principle, the writer found the aspects which influent the speaker used that kind of politeness strategy in utter the utterance.

##### 1. Off Record

Off-record has the main purpose of taking some pressure off of the hearer. Off record is also known to speak indirect. Sometimes, when speaker speaks, he would use vague manners and has more than one meaning. The writer found that only 4 utterances in this movie which used off record. This is one example of off record that writer found in the Beauty and the Beast movie script. This a kind of declarative in speech act, the beast grumbled to him self, when he felt that there was no one can help him to break the spell.

##### Declarative

THE BEAST : *there is no one.* (He talked to himself)

LUMIERE : you care for her, don't you?

##### (Violate maxim of manner)

Lumiere in this case heard the beast" statement, then he try to respond but it violated maxim of manner because the utterance is quite ambiguous.

##### 2. Bald on Record

Bald on record is direct utterances that used by the speaker using clear statement in order to make the hearer do not have different interpretation. The writer found 41 utterances that contain bald on-record. After analyzing the result based on the theory of politeness strategy, the writer thought that the characters in the movie used bald on record because they usually in the rush, they want to convey the information directly without having long of duration.

**Imperative**

MAURICE : Even back in Paris, I knew a girl who was so different, so daring, so ahead of her time that people mocked her until the day they found themselves imitating her.

BELLE : **just tell me one more thing about her.**

Belle directly said what she wants with a clear sentence and make sure that choice of words are clear enough to lead her father catches the aim.

**Directive**

BELLE : *I try to stop them!*

THE BEAST : *stay there! I'm coming.*

**(Violated maxim of manner)**

The dialogue above is the examples of bald on record that violated maxim of manner, the beast responded Belle utterance little bit ambiguous and not orderly. To avoid violation of manner may be the Beast should answer with clear utterances which ask Belle to stop and let him do it for her.

### 3. Positive Politeness

Positive politeness is used to show what hearer's wants is speaker's wants too. Also, politeness strategies shared togetherness to make solidarity. In this movie, politeness strategy is mostly used by the character in uttering something. Here are some examples of the utterances that utter by the character using politeness strategy.

**Declarative**

JEAN : good morning, Belle

BELLE: Good morning, Monsieur Jane. Have you lost something again?

JEAN : I believe I have. Problem is, I can't remember what. Well, I'm sure it will come to me.

**(Good cooperation)**

In this dialogue Belle asks a question using positive politeness strategy because Belle and Jean are known each other well. They usually have some conversation every morning, because they are neighbor. Another example is the conversation between father and her daughter, Maurice and Belle.

**Offering**

MAURICE : What would you like me to bring you from the market? BELLE : A rose like the one in the painting.

MAURICE : You ask for that every year.

BELLE : And every year, you bring it. **(Good cooperation)**

Politeness strategy forms emphasizing closeness between speaker and hearer can be seen as a solidarity strategy. This is may be one of the reasons positive politeness is dominantly used by the character in the Beauty and the Beast movie. The almost all characters in this movie have close relation each other, when they talk them usually use kind of word that represent their closeness usually using informal language, direct utterances and positive politeness.

### 4. Negative Politeness

Negative politeness is also known as a respect politeness where every participant not to be disturbed and to be free. Negative politeness forms,, emphasizing the hearer's right to freedom, can be seen as a defense strategy. Defense strategy is called as formal politeness that is why negative politeness usually uses very formal way. In this movie, the writer found 23 utterances belong to negative politeness. These are some examples of using negative politeness in this movie script.

**Request/offering**

THE BEAST : **you will join me for dinner! That 's not a request.**

BELLE : you've taken me prisoner and now you want to have dinner with me? Are you insane?

**(Violated maxim of quantity and manner)**

In dialogue above, the Beast try to offer Belle to have dinner together using a formal utterances, because their relation is not to close to have informal communication. Belle answered by uttering sentences that violated

maxim of quality and manner. It means that her statement still has ambiguity on it and lack of information related to the answer that needed by the Beast.

**Request**

BELLE : *will you help me now?*

MAURICE : it's dangerous. (**Violated maxim of relevancy**)

Both of these examples are in form of request. Two of them violated the maxim of cooperation. However, sometimes violation of maxim cooperation is allows as long as the hearer can understand what the speaker says. Chirstoffersen (2005) says that in real life situation, people violate the maxims for different reasons such as hiding the truth, saving face, cheering the hearer, and building someone's belief.

## V. Conclusion

This movie used four politeness strategy in expressing utterances, the most common politeness strategy used is positive politeness, it cause maybe because some of the closeness of the speaker and the hearer. As we know that when someone says to the person whom he knew better, the politeness strategy usually appears in this condition. Bald on record usually appeared to in this movie utterances, it was happened because of the condition when the conversation takes a place. Bald on record commonly appeared when the speaker and or listener are in the rush. This condition forces someone to state his intention to the point in clear and strong statement.

For the off record and negative politeness are two other types that rarely use by the character in this movie. So after knowing the use of the politeness strategy and cooperative principle in this movie we can know that these to aspect are very important in making good communication. Hopefully this research can give contribution for anyone who want to learn more about pragmatics and can be used as a reference for further research.

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