CHAPTER I

INTRODUCTION

This chapter discusses about general background of the research, statement of the problem, objective of the research, significance of the research, scope and limitation, organization of the research and the last is definiton of key terms.

1.1 General Background of the Research

As a human, doing communication is the most important thing. It is needed by everyone in his/her life. People can keep their relationship with other by keeping their well communication. They can also share their experiences, ideas, and thoughts through communication. According to Team FME (2013:4) communication can be defined as a complex two-way process that can involve several iterations before mutual understanding is achieved.It means that in communication there is a message that should be received and comprehended well by the interlocutor and it is called as two-way processfor there are at least two or more people in which they cooperate each other in sending and receiving the message. On the other hand, Dainton and Zelley point out that communication is perceived as a magical elixir, one that can ensure a happy long-term relationship and can guarantee organizational success (2015:1). Based on their interpretation above, it can be stated that communication has a strength which is very imposing. It can keep and maintain the relationship between one person to other be better in

long period. It also boosts and creates the human to be successful in his/her organization, it can be in society, community, and so on.

In doing communication, of course there are speaker and hearer who involved. In this case, while communicating, the speaker has message, idea or intended meaning to convey. However, the hearer must be able to receive and interpret them well to avoid misinterpretation. The intended meaning can be understood by looking at the context where it takes place.In the field of linguistics, it is called pragmatics. It is the study of contextual meaning (Yule, 1996:3). On the other hand, the speaker's utterances usually cause the hearer to do something, but it is stated implicitly and it is one of the strategy in doing communication and it is called Speech Act. According to Austin (1962:94), he points out that to say something *is* to do something, or *in* saying something we do something, and even *by* saying something we do something. In other words, it can be drawn that every utterances that produced by someone, he/she does not only utter or assert the words but he/she has an intent to do something.

Actually, pragmatics and speech acts are strategies of doing communication. Both of them have the same function. Mainly, the function is to express idea or thought by uttering or asserting the words, but in speech acts what stated by the speaker usually causes the hearer to do something. However, in doing communication the speaker and the hearer should keep a good cooperation to achieve the aim of communication. Actually, the aim of communication is the message that is delivered by the speaker can be received by the hearer and there is a feedback between them. There is a key point to achieve it, that is they must

comprehend to each other. The context is one of parts must be comprehended well in having communication for it affects the success of communication. Both of them must be aware in what context they are speaking, with whom they are talking, and in what occasion the communication occurs. In discourse analysis, context is the prior thing to be considered while having interaction or communication. It is a simple thing but it brings a great effect and by understanding the context, misinterpretation that often occurs be avoidable.

Obviously, there are some aspects should be concerned when communicate to other besides context. Basically, human is created as a social creature, so in running their life, they live in a community or a society and of course, they interact with many people in doing their activities. As stated by Dixon and O'hara that human beings are not passive, predictable objects who always interpret meanings and react as they are 'supposed to' (project no.174/2:4). It means that humans are active. They always construe the meaning and interact with other as it is an innate as social creature. As humans live in a community or a society, there is a set of rule or norm that should be noticed. One thing which looks clearly and it is also able to determine the people's behaviour is about how they utter the words or how they communicate or how they use their language. Everything which deals with uttering the words and using language is considered as degree of politeness. Thus, besides context, politeness in behaving is also important to be concerned.

Politeness is needed by everyone as it affects the human position in a community or a society, it can be in social relationship, relative power, or

human's status. People can assess humans' behaviour by looking at their way in asserting the words or using language.Politeness can be defined as an expression of the speakers' intention to mitigate face threats carried by certain face threatening acts toward another (Mills, 2003:6). On the other hand, according to Lakoff (1990:34) that is stated by Eelen in his book entitled *A Critique of Politeness Theories,* politeness as a system of interpersonal relations designed to facilitate interaction by minimizing the potential for conflict and confrontation inherent in all human interchange (2001:2). It means that politeness is used by speaker to decrease or minimize the face threats and also to avoid conflict that often occurs in doing communication.

Actually, a study of politeness has been discussed for many years and it gains a great deals of interest from many researchers. On the other hand, according to Haugh (2007) that is stated by Izadi in his journal entitled *Politeness in Spoken Review Genre: Viva Voce Context*, politeness research has been in the core of attention for three decades, producing a great deal of literature in Pragmatics, Social Psychology and Sociolinguistics (2011). It means that there are many other literatures which are created by applying politeness theory. In addition, there are also a lot of researchs that focus on politeness as the main case, but the most common is only analyze the realization of politeness strategies in language. As the politeness strategies are divided into bald on record strategy, positive politeness strategy, negative politeness strategy, and off record strategy, the researchers usually select all types and might be only focus on one or two strategies depend on their goal. Thus, this research would like to present a

different analysis that is rarely or might be never conducted by other researchers, but it still uses one of politeness strategies approach. That is the use of positive politeness strategy as a tool for struggling against a current serious health problem, that is Alzheimer in the "Still Alice" film.

Typically, the film entitled "Still Alice" is a 2014 American drama film directed by Glatzer and Westmoreland that tells about a Linguistic Professor of Columbia University who suffers from Alzheimer. She is Alice. She is diagnosed by Neurologist with early onset Alzheimer. As the smartest professor, of course she does not want that her Alzheimer declines and impedes all her activities, so she tries hard to overcome it. It is conducted in various ways like begins to try memorizing particular words that she writes and then hides on blackboard while she is cooking, setting up important personal questions on her cellphone, including ask about the name of her oldest daughter, her address, the month of her birthday, and so on, and also making a video that reminds and instructs herself to take pills. In addition, she also attends Alzheimer Conference Care Association to give motivation for all the audiences. In this conference, she delivers speech regarding her difficulties which are being faced. Although she finds many problem due to her Alzheimer, but she always keeps stiff and strong to convince all the audience that Alzheimer Disease can be cured. While reading the speech that has been prepared since three days ago, she uses the yellow marker so she does not has to read the same line over and over. It is also her strategy for struggling against Alzheimer. All Alice's efforts really show that herself is the best figure for many people.

The uniqueness of this film is the main character, Alice who works as a Linguistic Professor suffers from Alzheimer. Whereas, a professor is known as a person who has a good memory but it does not found on Alice. Although she has Alzheimer but she has also a high spirit for struggling against it. These two points which boost and motivate the researcher to conduct this research. In addition, Alice character is a good figure for other people. She does not only motivate herself for facing and struggling against her Alzheimer, but she also motivates many people to keep spirit in any condition. Overall this film serves many valuable things. One of them is illustrated through Alice character. She always shows that she is not a weak-minded woman. Alzheimer that is being faced does not make herself be desperate. Although it is a serious health problem but she believes that herself is able to struggle against it. It seen from her efforts and also her utterances. Basically, all her efforts can be understood by everyone as they look very clearly, while her utterances should be understood deeply and also should be related to the context and other disciplines to draw a correct inference about the meaning of her utterances whether for struggling against Alzheimer or not. This is the main point that force the researcher to conduct this research for discovering Alice's strategy in uttering the words which has tendency struggling against Alzheimer.In this research, the researcher focus on positive politeness strategy approach.

1.2 Statement of the Problem

As stated in the beginning that this research is aimed to analyze the utterances which use positive politeness strategy that is used by Alice for struggling against Alzheimer, so the researcher creates a systematic approach in solving the problem to make the process of analysis be chronological. Therefore, the statement of the problem is further developed into the following questions:

1. What types of positive politeness strategy used by Alice for struggling against Alzheimer?

2. How does Alice use these types on her utterances?

3. Why does Alice use these types on her utterances?

1.3 Objective of the Research

This research will be conducted to declare:

1. The types of positive politeness strategythat is used by Alice for struggling against Alzheimer.

2. The explanation about the way of Alice in using these types on her utterances.

3. The reasons of Alice in using these types on her utterances, in which the reasons are mainly related to her efforts for struggling against Alzheimer.

1.4 Significance of the Research

The research about Positive Politeness Strategy used by Alice for struggling against Alzheimer contributes in both theoretical and practical sides. In

theoretical side, it is able to present deeper understanding and knowledge in the field of discourse analysis. Due to this analysis applies Politeness Strategy approach, that is Positive Politeness Strategy, it enables to observe deeply and discover kinds of utterances which have particular meaning. In this case, it relates to the utterances which have tendency into Positive Politeness Strategy as an effort against Alzheimer. Then, in practical side, people can comprehend the Positive Politeness Strategy well through discourse. Additionally, it can be used as an input or might be as one of guidances for lecturers and students to have a better understanding about how people use language through discourse to convey their desire, present their belief, and also struggle against their problem.

By reading this research, the readers will comprehend the utterances which use positive politeness strategy, the way of the speaker uses this strategy, and also the reasons of the speaker uses this strategy which are related to the context of utterances and background of the speaker. In addition, this research is expected to be able to motivate other researchers to conduct a similar research with focus on positive politeness strategy approach.

1.5 Scope and Limitation

As the topic above, this research is aimed to analyze the utterances which use positive politeness strategy that is used by Alice for struggling against Alzheimer. Therefore, it is limited to analyze Alice's utterances which use Positive Politeness Strategy, in which the utterances contain a struggle which show that she is struggling against her Alzheimer.This research only focus on

positive politeness strategy as it is the most appropriate strategy that is used by Alice for struggling against Alzheimer. It means that all the data that have been selected which show her struggling only use positive politeness strategy.

1.6 Organization of the Research

This final project consists of five chapters. The first chapter describes about background of the research, statement of the problem, objective of the research, significance of the research, scope and limitation, organization of the research and the last is definiton of key terms. While, the second chapter explains about the theories which underlie this research. It deals with the review of related literature. Next, the third chapter presents the research method. It includes type of research, source of the data and data,data collection, data selection, and also steps of analysing data. In the fourth chapter, the researcher explains the analysis of the selected data. The researcher also gives interpretation of the selected data by using the theories that have been clearly explained in the second chapter. In the last chapter, the researcher provides conclusion of the research and some suggestions which relate to the result of the research.

1.7 Definition of Key Terms

In this research, there are several terms used by the researcher and to avoid misunderstanding or misinterpretation, the researcher also gives a clear definition of each term. The followings below are the definition of each term:

a. Politeness

Politeness can be defined as an expression of the speakers' intention to mitigate face threats carried by certain face threatening acts toward another (Mills, 2003:6).

b. Positive Politeness Strategy

Positive Politeness Strategy is one of strategies for uttering the words that can be used for particular goal. It is proposed by Brown and Levinson (1987:70). According to them, it can be defined as the positive self image that the speaker claims for himself and it is oriented toward the positive face of the hearer.

c. Struggling

Struggling or Struggle refers to people's efforts to get free of constriction or make strenuous or violent efforts in the face of difficulties or opposition (http://i.word.com/idictionary/struggle). In addition, something that can only be accomplished with a great effort is said to be a struggle or an energetic attempt to achieve something (http://www.vocabulary.com/dictionary/struggle).

d. Alzheimer

Alzheimer disease (AD) is the leading cause of dementia in the elderly. The most striking symptom is memory loss, especially the loss of recently learned information. Other symptoms include a decline in the ability to learn, reason, make judgements, communicate, and carry out daily activities. As the disease progresses, the person may also experience

changes in personality and behaviour, such as anxiety, suspiciousness or agitation. Even though the person may look fine, he or she may begin to have problems with their daily routine (Sander Brown Center on Aging, 2006:11).

e. Promise strategy

It is a strategy that can be used to redress the potential threat of some FTAs, the speaker may choose to stress his cooperation with the hearer in another way (Brown and Levinson, 1987:125).

f. Be optimistic strategy

It is a strategy that is associated with the cooperative strategy. The speaker assumes that the hearer wants the speaker's want. In this case, the speaker be so presumptuous as assume the hearer will cooperate with him and may carry a tacit commitment for the speaker to cooperate with the hearer as well, or at least a tacit claim that the hearer will cooperate with the speaker because it will be in their mutual shared (*Ibid*:126).

g. Give understanding to the hearer

By using this strategy, the speaker may satisfy the hearer's positive face want by actually satisfying some of the hearer's want (*Ibid*:129).