

**AN ANALYSIS OF POLITENESS STRATEGIES USED BY
THE CHARACTERS IN THE MOVIE “JOHN WICK
CHAPTER 3”**

THESIS



**BY
I NYOMAN DIKA ADI PUTRA
NPM: 1908792020100**

**ENGLISH STUDY PROGRAM
FACULTY OF FOREIGN LANGUAGES
MAHASARASWATI DENPASAR UNIVERSITY
2023**

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CHAPTER 3”**

THESIS

**Presented to Faculty of Foreign Languages
in partial fulfillment of the requirements
for the degree of *Sarjana Sastra***



UNMAS DENPASAR

**BY
I NYOMAN DIKA ADI PUTRA
NPM: 1908792020100**

**ENGLISH STUDY PROGRAM
FACULTY OF FOREIGN LANGUAGES
MAHASARASWATI DENPASAR UNIVERSITY
2023**

STATEMENT OF AUTHENTICITY

Herewith I,

Name : I Nyoman Dika Adi Putra

NPM : 1908792020100

Address : Perum Tegal Jaya Mulia Asri No.13, Br. Tegal Jaya, Badung

Declare that:

- 1) This study is the sole work of mine and has not been written in collaboration with any other person, nor does it conclude, without due acknowledgment, the work of any other person.
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Denpasar, 07 June 2023



I Nyoman Dika Adi Putra
NPM. 1908792020100

BOARD OF SUPERVISORS APPROVAL

This is to certify that the Sarjana thesis of **I NYOMAN DIKA ADI PUTRA** has been approved by the Board of Supervisors

Denpasar, 29 May 2023

Supervisor,



Ida Bagus Gde Nova Winarta, S.Pd,M.Hum.
NIDN.0811118504

Co-supervisor,



I Made Yogi Marantika, S.Pd,M.Hum.
NIDN.0811039001

BOARD OF EXAMINERS CERTIFICATE OF APPROVAL

This is certified that the Sarjana thesis of **I NYOMAN DIKA ADI PUTRA** has been approved by the Board of Examiners as one of the requirements for the degree of *Sarjana Sastra*.

Denpasar, 07 June 2023

Chair,



Dr. Putu Nur Ayomi, S.S., M.Hum.
NIDN. 0025098202

Secretary



Ida Bagus Gde Nova Winarta, S.Pd., M.Hum.
NIDN. 0811118504

Member



I Made Yogi Marantika, S.Pd., M.Hum.
NIDN. 0811039001



Acknowledged by,
Dean of Faculty of Foreign Languages
Mahasaraswati Denpasar University



Komang Sulatra, S.S., M.Hum.
NIP.19790313 200501 1 002

ABSTRACT

Dika Adi Putra, I Nyoman. 2023. **An Analysis of Politeness Strategies Used by The Characters in The Movie “John Wick Chapter 3”**. English Department, Faculty of Foreign Languages Mahasaraswati University Denpasar. Supervisor: Ida Bagus Gde Nova Winarta, S,Pd,M.Hum. : Co-supervisor: I Made Yogi Marantika, S,Pd,M.Hum

This study focuses on identifying the types of politeness strategies and analyze the factor influencing the use of politeness strategies used by the characters in “John Wick Chapter 3” movie. It used descriptive qualitative method to describe and elaborate the answer of the problems being questioned. Descriptive study was applied in elaborating the data. The method applied in presenting the data were formal and informal method. Formal method was done by presenting the percentage of the politeness strategies in a table accomplished with description which aimed to notify the reader which one is the most common data found in "John Wick Chapter 3" movie. Meanwhile informal method was presented purely by sentences and description. The data were taken from observation method, from 26 utterances found in the movie. This study conducted using the John Wick Chapter 3 movie script to analyze the utterances. The theory of Politeness Strategies proposed by Brown and Levinson (1987) was used as the theory to analyze the types of politeness strategies and the factors influencing the use of politeness strategies. The result of this study concludes that there were four types of politeness strategies, 11 data (42%) bald-on record, 5 data (19%) positive politeness, 6 data (23%) negative politeness and 4 data (16%) off-record strategies are found in the data source. Furthermore, the influencing factor underlying the strategies were divided into two factors, the first factor is the payoffs with four sub-factors and the circumstances with three sub-factors. This study concluded that all influencing factor are found in this study except social distance and absolute ranking factor.

Keywords: *politeness strategies, john wick chapter 3, politeness, movie.*

ACKNOWLEDGEMENTS

All praise and thanks to Ida Sang Hyang Widhi Wasa. The most generous and most merciful for His blessing and everything, thus finally this study can be completed well dean. The writer really wants to express and share a big and highest thanks sincere appreciation to those who have helped, supported, and provided it their inspiration and motivation to writer. Special thankfulness is for these following people.

1. The Dean of Faculty of Foreign Languages Mahasaraswati University Denpasar.
2. The Head of English Department of Mahasaraswati University Denpasar.
3. Ida Bagus Gde Nova Winarta, S,Pd.,M.Hum. as the first supervisor and I Made Yogi Marantika, S,Pd.,M.Hum as his second supervisor for the advices, guidance, suggestion, cooperation and deep attention during the process of writing this study.
4. The honorable lecturers and staff of Faculty of Foreign Languages Mahasaraswati University Denpasar for the guidance and assistance.
5. Big gratitude also goes to his beloved parents and his family who are always supporting me.
6. Special thanks to all friends who always support him during the process of writing this study.

Finally, it realize that this study still far from perfection. Thus that every critic and suggestion which can help this thesis is needed. This study expected useful for who are interested in English especially in politeness strategies related in this study.

Denpasar, 07 June 2023

A handwritten signature in black ink, appearing to read 'Dika', with a long horizontal flourish extending to the right.

I Nyoman Dika Adi Putra

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CHAPTER I

INTRODUCTION

1.1 Background of the study

Language is an essential component of everyday communication, that is used by people of particular country or area. (Hornby, 2000: 752). When discussing about language, people are also discussing society. Because society and language are inextricably linked. People tend to converse with each other in society, communicate, greet each other, and others. As happens in society, as happens in movie, the director sets the movie in a setting taken from the real life. All the characters in the movie speak and act not different at all like they do in real life. The role of language in society is the most intriguing aspect of language and society. Differences affect several things, including social distance, age, status, etc. It also knows from language how to make the right deals, how to negotiate, and how to give advice that usually reflects the interlocutor's own methods. Speaking about language, people must use language as polite as possible.

According to Brown and Levinson (1987), politeness is the ability to transmit a speech as politely as possible, which is required in this situation to reduce confrontation with others. Brown and Levinson define four categories of politeness strategies that summarize human "politeness" behavior: Bald on Record, Positive Politeness, Negative Politeness, and Off-Record strategies. An apology is one of the politeness that may be expressed in communication. For that reason, Politeness is the appropriate behavior in some specific conditions used to maintain a successful

relationship in society. Politeness is a notion that is generally followed by something else, such as nation, because each country has a different amount of politeness, as Holmes in Wardani (2014) stated that while discussing politeness, people would often say uncomfortable things. Because it encompasses all cultural values, including norms, mindsets, and the manner that people express themselves in each society, which are always unique from one another, in addition to prior understanding of the language itself.

Someone requires a partner to converse with as a social human being. Collaboration and communication, between them are inseparable, they are used to express feelings towards something or someone. According to Yule (1996), Politeness is defined as expressing awareness of people depending on their faces. Politeness may be achieved in any social distance or proximity context.

Politeness is not only found in daily life through conversation, but also find in a movie as reflection of life. In this study, the movie was considered to be chosen as a media because the characters provides data about politeness strategies to support this study. The aim of this study is to analyze the politeness strategies employed by the characters in the “John Wick Chapter 3” movie. It is an action - thriller movie released in 2019, written and directed by Derek Kolstad and Chad Stahelsky. The third series "John Wick" tells the continuation of the fate of the assassin after killing the High Table members in The Continental. He himself was hunted and his life was valued at USD 14 million.

Regarding the phenomenon, this study done by through the “John Wick Chapter 3” movie because the movie relevant with this study to analyze character’s

utterances through politeness that consists of four strategies introduces by Brown and Levinson (1987).

The characters used the Politeness Strategies through the words that they say. The types of politeness strategies and the factors influence the use of Politeness Strategies by characters was analyzed in this study. Politeness Strategies was chosen to be analyzed since it is an application of Politeness to be pleasant between each other from one to other characters in a conversation. In this movie characters' use politeness strategies to achieve some purpose of asking or giving order. Each individual has different characteristics, talents, and social background that are influenced by politeness strategies. Therefore the aim of this study is to understand more about politeness strategies and how they are applied in daily lives and the factor that makes someone used politeness strategies.

1.2 Problem of the Study

1. What type of politeness strategies are used by the characters in the “John Wick Chapter 3” movie?
2. What are the factors influencing the use of politeness strategies in the “John Wick Chapter 3” movie?

1.3 Objectives of the Study

1. To find the types of politeness strategies used by the characters in “John Wick Chapter 3” movie.
2. To analyze the factors that influence the use of politeness strategies in “John Wick Chapter 3” movie.

1.4 Limitation of the Study

The study's limitation is expected to solve problems of the study in detail. Based on the problem of the study, it analyzed the types politeness strategies employed by characters during the conversation in “John Wick Chapter 3” movie and used Brown and Levinson's (1987) theory classified politeness strategies into four types. These are Bald on Record, Positive Politeness, Negative Politeness, and Off-Record Strategies, in addition, this study also focuses on the factors that influence the use of politeness strategies in “John Wick Chapter 3” movie.

1.5 Significance of the Study

The study significance could be classified into theoretical and practical categories as follows:

1.5.1 Theoretical Significance

Theoretically, the findings of this study should provide people with further knowledge on politeness strategies, it can help the other researchers to improve their knowledge and know about politeness strategies deeply as well as understanding on the theory.

1.5.2 Practical Significance

In practice, the study's findings were intended to help language learners. It can be used as a reference for the next study who wants to analyze another study on politeness strategies. This study also aims to help the readers understand politeness strategies and how they may use or utilize them in real life to make a conversation flow smoothly or acceptable to the others.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPT, AND THEORIES

There are three subchapters in this chapter. The first part is review of literature that elaborate of previous study's review about politeness. Previous studies and articles are discussed in this study from international journals and thesis with relevant topics that contributing to the collection of theoretical background, research findings and results that can support and serve as a source of information. They can be used to support as references to solve the studied problem. The second part is concept which contains explanation of key term that relevant to be used in this study. The last part is the theories which discuss about the theories that applied in this study.

2.1 Review of Related Literatures

Five reviews of related literature from previous students are discussed in this study. The information was obtained from review of literature which includes problem, data, concepts, and theories with this study. The study's expected can help process of analyzing politeness strategies in movie "John Wick Chapter 3". There two thesis and three article in journal which have topic related to the current study.

The first thesis to be reviewed was conducted by Abitza (2021) entitled Analysis of Politeness Strategies Used by The Main Character in Home Alone 1. In this study, focused on the types of politeness strategies and how the main character in the movie used politeness strategies. This thesis used the pragmatic approach by Soler and Flor (2008) and the politeness theory from Brown and Levinson (1987).

The method in this study used qualitative research and descriptive method to analyze the data. This study utilized documentation to obtain the data, and the source of data was derived from the conversations and scene in the movie *Home Alone 1*. This thesis discovered that Kevin utilized politeness strategies to keep intruders out from his house and communicated with other characters. (1) Kevin employed four types of politeness strategies: bald on record, positive politeness, negative politeness, and off record, and (2) Kevin utilized the politeness strategy there in two ways: indirect communication and direct communicating. The similarity between this study is used theory politeness strategies from Brown and Levinson and also use same data from scene and dialogues in the movie. The difference of this study is the data source and one different expert.

The second study was taken from Indirafani (2020) entitled “The Observance of Politeness Found in the Utterances Produced by the Characters of *Mean Girl Movie*”. This study analyzes the Politeness strategies used by the characters in *Mean Girl Movie* and what politeness maxims are reflected in the characters' utterances in *Mean Girl Movie*. The first theory of politeness strategies proposed by Brown and Levinson (1987) and the second theory of politeness maxim proposed by Geoffrey Leech (1983) were employed in this study. The qualitative method was used in this study. The data used in this study was taken from the *Mean Girl Movie* script. The data were collected from three steps, firstly the writer watching the movie, the secondly analyzing the character utterances and the subtypes of politeness strategies and categorizing them, and the final stage was to observe the politeness maxim found in the characters' utterances in *Mean Girl Movie*.

According to the findings, there were fifty-five bald on-record strategies, eight negative politeness strategies, thirty-four positive politeness strategies, and seven off-record strategies. This study found three tact maxims, two generosity maxims, three approbation maxims, four agreement maxims, two sympathy maxims, and one modesty maxim. Leech's (1983) theory of politeness maxim and Brown and Levinson's (1987) theory of politeness strategies were both used to analyze the data. The Indirafani study and the current study both analyze politeness strategies in movies according to the Brown and Levinson (1987) theory. The difference between the previous study and the current study is that the previous study used Leech (1983) theory to identify maxims of politeness in the utterances of the characters in Mean Girl Movie, whereas the current study explains types of politeness strategies in characters in John Wick Chapter 3 movie and the factors influence the use of politeness strategies proposed by Brown and Levinson (1987) theory.

The review of third related literature was taken from an article journal conducted by Dara et al. (2022) entitled Strategies of Politeness and Impoliteness in the Movie "Sleeping Beauty" This journal was made with the aim of analyzing The Sleeping Beauty movie's impoliteness and politeness strategies. This study used the qualitative method for choosing and collecting data. Word-for-word conversations between characters are identified and analyzed. It used the theories from Brown and Levinson, Geoffrey Leech, and Bousfield and Locher to the study of pragmatics. In analyzing the data, this study used pragmatics theory from Brown and Levinson, Leech, and Bousfield and Locher. According to the findings of this study, there are 19 examples of politeness methods, politeness maxims, and

impoliteness strategies. They are divided into four politeness strategies, eight politeness maxims, and impoliteness strategies. According to the study, the positive and impoliteness strategies in the *Sleeping Beauty* Movie are dominated by positive impoliteness and approbation maxim. The similarities of this study are that it discusses Politeness Strategies and use the same theories from Brown and Levinson (1987), as well as data from the movie. The difference between previous and current studies is that previous studies analyzed Politeness and Impoliteness Strategies, whereas current studies analyzed the types of politeness strategies and the factors influence the use of politeness strategies.

The fourth study was taken from the article entitled “Politeness Strategy Analysis on Expressive Utterances Found in “*Land before Time XIV*” Movie” written by Pebriyani (2022). The purpose of this study is to determine the politeness strategies used in the expressive utterances created by the characters in the movie *Land Before Time XIV*. The data comes from the movie script. The qualitative method was used in this study. The findings of this study revealed that all forms of politeness strategies are used in the characters' utterances. Furthermore, all of the characters communicate some function of speech, such as regret, acceptance, appreciation, condoling, praising, criticizing, and complaining. The similarities of this study are that it discusses several types of Politeness Strategies and used the same theory from Brown and Levinson (1987). The difference between this study and this current study is that this journal analyzes the politeness strategies used in the expressive utterances made by the characters in the movie *Land Before Time XIV*. While this current study analyze the types of politeness strategies and factors influence the use of politeness strategies in the “*John Wick Chapter 3*” movie.

The fifth study was taken from journal article entitled “Politeness Strategies Used in Mata Natjwa Program; Cipta kerja: Mana Fakta Mana Dusta” conducted by Indahsari (2021). The purpose of this study is to analyze the types of Politeness strategies employed by Mata Natjwa's presenter when conducting interviews with guest stars. The data was collected from MN episodes titled Cipta Kerja: Mana Fakta Mana Dusta. This study employed a descriptive qualitative method in which all data were analyzed and explained in accordance with Brown and Levinson (1987) theory. The findings show that Natjwa utilized positive politeness with the type of seeking agreement, asserting S's knowledge of and concern for H's want, avoiding agreement, using in group identity marker, and including both speaker and hearer in the activity. The types of negative politeness and bald on strategy are not as many as those found in positive politeness, namely; minimizing imposition on the other person, questioning and hedging, and tasking oriented, which belongs to bald on record strategies. The similarities between this study and this current study are that both studies analyze politeness strategies using the same theories from Brown and Levinson (1987). Meanwhile, the difference between this study and this current study is that this study focused on analyzing the types of Politeness strategies used by Mata Natjwa's host when she interviews guest stars. Furthermore, this current study analyze types of politeness strategies and the factors influence the use of politeness strategies in the John Wick Chapter 3 movie.

There are similarities between the previous study and the current study, according to the previous study conducted by two thesis and three articles mentioned above. The previous study and the current study are similar in that they

both explain types of politeness strategies. Meanwhile, the difference between previous and current studies have different theory and data source.

2.2 Concept

There are some concepts from the politeness study that are used to support this study. It is important to understanding concepts to avoid the confusion of using some term of politeness strategies. The misunderstanding of the terms could make wrong interpretation and wrong perception while discussing politeness strategies phenomenon.

2.2.1 Politeness

Politeness is a series of strategies for doing daily communication activities (such as requesting, advising, complimenting, criticizing, and reminding) while protecting the other's face. It is difficult to understand because it requires understanding of all implied aspects of language. Brown and Levinson (1987) defined politeness as repressive activity taken to counterbalance the disruptive effect of face-threatening acts (FTA). Brown and Levinson's theory summarizes human politeness behavior into four strategies, which correspond to the following examples: bald on record, positive politeness, negative politeness, and off record-indirect strategies.

2.2.2 Movie

According to Webster (1995), a movie is a recording of moving pictures that conveys a story and is seen on a screen or television. According to Bordwell and Thompson (1997:3), movies are on equal with buildings, books, and symphonies.

Movies are described as pieces of art that may represent human existence since they are based on social phenomena and cultural values.

2.2.3 John Wick Chapter 3

Taken from Derek Kolstad, the consequences that must be carried out by Wick due to the violations committed after killing the lives of High Table members in The Continental. He himself was hunted and his life was valued at USD 14 million. This is the third sequel in the John Wick movie series. According to the storyline, John Wick is on the run after murdering a member of the worldwide assassins' guild. After the assassination of a member of the High Table, the famous hitman John Wick is stripped of the organization's protective services. With a \$14 million bounty on his head, Wick must struggle his way through New York's streets while becoming the target of the world's most horrible murderers.

2.3 Theories

The theory that is used in this study are to determine what things was analyze. The type of politeness strategies by Brown and Levinson (1987), those are bald on record, positive politeness, negative politeness, off record and also, the factors influence the use of politeness strategies, those are the payoffs and the Circumstances proposed by Brown and Levinson (1987) was used in this study. The pointes of theory can be shown in the following figure.

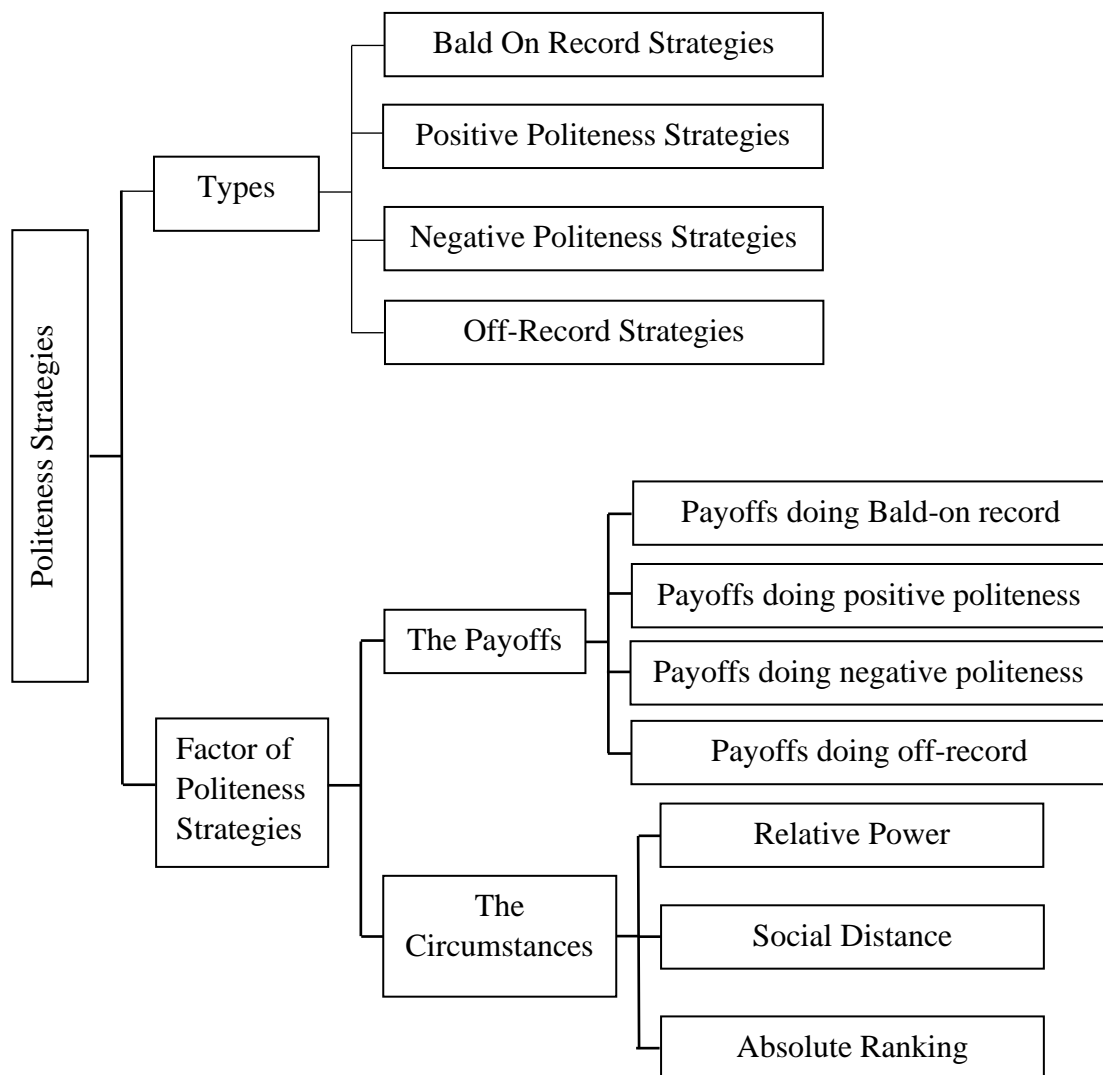


Figure 2.1 Points of the theory of Brown and Levinson (1987) used in this study.

There are four different types of politeness strategies, namely bald-on record, positive politeness, negative politeness and off-record strategies that were found in "John Wick Chapter 3" movie, that every type proposed by the theory had been reflected. There were two factors influencing the strategies proposed by the theory, namely payoff and the circumstances. Payoffs factor have four different types that influencing the choice of the strategies namely, payoffs of doing bald-on record strategies, Payoffs doing positive politeness, Payoffs doing negative politeness and Payoffs doing off-record strategies, meaning that every type of

payoffs factors had been reflected. The Circumstances have three different types, namely relative power, social distance and absolute ranking.

2.3.1 Politeness Strategies

Brown and Levinson (1987) state, to deal with politeness, people usually employ certain strategies. The strategies differ from one culture to another since it is influenced by both internal and external communication factors. In order to avoid disagreement with others, politeness is the ability to convey a statement in the most polite way possible. According to Brown and Levinson, human "politeness" behavior may be summed up by four types of politeness strategies: Bald On Record, Positive Politeness, Negative Politeness, and Off-Record Strategies.

2.3.1.1 Bald-On Record Strategies

The Bald-On Record strategies is a point concept. It means that the speaker expresses or accomplishes explicitly and directly what he or she desires of the listener. According to Brown and Levinson (1978: 94), the Bald On Record strategies is a direct way of stating things in a direct, clear, unambiguous, and concise manner. Brown and Levinson (1987:97), bald on record strategies consist of: Showing Great Urgency or Desperation, Speaking Great Efficiency, Being Task-oriented, Showing Sympathetic Advice or Warnings, Showing disagreement, Granting Permission for Something, Making Invitations, Welcoming, Greetings and Farewells. This strategy is frequently used with those who have a close relationship and are comfortable in their environment, such as close friends or relatives. Bald-On Record utilizes two strategies, which are as follows:

1. Cases of Non Minimization of the Face Threat

The speaker makes no attempt to minimize threats to the hearer's face. In times of intense urgency and need, no face redress is required. Redress would actually reduce the communicated urgency.

For example: *Watch out!* (Brown and Levinson, 1987:96). The use of the example in an emergency shows that the speaker does not care about the listener's face.

2. Cases of FTA Oriented Bald-On Record

This strategies, it is supposed, is directed towards the listener's face to make them particularly preoccupied. Usually, it is employed in greetings, offers, and farewells.

For example: *Come in, don't hesitate, I'm not busy.* (Brown and Levinson, 1987:99)

This example could be either an offer or an invitation.

2.3.1.2 Positive Politeness Strategies

According to Brown and Levinson (1987:101), positive politeness is redress oriented at the addressee's positive face, his continual desire that his wants (or the actions/acquisitions/values that result from them) be considered desirable. It refers to language strategies that address people's desires to be appreciated and approved of; positive politeness strategies are communicative ways of creating solidarity, expressing that others are liked and desired. This strategy is typically employed by persons who have known one another in order to show common ground on which S and H agree. Strangers, on the other side, utilize it to get closer to H. Positive politeness is greatly useful in preserving the S and H's social interaction. Positive

politeness is composed of 15 strategies proposed by (Brown and Levinson, 1987:103) as shown below:

1. Strategy 1: Notice, attend to H (his interests, wants, needs, goods)

According to Brown and Levinson (1987:103), S should take note of some feature of H's condition (noticeable, changes, remarkable, possessions, anything which looks as though H would notice and approve). There are several ways to do this, including joking, teasing H about his penchant, or including S himself into the act.

For example: *Goodness, you cut your hair! (...) By the way, I came to borrow some flour.* (Brown and Levinson, 1987:103) This example showed the someone wants.,
What a beautiful vase this is! Where did it come from? (Brown and Levinson, 1987:103) This example showed the someone interest.

2. Strategy 2: Exaggerate (interest, approval, sympathy with H)

According to Brown and Levinson (1987:104), the elements of this strategies include exaggerated intonation, stress, and other components of prosody, as well as intensifying modifiers. Another feature of positive politeness output is the use of exaggerated or emphatic phrases or phrases. They contain phrases like for sure, really, definitely, and absolutely in English.

For example: *What a fantastic garden you have!* ((Brown and Levinson, 1987:104)
 This example shows interest.

3. Strategy 3: Intensify interest to H

Another way for S to communicate to H, as stated in Brown and Levinson's (1987:106) book, is to increase the interest in his own (S's) contributions to the conversation by telling a wonderful story. By expressing them dramatically, this

strategy may be utilized to convey the sincerity of S's good intentions and increase the interest in conversational contributions. Another aspect of this strategy is the use of directly quoted speech rather than indirect reported speech as tag questions or expressions that pull H as a participant into the discourse, such as 'you know,' 'see what I mean?', 'isn't it?' and etc.

For an example: *I come down the stairs, and what do you think I see? A huge mess all over the place, the phone's off the hook and clothes are scattered all over.* This example shows Intensify interest to Hearer.

4. Strategy 4: Use in-group identity markers

Brown and Levinson (1987:107) state that the speaker might claim common ground with the listener by include in the group usage of address forms, language or dialect, jargon or slang. negotiating group membership These, as well as contraction. People's solidarity can be seen in this strategy because they are recognized as members of the same group. The approved identification of the members can be recognized in this situation by the address form, language or dialect, jargon or slang, and ellipses that they employ.

a. Address form

Address forms used to express group membership include generic names and terms of address such as male, buddy, honey, dear, duckie, mom, brother, sister, cute, sweetie, guys and fellas.

As an example: *Come here mate.* Brown and Levinson (1987:108) This example express group membership include generic names.

b. Language dialect

To redress the FTA, such as expressing a request, the speaker might employ the hearer's nickname or I name on his utterance in calling his name.

As an example: *First call: Johnny, come here.*

Second call: John Henry Smith, you come here right away. Brown and Levinson (1987:111) This example expressing a request hearer nickname or name on utterance.

c. Jargon or slang

According to Brown and Levinson (1987:111), by using a slang term to refer to an object, the speaker can extract all of the connections and attitudes that he and his hearer have about the thing. It emphasizes the speaker's and hearer's (group) reliance on the needed object. It is employed in FTA redress.

For example: *Lend us too bucks then, wouldja Mac?*

Bucks on the utterance above means Dollar while wouldja means would you.

d. Contraction and ellipsis

By using unfinished sentence in his utterance, the speaker can share common ground with the hearer.

For example: *Mind if I smoke?* (Brown and Levinson, 1987:112) This example shows unfinished sentence can share common ground with the someone.

5. Strategy 5: Seek agreement

According to Brown and Levinson (1987:112), bringing up "safe topics" helps S to emphasize his agreement with H and therefore satisfy H's desire to be correct, or to be confirmed in his opinions. It is possible to do this by repeating part or all of what the previous S has stated in a discussion.

For example: *John went to London this weekend!. To London!* (Brown and Levinson, 1987:113) This example shows seek agreement both of speaker and hearer.

6. Strategy 6: Avoid disagreement

Avoid dividing disagreement into fourths. The first type of agreement is token agreement, which indicates that in order to avoid or hide disagreement, S appears to agree by distorting his/her statement.

For example: *So is this permanent? Yeh, it's 'permanent'--- permanent until I get married again.* The example shows Avoid disagreement on statement.

7. Strategy 7: Presuppose / Rise / Assert Common Ground

This strategy incorporates gossip and small conversation.

For example, *while the speaker is speaking to the listener, the speaker is discussing a topic that will not be heard for a time. The speaker uses this strategy to reduce demand.* According to Brown and Levinson (1987:117), the speaker might emphasize his overall interest in the listener and show that he has not come to visit the listener just to perform FTA.

8. Strategy 8: Joke

Brown and Levinson (1987:124) stated use a joke to emphasize common background knowledge and values. It is good manners to put H's 'at ease' to reduce a face threatening act strategies.

For example: *OK if I tackle those cookies now?* (Brown and Levinson, 1987:124). *How about lending me this old heap of junk?* (H's new Cadillac) (Brown and Levinson, 1987:124) This example shows the speaker using joke to reduce a face threatening act.

9. Strategy 9: Assert or presuppose S's knowledge of and concern for H's wants

One strategy to indicate that S and H are cooperators, and so possibly put pressure on H to cooperate with S, is to use negative questions to state or suggest awareness of H's needs and willingness to fit one's own wants in with them.

For example: *Look, I know you want the car back by 5.0, so shouldn't I go to town now?* (Request) (Brown and Levinson, 1987:125) This example shows hearer concern for the speaker.

10. Strategy 10: Offers, promise

S may claim that everything H desires, S desires for him and will assist in obtaining. It is another approach proposed by Brown and Levinson (1987:125) to address the possible threat posed by some FTAs. Even though offers and promises are occasionally incorrect, this strategy demonstrates S's good intentions in pleasing H's positive face.

For example: *I'll drop by sometime next week* (Brown and Levinson, 1987:125)
This example shows the speaker promise.

11. Strategy 11: Be optimistic

This strategy implies that the speaker can presume that the hearer desires the speaker's intention for the speaker (for both the speaker and the hearer) and will assist in obtaining it. In this strategy, the speaker must be certain that his or her desire coincides with that of the listener. want, so that they both can have good cooperation effectively.

For example: *You'll lend me your lawnmower for the weekend, won't you?*
 (Brown and Levinson, 1987:126) This example shows the listener is optimistic that he will be helped.

12. Strategy 12: Include both S and H in the activity

Another way to show Brown and Levinson's (1987: 127) cooperation strategy is to use an inclusive 'we' form. This is when S really signifies 'you' or 'me.' Furthermore, 'it's' serves as an English inclusive 'we' form. In other words, both the speaker and the hearer are involved in the same activity.

For example: *Let's stop for a bite. (.e. / want a bite, so let's stop)* Brown and Levinson (1987: 127), *Let's have a cookie, then.* (ie. me) Brown and Levinson (1987:127) This example shows the speaker and hearer are doing the same activity.

13. Strategy 13: Give (or ask for) reasons

Brown and Levinson stated that the application of this strategy is where S explains why he wants something. They go on to say that offering explanations is a method of saying "I can help you" or "You can help me," and that assuming cooperation is a way of indicating that assistance is needed.

For example: *Why didn't you do the dishes?* Brown and Levinson (1987:128)
 This example show the speaker ask to hearer for a reason.

14. Strategy 14: Assume or assert reciprocity

Reciprocal rights between S and H are another strategy stated by Brown and Levinson (1987:129) in order to declare the and H and therefore soften the FTA by negating the debt aspect and/or the face-threatening aspect of speech actions like critiques and complaints.

For example: *I'll tell you what it looks like if you tell me where she is now.* This example shows assert reciprocity between the two participants.

15. Strategy 15: Give gifts to hearer (goods, sympathy, understanding, cooperation)

S satisfies H's Positive Face want by offering presents, not only tangible gifts, but human relation needs as well, such as the desire to be liked, appreciated, cared for, understood, listened to, and admitted.

For example: *I'm sorry to hear that.* This example shows sympathy to hearer.

2.3.1.3 Negative Politeness Strategies

According to Brown and Levinson (1987:129), negative politeness is redressive action addressed to the hearer's negative face: his desire to have his freedom of action and attention unrestrained. The negative politeness attempts to soften the imposition by minimizing it. Negative politeness is comprised of 10 strategies, as shown below:

1. Strategy 1: Be Conventionally Indirect

When applying this strategy, the speaker must manage two opposing tensions: the desire to provide Hearer 'out' by being indirect and the desire to be on record. In order to solve, words and sentences with contextually unambiguous meanings that differ from their literal meanings are used.

For example, *when a speaker is working on a website coding project and needs assistance, he may ask, "Can you do advanced coding?"* This example shows contextually unambiguous meanings that differ from their literal meanings.

2. Strategy 2: Question, Hedge

This method consists on making as few assumptions as possible by not offering the listener a straight answer.

For example: *Do me a favor, will you? I rather think it's useless.* This example shows the speaker give a question to hearer.

3. Strategy 3: Be Pessimistic

According to Brown and Levinson (1987:173), this strategy redresses the hearer's negative face by clearly expressing doubt that the conditions for the appropriateness of the speaker's speech act were met.

For example: *Will you have a cigarette on you?* This example expresses hesitation to do something.

4. Strategy 4: Minimize the Imposition

According to Brown and Levinson (1987:176), one way to defuse the FTA is to reduce the imposition of Rx, which means that Rx is not significant in and of itself, leaving distance and power as important concerns. Another term is a tiny little bit, a sip, a taste, a drop, a little, a bit.

For example: *I just want to ask you if I can borrow a tiny bit of paper.* (Brown and Levinson, 1987:177) The example shows speaker minimize the imposition to hearer.

5. Strategy 5: Give Deference

According to Brown and Levinson (1987:178), there are two sides to deference realization: one in which S humbles and another in which S satisfies H's desire to be considered as supervisor by offering him deference.

For example: *I think I must be totally stupid but I simply can't understand this map.* (Brown and Levinson, 1987: 185), *I think you should, uh, attend to your flies* (Brown and Levinson, 1987: 187) The example shows the speaker give deference.

6. Strategy 6: Apologize

This strategy is used when the speaker confesses the impact on the listener's negative face and apologizes to redress that impact.

For example: *I'm sure you must be very busy, but...* (Brown and Levinson, 1987: 188) The example shows the speaker apologize to redress the impact on hearer.

7. Strategy 7: Impersonate S and H

One way to show that S does not intend to interfere with H is to express the FTA as if the agent were someone other than the speaker, as Brown and Levinson claim (1987:190).

For example: *Tell you it is so.* (Brown and Levinson, 1987:190) This example show the speaker does not intend to interfere with Hearer.

8. Strategy 8: State the FTA as A General Rule

Brown and Levinson (1987:206) was stated to express the FTA as an instance of some general social law, regulation, or obligation is one means of distancing S and H from the particular imposition in the FTA, and therefore a way of indicating that S does not want to intrude but is simply forced to by circumstances. It can obtain avoidance by using the first items rather than the second in pairs of phrases such as Passengers.

For example, *will refrain from flushing bathrooms on the train. Please abstain from flushing the bathrooms on the train.* This example shows a general rule.

9. Strategy 9: Nominalize

It shows the formality associated with the noun end of the continuum from verb to adjective to noun. Brown and Levinson (1987:207).

For example: *Your good performance on the examinations impressed us favourably.* (Better than: "You performed well on the examinations and we were favourably impressed; and also better than "Your performing well on the examinations impressed us favourably.") (Brown and Levinson, 1987:207) This example shows the continuum of words change.

10. Strategy 10: Go On Record as Incurring A Debt, or as Not Indebting Hearer

This strategy reveals that by directly referring to the difficulties of H's compliance, Speaker implicitly praises H for causing him the difficulty.

For example: *I'd be eternally grateful if you would . . . (Request)* (Brown and Levinson, 1987:210) and *it wouldn't be any trouble; I have to go right by there anyway (offers)* (Brown and Levinson, 1987:210). This example shows the speaker and hearer depend on each other.

2.3.1.4 Off Record Strategies

According to Brown and Levinson (1987:21), off record strategies is a communication act that is done off record if it is done in such a manner that only one clear communicative aim can be attributed to the act. This strategy is more deceptive. The speaker does not impose himself on the listener. As a result, there is no immediate threat to face. This strategy frequently requires the listener

interpreting what the speaker is saying. Off record strategy consists of several strategies as shown below:

1. Give Hints

When the speaker makes an implicitly relevant statement, he invites the listener to search for a possible interpretation of that statement's relevance. Brown and Levinson, (1987:213)

For example: "*It is cold in here*" (Brown and Levinson, 1987:214) The example shows the speaker give hint to hearer.

2. Presuppose

If speaker uses this strategy when speaking to listener, criticism may be implied. For example: "*I washed the car again today.*" (Brown and Levinson, 1987:217) The example shows the speaker criticizing himself.

3. Understating

When understating, the speaker creates more by speaking less than is necessary. For example: "*That dress is quite nice.*" (Brown and Levinson, 1987:218) The example shows that the speaker speaking less than is necessary.

4. Using Rhetorical Question

When using this strategy, the speaker asks a question without expecting an answer.

For example: *How many times do I have to tell you.* (Brown and Levinson, 1987:223) The example shows the speaker asks a question without expecting an answer.

5. Using Metaphor

In the application, the speaker makes a literary false statement.

For example: "*Harry is a true fish. He swims like a fish* " (Brown and Levinson, 1987:222) The example shows the speaker use metaphor and the hearer must understand the meaning.

2.3.2 Factors Influence the Use of Politeness Strategies

Several factors influence politeness strategies. Brown and Levinson (1987:71) state that two factors influence a speaker's employment of the politeness strategy. Payoffs and circumstances are the considerations.

2.3.2.1 Payoffs

In choosing on politeness strategies, the speaker should think about the payoff or advantages when decided to use politeness strategies. Brown and Levinson (1987) provide the following payoff list for each strategy, as follows:

1. By doing bald-on record strategies, Speaker and hearer allow for confirmation of the speaker's intended meaning. As a consequence, both the speakers and the hearer may avoid the risk of being misunderstood, and the speakers can avoid the risk of being seen as manipulators by decreasing the threat in their utterance.

2. By doing positive politeness, A speaker can reduce the face-threatening aspect of an act by assuring the addressee that S is 'of the same sort.' That he likes him and desires his desires.

3. By doing negative politeness, a speaker can earn in the following ways: he can offer respect and reverence to the addressee in exchange for the FTA, avoiding future debt; he can keep social distance, avoiding the fear of advancing familiarity towards the addressee, and etc.

4. By doing off record strategies, a speaker has the option of avoiding responsibility for the potentially face damaging interpretation. As a result, the speaker can avoid potential FTAs by enabling listeners to interpret the intended meaning of the sentence.

For example, *delivering a statement as an off record strategies helps the speaker to avoid the potential threat of ordering.*

2.3.2.2 The Circumstances

According to Brown and Levinson's (1987:74) theory of politeness strategies, there are three aspects that can influence strategies choice. As follow:

1. Relative Power

Power (P) refers to the general concept that we are more respectful to persons who have power or control over us than to those who do not. It is founded on the asymmetric relationship between the speaker and the listener. These types of authority are most commonly encountered in visibly hierarchical settings such as the court, the military, and the workplace.

For example, *if you were expressing to your employer because she or he is often late, you would probably be more polite than if you were conveying to your brother. This is due to the fact that your employer may have a positive way (reward power) or negative way (coercive way) on your career.*

2. Social Distance

Social distance (D) can be defined as a composite of psychologically real characteristics (status, age, sex, degree of closeness, and etc) that combined effect

the overall degree of respect in a specific speaking situation. It is based on the symmetric relationship between the speaker and the hearer.

For example, *if you feel close to someone or know him well because you are similar in age and gender, you will become closer to him and the distance rating will decrease. As a result, when you ask him to do something, you will not use polite utterance. On the opposite, you will employ polite utterance while interacting with someone you do not know well, such as someone older than you.*

3. Absolute Ranking

The absolute ranking (R) of one speech act in relation to another in a context can be seen.

For example, *borrowing a car under normal circumstances will make us hesitant, but in an emergency case, it will be natural. Thus, in the first case, polite utterance will be used. Meanwhile, because the issue is urgent, it is not required to employ polite utterance in the second setting.*

CHAPTER III

RESEARCH METHODS

This chapter discussed the method of collecting and analyzing data. It includes of data source, data collection, data analysis, and finding presentation.

3.1 Data Source

The data was taken from movie “John Wick Chapter 3”, which has download from Netflix and the script which has been downloaded in Subscene. The movie was used as the primary data source and the script was used as the secondary data source in this study, because the script more specific to show the conversations between the characters. In the movie, the utterances of each character were used to analyze politeness strategies. The 2019 American neo-noir action film “John Wick Chapter 3” was written by Derek Kolstad, Shay Hatten, Chris Collins, and Marc Abrams and was directed by Chad Stahelski from a storyline by Kolstad. This is the third sequel in John Wick movie series. According to the storyline, John Wick is on the run after murdering a member of the worldwide assassins' guild, and with a \$14 million bounty on his head. After the assassination of a member of the High Table, the famous hitman John Wick is stripped of the organization's protective services. With a \$14 million bounty on his head, Wick must struggle his way through New York's streets while becoming the target of the world's most horrible murderers. Thus, the storyline of this movie is relevant to this study because it analyzed politeness strategies, and the data can be analyzed through character conversations and the factors influence the use of politeness strategies by characters.

3.2 Data Collection

The data for this study collected using observation and note-taking techniques. The study's topic and data were collected from the utterance in the movie in order to determine the politeness strategies used by the characters in “John Wick Chapter 3”. There are several steps that make up the data collection process.

1. Finding the movie and script from the internet to make data collection easier.
2. Watching the movie to observe the characters' conditions and situations as they communicate with one another. This step is the main technique to collect data.
3. Reading the script to learn more about the conversation in movie.
4. Taking notes the utterances that contain the data related about politeness strategies. After watching and reading the script's characters' conversations one by one, as the last step before writing this study.

3.3 Data Analysis

The data in this study was analyzed using qualitative method theory from Miles et al (2014). The data was explained descriptively in this study in order to analyze the types of politeness strategies employed by the characters in the “John Wick Chapter 3” movie. After the collecting data, the data classified into four types of politeness strategies according to Brown and Levinson theory. This study examined the data based on the meaning of the characters' utterances that using politeness strategies This study also analyzed the factors that influence the use of politeness strategies by the characters in “John Wick Chapter 3”. The data analysis is divided into several steps:

1. Data Condensation

This study was identified the data movie “John Wick Chapter 3” by using conversation and utterance that contain politeness strategies and classify the utterance into each types of politeness strategies (Bald-on Record, Positive Politeness, Negative Politeness, Of Record) Based on Brown and Levinson (1987) theory.

2. Data Display

Describe and analyze the types and factors that influence the characters use politeness strategies.

3. Conclusion Drawing

Last step after analyzing the data last step after analyzing the data, is concludes the study based on the study's findings.

3.4 Finding Presentation

The finding of this study classified into formal and informal method based on Sudaryanto (1993). Formal method was applied through several tables to show the types of politeness strategies. Meanwhile, informal method was proposed to describe the data analysis. The presentation and analysis were based on the study's problems Here. The theory from Brown and Levinson (1987) is used was to analyze the types of politeness strategies and the factors that influencing the use politeness strategies.

CHAPTER IV

FINDING AND DISCUSSION

This chapter present the finding and the main discussion of the problems in the study that is accomplished by further elaboration related to the data. The finding contains tabulation of the data occurrence and the discussion contain the explanation about the data which were found in this study. This study focused in analyzing types of politeness strategies and the factors influencing the use of politeness strategies in movie “John Wick Chapter 3”.

4.1 Finding

The finding shows the types of politeness strategies found in John Wick Chapter 3 movie. As explained in chapter II, according to the theory propose by Brown and Levinson (1987), politeness strategies divided into four there are bald on record, positive politeness, negative politeness and off record. Brown and Levinson (1987:71-83) also stated there are two factors influencing the use of politeness strategies. Those factors are the payoffs and The Circumstances.

Table 4.1 Data finding of Politeness Strategies

| No. | Politeness Strategies | Occurrence | Percentage |
|------------|--------------------------------|-------------------|-------------------|
| 1 | Bald-on Record Strategies | 11 | 42% |
| 2 | Positive Politeness Strategies | 5 | 19% |
| 3 | Negative Politeness Strategies | 6 | 23% |
| 4 | Off Record Strategies | 4 | 16% |
| | Total | 26 | 100% |

The table 4.1 shows the total data and the percentage of each politeness strategies conducted in John Wick Chapter 3 movie. From the table 4.1, it can be seen that the utterances which containing bald-on record strategies are 11 data

(42%), positive politeness strategies are 5 data (19%), negative politeness strategies are 6 data (23%), and off record strategies 4 data (16%). Based on the table above it could be seen that bald-on record strategies was the most conducted type that found in this study.

4.2 Discussion

The finding that has been presented was elaborated with more details and deeper in this section of discussion, to answer the problems questioned in this study. Regarding the types of politeness strategies and the factor influence the use of politeness strategies, the discussion was the elaboration of 26 data found. In this discussion, the analysis of the data is presented by showing the conversation between characters in “John Wick Chapter 3” movie. As already stated before, this study was focused on analyze the utterances in John Wick Chapter 3 movie. The utterances which belonged to the types of politeness strategies are presented in underlined style. Each utterance is given analysis directly after it. The steps applied to describe the analysis are as follow: firstly, the data that had been chosen were analyzed in terms of the types of politeness strategies. The utterances of John Wick Chapter 3 movie became determinant of what types of those data belonged to. Second the influencing factors were analyzed based on theory proposed by Brown and Levinson (1987).

4.2.1 Bald-On Record Strategies

Bald-on record strategy as proposed by Brown and Levinson (1987) is the form of maximally efficient communication. The utterances are spoken in a direct, clear, unambiguous and concise way. There are 10 utterances of bald-on record strategies found in the conversation between characters in John Wick Chapter 3 movie. However, only four data were analyzed as samples in this study as follows:



Figure 4.1 The doctor didn't agree to help John Wick.

Data 1

John Wick: I know, Doc, please. There's still time.

Doctor: No. I can't.

(John Wick Chapter 3, 2019 : 00.09.47)

The utterance above was produced by John Wick and doctor. Where John wick asked the doctor to help him stitch up the wound but the doctor did not agree to help John wick because if he did it his life would be threatened by some people who chased it. The underlined utterance indicated that doctor use **bald on record strategies with sub strategies showing disagreement**. The doctor said "No. I can't." which means showing disagreement to help John Wick. It was also mean

that doctor tends to show an urgent situation, assert that bald on record strategies is employed as an effort to make the efficiency of speaking.

Based on the analysis above, it could be seen that **the circumstances** with sub relative power exist. Brown and Levinson (1987:77) stated that **relative power** refers to the status of the hearer over the speaker. In addition, if the speaker possessed more power than the hearer, the speaker would use the strategy which was less polite. In this case, John Wick who had higher power was communicating with the hearers who had lower power. This makes the degree of politeness that he used could be lower too. The situation was happened when the doctor welcoming John Wick to enter their room (sign for John Wick to faster come enter the room), John Wick responded it by entering the room and saying thank you. In this situation, even though at first the doctor refused to help John Wick, because John Wick was a respected person in the organization in the past and had often worked with doctors, the doctor respected him and helped him. This indicates how relative power would be affected by the choice of politeness strategies.



Figure 4.2 The elder offering a task to John Wick.

Data 2

The elder: **Complete a task for us, and your Excommunicado will be reversed.**

John Wick: I have served, I will be of service

(John Wick Chapter 3, 2019 : 01.10.46)

The utterance above was found when John Wick go to desert to met The Elder. John Wick was desperate and asked the high table elder to help him out of the situation he was in. The underlined utterance indicated that The Elder used **bald on record strategies with sub-strategy task oriented**. His utterance showed to complete the task. If he was able to complete the task gave to him he will be released from the punishment given to him. His utterance, “Complete a task for us, and your Excommunicado will be reversed.” This sub-strategy is done when the speaker conveys a task for the hearer. Task oriented is bald-on record strategies.

Based on the analysis above, it could be seen that **the payoffs factor** with **sub factor payoffs of doing bald-on record strategy** exist. The Elder gave John Wick a task, if he succeeded in completing the task then the violation committed by him, the fine would be removed by The Elder. Brown and Levinson (1987:71) state bald-on record payoff is the expected result of politeness strategy like giving the speaker a chance to be clear and efficient to show demonstrable non manipulateness. The Elder applied bald-on record strategy in his utterance. The example of bald-on record strategy based on the payoffs was exemplified in the data, which showed that the elder gave an advice and task to John Wick about his situation. He gave a task and advice to be done by John wick to get rid of his problems.



Figure 4.3 Barrada gave suggestion to John Wick.

Data 3

Berrada: You wish to speak with him? Go to the edge of the desert, look up. Canis Minor, the dog that followed Orion through the sky. You follow the brightest star, walk until you are almost dead, then, keep walking. When you are on your last breath, he will find you... or he will not.

John Wick: I am grateful

(John Wick Chapter 3, 2019 : 00.54.24)

The utterance above was found when John Wick met Barrada to ask the location of The Elder. Barrada said “You wish to speak with him? Go to the edge of the desert, look up. Canis Minor, the dog that followed Orion through the sky. You follow the brightest star, walk until you are almost dead, then, keep walking. When you are on your last breath, he will find you... or he will not.” The underlined utterance indicated that Barrada used **Bald-on record strategies with sub-strategy giving suggestion**. Using this strategy allows the listener to understand where the speaker gives suggestions to the listener about what the listener wants to know. In this situation Barrada gave a suggestion to John Wick so he could meet The Elder.

Based on the analysis above, it could be seen that **the payoffs factor with sub factor payoffs of doing bald-on record strategy** exist. Brown and Levinson (1987:71) state bald-on record payoff is the expected result of politeness strategy like gave the speaker a chance to be clear and efficient to show demonstrable non manipulateness. Barrada applied bald-on record strategy in his utterance to give suggestions and advice to John Wick. The example of bald-on record strategy based on the payoffs was exemplified in the data, which showed that Barrada gave suggestion to John Wick about he wanted. He gave a suggestion to John Wick how find The Elder.



Figure 4.4 John Wick didn't agree with Zero statement.

Data 4

Zero: We're the same, you know. Both given the same gift.

John Wick: We're not the same.

(John Wick Chapter 3, 2019 : 01.21.59)

The utterance above was produced by Zero and John Wick. This happened when Zero and John Wick arrived at the hotel after the chase. Zero has been a long times fan of John Wick and has always wanted talk to him. Because now getting the chance Zero talks to John Wick and says, “We're the same, you know. Both are given the same gift” but John Wick replied that we are not the same. The underlined utterance indicated that doctor use **bald on record strategies with sub strategies showing disagreement**. John Wick said "we're not the same." which could it mean showing disagreement with Zero statement. It was also mean that John Wick tends

to show an urgent situation because they are in a state of chase and suddenly zero said a statement that made him have to oppose it because they had never met before, assert that bald on record strategies is employed as an effort to make the efficiency of speaking.

Based on the analysis above, it could be seen that **the circumstances** with sub relative power exist. Brown and Levinson (1987:77) stated that **relative power** refers to the status of the hearer over the speaker. In addition, if the speaker possessed more power than the hearer, the speaker would use the strategy which was less polite. In this case, John Wick who has higher power was communicating with the hearers who have lower power. This made the degree of politeness that he used could be lower too. The situation was happened when Zero said he was a fan of John Wick and always wanted to talk to him and Zero said they were the same. but John Wick responded by saying we are not the same and showing they have differences because John wick is an assassin with a big name in the organization but he chose to leave while Zero is a new member in the organization. This indicated how relative power would be affected by the choice of politeness strategies.



Figure 4.5 Sofia showing disagreement
about the desire of John Wick.

Data 5

John Wick: I'm just asked you to try. Either way, you and me, we'll be even.

Sofia: No.

(John Wick Chapter 3, 2019 : 00.44.48)

This utterance was found when John Wick meet Sofia and asked Sofia to escort it to her old boss because there was something she needed to asked her boss. John Wick said “I'm just asking you to try. Either way, you and me, we'll be even

and Sofia answer No”. This utterance can be considered as bald on record strategies. The underlined utterance indicated that Sofia used **bald on record strategies with sub strategies showing disagreement**. Her utterance showed that Sofia disagreement and afraid to escort John Wick to her old boss. She suspected that his old boss will do bad things to them because his old boss is a dangerous person but John Wick assures Sofia they will be fine. Bald on record strategies is employed as an effort to make the efficiency of speaking.

Based on the analysis above, it could be seen that **the circumstances** with sub relative power exist. Brown and Levinson (1987:77) stated that **relative power** refers to the status of the hearer over the speaker. In addition, if the speaker possessed more power than the hearer, the speaker would use the strategy which was less polite. John Wick convinced Sofia who was afraid and showed disagreement about John Wick's desire to meet her old boss because she was afraid something bad would happen. However, John Wick manages to convince Sofia that they will be fine and because they used to be friends in the organization, Sofia respected John Wick and she thought of her past debt to John Wick because she had been given help, Sofia finally agreed to help John Wick. This indicates how relative power would be affected by the choice of politeness strategies.

4.2.2 Positive Politeness Strategies

Positive politeness strategies as proposed by Brown and Levinson (1987:100) is an attempt to minimize the damage to the hearer's face. This strategies is commonly minimize the distance between a speaker and the hearer. Positive strategy aims to save hearer's positive face. There are five utterances with positive politeness strategies found in John Wick Chapter 3 movie. However, only two data were analyzed in this study as follows:



Figure 4.6 The Director tells something interesting to get John Wick's attention.

Data 6

The Director: **You know, when my pupils first come here, they wish for one thing. A life free of suffering. I try to dissuade them from these childish notions, but as you know, art is pain. Life is suffering.**

John Wick: Passage

(John Wick Chapter 3, 2019 : 00.27.45)

This situation was found when John Wick visited his old shelter. He met The Director and wanted to exchange his ticket that was gave to him for a favor. Here The Director tells old memories and situations that existed at his previous shelter to attract John Wick's attention. John Wick wanted to talk with the director and the director saying “You know, when my pupils first come here, they wish for one thing. A life free of suffering. I try to dissuade them from these childish notions, but as you know, art is pain. Life is suffering.” The underlined utterance indicated that The Director used **positive politeness strategies with sub-strategies intensifying interest to the hearer**. Her utterance showed that she is trying to catch the attention of John Wick to hear her story. Brown and Levinson (1987:89-95) assert that this strategy is used for the speaker to the hearer by making a good story.

Based on the analysis above, it could be seen that **the payoffs factor with sub-factors payoffs of doing positive politeness strategy** exist. Positive politeness payoffs refers to action of minimizing the distance between the speaker and the hearer also making the hearer felt accepted and felt good about himself and his interest. Brown and Levison (1987:72) stated that positive politeness strategies allowed the speaker satisfied the hearer's positiv face. Payoffs of doing positive politeness strategies was employed by the director in her utterance in the data, The director in her utterance showed, that she was given a good story about the previous place of John Wick and to make the good attention to hear her story clearly. The Director applied the positive politeness strategies and it was affected by the payoffs of fulfilling the positive face of John Wick.



Figure 4.7 John Wick wanted Sofia to take him to his old boss's place.

Data 7

John Wick: **I'm not asking you to kill anyone. I just need you to get me to him.**

Sofia: To who?

(John Wick Chapter 3, 2019 : 00.43.03)

The utterance above was found when John Wick go to Casablanca to meet Sofia. John Wick asks Sofia's help in escort him to his old boss. John Wick said” I’m not asking you to kill anyone. I just need you to get me to him”. John Wick asked Sofia for help because she was the one and only person who could help John Wick in difficult situation. In his utterance, John Wick asks Sofia for help because he really needs to meet Sofia's old boss to ask where The Elder is to help her out of her current situation. The underlined utterance indicated that John Wick used **positive politeness strategies with sub-strategies ask for reasons**. Brown and

Levinson (1987:128) assert that the strategies used where speaker explains why he wants something.

Based on the analysis above, it could be seen that **the payoffs factor with sub-factor payoffs of doing positive politeness strategies** exist. Positive politeness payoffs refers to action of minimizing the distance between the speaker and the hearer and also making the hearer felt accepted and felt good about himself and his interest. Brown and Levinson (1987:72) stated that positive politeness strategies allowed the speaker satisfied the hearer's positive face. Payoffs of doing positive politeness strategies was employed by John Wick in his utterance in the data, John Wick in his utterance showed that he was asking help to Sofia and John Wick expected good answer from Sofia. Because in the past John Wick had helped Sofia and Sofia finally agreed to help John Wick even though the situation was quite bad. John Wick applied the positive politeness strategies and it was affected by the payoffs of fulfilling the positive face of Sofia.

4.2.3 Negative Politeness Strategies

Negative politeness strategies as proposed by Brown and Levinson (1987:129) is redressive action addressed to the hearer's negative face: his desire to have his freedom of action and attention unrestrained. This strategies presume that the speaker will be imposing on the listener. Negative face is the desire to have freedom of action. There are seven utterances with negative politeness strategies found in John Wick Chapter 3 movie. However, only three data were analyzed in this study as follows:



Figure 4.8 Bowery gave deference to The Adjudicator.

Data 8

Bowery: Yes. You see rats with wings, but I see the internet.

The Adjudicator: Can you get disease from it ?

(John Wick Chapter 3, 2019 : 00.35.51)

This utterance was found when The Adjudicator goes to Bowery to talk to him and he sees the Bowery's place full of birds, then The Adjudicator said you are using birds as a medium of information and Bowery said “Yes. You see rats with wings, but I see the internet.” This utterance can be considered as negative politeness strategies. The underlined utterance indicated that Sofia used **negative politeness strategies with sub-strategy Give Deference**. His utterance showed that Bowery given deference to how they both transmit information to others. Bowery uses birds as a medium and considers birds as an untraceable and hackable internet, but organizations use computers to send information. Brown and Levinson (1987:178), assert there are two sides to deference realization: one in which speaker humbles and another in which speaker satisfies Hearer desire to be considered as supervisor by offering him deference.

Based on the analysis above, it could be seen that **the payoffs factor with sub-factor payoffs of doing negative politeness strategies** exist. Negative

politeness strategies refer to speaker can offer respect and reverence to the addressee in exchange for the minimize face threatening act, avoiding the fear of advancing familiarity towards the addressee. In this situation Bowery expresses differences of opinion about the way they send information but Bowery given deference to organization in the way they send information even though there are differences and the adjudicator respects that distinction. Bowery applied the negative politeness strategies and it was affected by the payoffs of fulfilling the negative face of The Adjudicator.

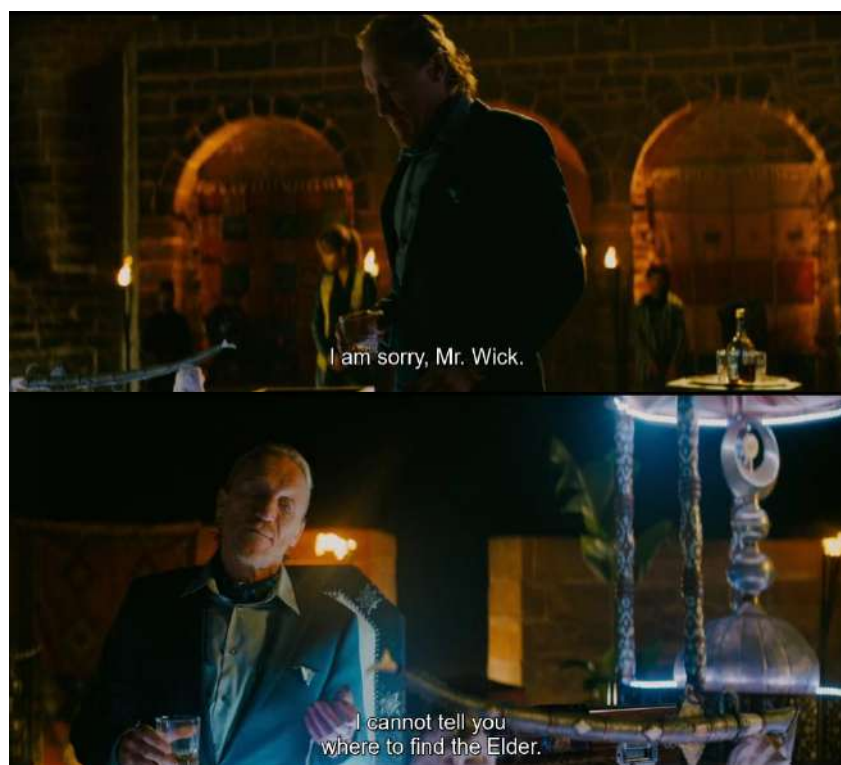




Figure 4.9 Barrada apologized for not being able to give the elder location to John Wick but he gave a clue.

Data 9

Barrada: I am sorry, Mr. Wick. I cannot tell you where to find the Elder. The Elder is not a man you find. He can only choose you.

John Wick: I am grateful.

(John Wick Chapter 3, 2019 : 00.54.09)

This utterance was found when John Wick talk with Barrada to get information about The Elder location. Barrada apologized and said "I am sorry, Mr. Wick. I cannot tell you where to find the Elder. The Elder is not a man you find. He can only choose you." This utterance can be considered as negative politeness strategies. The underlined utterance indicated that Barrada used **negative politeness strategies with the sub-strategy Apologize**. His utterance showed that Barrada apologized to John Wick because he couldn't tell John Wick the location of The Elder but he gave a clue how to met The Elder. Brown and Levinson, (1987:188), assert this strategy redresses used when the speaker confesses the impact on the listener's negative face and apologizes to redress that impact.

Based on the analysis above, it could be seen that **the payoffs factor with sub-factor payoffs of doing negative politeness strategies** exist. Negative politeness strategies refer to speaker can offer respect and reverence to the

addressee in exchange for the face threatening act, avoiding the fear of advancing familiarity towards the addressee. Barrada apologized to John Wick for not being able to reveal The Elder's location. As an apology Barrada tells a clue to be able to meet with The Elder. Barrada applied the negative politeness strategies and it was affected by the payoffs of fulfilling the negative face of John Wick because he gave John Wick a clue to meet The Elder.

4.2.4 Off Record Strategies

Off record strategies as proposed by Brown and Levinson (1987:21), is a communication act that is done off record if it is done in such a manner only one clear communicative aim can be attributed to the act. The speaker does not impose himself on the listener. As a result, there is no immediate threat to face. This strategy frequently requires the listener interpreting what the speaker is saying. There are four utterances of off record strategies found in John Wick Chapter 3 movie. However, only two data were analyzed in this study as follows:





Figure 4.10 Barrada used rhetorical questions on John Wick.

Data 10

Barrada: Mr. Wick, do you know where the word "assassin" comes from? People argue. "Assassin." Hashasheen, followers of hassan-i...

John Wick: (Nodded his head).

(John Wick Chapter 3, 2019 : 00.52.08)

This utterance was found when John Wick met with Barrada to ask about the location of The Elder but Barrada ask a question he said “Mr. Wick, do you know where the word "assassin" comes from? People argue. "Assassin." Hashasheen, followers of hassan-i”. Barrada used rhetorical questions on John Wick. where he asked a question that did not expect an answer from John Wick but himself answered the question. The underlined utterance indicated that Barrada used **off record strategies with the sub-strategy using rhetorical questions**. Brown and Levinson, (1987:223) assert this strategies, when the speaker asks a question without expected an answer.

Based on the analysis above, it could be seen that **the payoffs factor with sub-factor payoffs of doing off-record strategy** exist. Brown and Levinson (1987:71) explain that off-record meant that the utterance the speaker made contained more than one clear particular intention. Payoffs of doing off-record

strategies was employed by Barrada in his utterance in the data. Barrada applied the off-record strategy that could be seen in his utterance. He asks questions that make the hearer does not need to think and answer these questions but he himself directly answers the questions he gives. Barrada applied off record strategies and it was affected by the payoffs of avoiding responsibility for the potentially face damaging interpretation.



Figure 4.11 Doctor gave hints to John Wick.

Data 11

Doctor: One may not be enough

John Wick: Thanks, Doc.

(John Wick Chapter 3, 2019 : 00.13.35)

This utterance was found when the doctor had finished sewing John Wick's wounds and the doctor was afraid that the elders of their organization would hunt him down for helping John Wick. He undressed and made a hint and said “One may not be enough”. John Wick understood what the doctor meant so he gave the doctor two shoot but it didn't endanger his life. The underlined utterance indicated that Doctor used **off record strategies with the sub-strategy give hints**. Brown and Levinson, (1987:213) assert when the speaker makes an implicitly relevant

statement, he invites the listener to search for a possible interpretation of that statement's relevance.

Based on the analysis above, it could be seen that **the payoffs factor with sub-factor payoffs of doing off-record strategy** exist. Brown and Levinson (1987:71) explain that off-record meant that the utterance the speaker made contained more than one clear particular intention. Payoffs of doing off-record strategies was employed by doctor in his utterance in the data. Doctor applied the off-record strategies that could be seen in his utterance. He gave instructions to John Wick by undressing him to be shot, John Wick understands the Doctor actions and does so. John Wick thanked to the Doctor for helping him and gave him a gold coin. Doctor applied off record strategies and it was affected by the payoffs of avoiding responsibility for the potentially face damaging interpretation.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter contains the study's conclusion for further studies in this field, and the writer makes suggestions for other researchers that there are still many things to do to finish this study.

5.1 Conclusion

This study focuses on identifying the types of politeness strategies and analyze the factor influencing the use of politeness strategies. Based on the analysis of politeness strategies in the utterances of "John Wick Chapter 3 Movie", it can be concluded that there were four types of politeness strategies found: 11 bald-on record strategies, five positive politeness strategies, six negative politeness strategies, four off record strategy. It can be concluded that bald on record strategies was the most conducted type and off record strategies was the least. Bald on record strategies was used here to stating things in a direct, clear, unambiguous, and concise manner. These strategies are commonly found to make the efficiency of speaking and it could be seen from actions and utterance performed by characters in the "John Wick Chapter 3" movie.

Related to the second problem, that discuss about the factor that influencing the use of politeness strategies in characters "John Wick Chapter 3" movie. It can be concluded that the payoffs factor and the circumstances were the two factors that influenced the use of politeness strategies. Payoffs is the expected result underlying in the strategies. It is divided into four sub-factors, namely were payoffs of doing

bald-on record strategies, payoffs of doing positive politeness strategies, payoffs of doing negative politeness strategies and payoffs of doing off record strategies. Meanwhile, the circumstances is the seriousness of an face threatening act which may affect choice of politeness strategies involving the circumstances factors. It is divided into three sub-factors, namely relative power, absolute ranking and social distance. This study showed that the factors of payoffs and the circumstances all occurred in "John Wick Chapter 3 Movie". except social distance and absolute ranking factor.

5.2 Suggestion

As a result of this study, some suggestions for readers and the future study of politeness strategies. The suggestion as follow.

1. The source information for the study of pragmatics especially politeness strategies should constantly regenerate by college as a theories book on politeness strategies, and that influence factors of the strategies.
2. Students interested in pragmatics, particularly politeness strategies are supposed to learn it seriously and to be more challenging in topic of politeness strategies, the future researchers can use more interesting data sources. By learning about politeness strategies seriously it will help the student to have a better understanding about politeness strategies.
3. This study about politeness strategies was expected to become a contribution especially for the readers and the future study in terms of giving better understanding about politeness strategies and make deeper thesis about the topic of politeness strategies.

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APPENDICES

Appendix 1.1 List of Data of Politeness Strategies and Influencing Factor

1. Bald-On Record Strategies

(Data 1)

Homeless man: **No time to dilly-dally, Mr. Wick!**

Sub-strategy : Warnings

Factor : Relative Power

(Data 2)

Doctor: I know, Doc, please. There's still time.

John Wick: **No. I can't.**

Sub-strategy : Showing disagreement

Factor : Relative Power

(Data 3)

Adjudicator: **You have one week to get your affairs in order.**

Sub-strategy : Task Oriented

Factor : Payoff of doing bald-on record strategies

(Data 4)

Sofia: **If you're not gonna kill him, he is gonna kill you.**

Sub-strategy : Giving suggestion

Factor : Relative Power

(Data 5)

Adjudicator: **There is a task. It involves someone who broke the rules and stood against the Table.**

Sub-strategy : Task Oriented

Factor : Payoff of doing bald-on record strategies

(Data 6)

Barrada: **You wish to speak with him? Go to the edge of the desert, look up. Canis Minor, the dog that followed Orion through the sky. You follow the brightest star, walk until you are almost dead, then, keep walking. When you are on your last breath, he will find you... or he will not.**

Sub-strategy : Giving suggestion

Factor : Relative Power

(Data 7)

Barrada: **This will be my gift. This will be how you show me your fealty.**

Sofia: No

Sub-strategy : Showing disagreement

Factor : Relative Power

(Data 8)

The Elder: **I can give you one last chance to earn a life.**

Sub-strategy : Granting Permission for Something

Factor : Relative Power

(Data 9)

The Elder: **Complete a task for us, and your Excommunicado will be reversed.**

Sub-strategy : Task Oriented

Factor : Payoff of doing bald-on record strategies

(Data 10)

Zero: Both given the same gift.

John Wick: **We're not the same.**

Sub-strategy : Showing disagreement

Factor : Relative Power

(Data 11)

John Wick: I'm just asking you to try. Either way, you and me, we'll be even.

Sofia: **No**

Sub-strategy : Showing disagreement

Factor : Relative Power

2. Positive Politeness Strategies

(Data 12)

The Director: **You know, when my pupils first come here, they wish for one thing. A life free of suffering. I try to dissuade them from these childish notions, but as you know, art is pain. Life is suffering.**

Sub-strategy : Intensifying interest to hearer

Factor : Payoffs of doing positive politeness strategies

(Data 13)

John Wick: **I just need you to get me to him.**

Sub-strategy : Giving and asking

Factor : Payoffs of doing positive politeness strategies

(Data 14)

Zero: **A dog, a car. I'm familiar. And I'm interested.**

Sub-strategy : Being optimistic

Factor : Payoffs of doing positive politeness strategies

(Data 15)

Bowery: **No, there will be no replacement for me on the throne. Because I am the throne, baby. I am the Bowery!**

Sub-strategy : Being optimistic

Factor : Payoffs of doing positive politeness strategies

(Data 16)

Winston: **The High Table has asked me to step down.**

Sub-strategy : Giving and asking

Factor : Payoffs of doing positive politeness strategies

3. Negative Politeness Strategies

(Data 17)

Zero: **I have served, I will be of service.**

Sub-strategy : Giving Difference

Factor : Payoffs of doing negative politeness strategies

(Data 18)

Zero: **I'm a huge fan, John Wick.**

Sub-strategy : Minimizing the Imposition

Factor : Payoffs of doing negative politeness strategies

(Data 19)

Adjudicator: **Mr. Wick, it's a pleasure to meet you. I am an Adjudicator.**

Sub-strategy : Minimizing The Imposition

Factor : Payoffs of doing negative politeness strategies

(Data 20)

Zero: **John, you're incredible. Exhausted, outnumbered, obviously in pain, and you still beat all of my students.**

Sub-strategy : Giving Difference

Factor : Payoffs of doing negative politeness strategies

(Data 21)

Winston: **I told him to walk away, he declined to do so.**

Sub-strategy : Be Conventionally Indirect

Factor : Payoffs of doing negative politeness strategies

(Data 22)

Barrada: **I am sorry, Mr. Wick. I cannot tell you where to find the Elder.**

Sub-strategy : Apologizing

Factor : Payoffs of doing negative politeness strategies

4. Off Record Strategies

(Data 23)

Barrada: **Mr. Wick, do you know where the word "assassin" comes from? People argue. "Assassin." Hashasheen, followers of hassan-i...**

Sub-strategy : Using Rhetorical Question

Factor : Payoffs of doing off record strategies

(Data 24)

Doctor: **One may not be enough.**

Sub-strategy : Give Hints

Factor : Payoffs of doing off record strategies

(Data 25)

Bowery: **No, there will be no replacement for me on the throne. Because I am the throne, baby. I am the Bowery!**

Sub-strategy : Overstate

Factor : Payoffs of doing off record strategies

(Data 26)

Bowery: **They took a finger.**

Sub-strategy : Be ironic

Factor : Payoffs of doing off record strategies