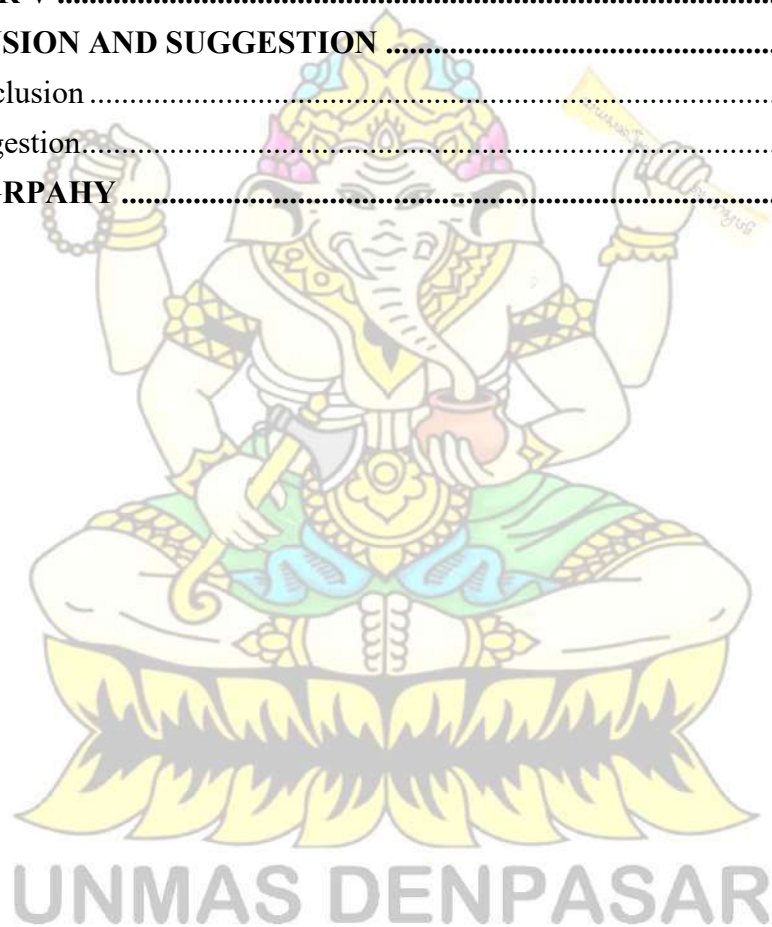


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CHAPTER I

INTRODUCTION

1.1 Background of The Study

Politeness is a central concept in pragmatics and plays a crucial role in maintaining effective social interaction. Leech (1983: 33) defines politeness as forms of behavior that establish and maintain community. This definition emphasizes that politeness is not merely a matter of individual courtesy but functions as a social mechanism that strengthens relationships and promotes a sense of belonging. By adhering to politeness norms, individuals demonstrate respect, consideration, and goodwill, which help build trust and encourage positive social interactions. Practices such as expressing gratitude, apologizing, making indirect requests, and using honorifics contribute to respectful and cooperative communication, thereby reducing the risk of misunderstanding and conflict. In professional contexts, politeness enhances collaboration and teamwork, while in personal relationships it fosters emotional connection and mutual respect. Thus, politeness extends beyond etiquette and plays a significant role in shaping social structures, reinforcing cultural values, and sustaining long-term relationships.

Given its social function, politeness necessarily involves a relationship between at least two participants, commonly referred to as the speaker and the hearer. For this reason, it is important not only to identify different forms of politeness but also to consider the degree of appropriateness of these forms in particular speech situations. Leech emphasizes that politeness operates on a scale, where utterances may be more or less appropriate depending on the context and the

relationship between participants. This view highlights the need to measure politeness according to situational factors rather than treating it as a fixed or universal phenomenon.

In addition to Leech's perspective, Lakoff (1990: 123) defines politeness as a system of interpersonal relations designed to facilitate interaction by minimizing the potential for conflict and confrontation inherent in human communication. This definition reinforces the idea that politeness functions strategically to manage social tension arising from differences in opinion, social status, or intention. Speakers often employ indirectness, hedging, and respectful language to soften requests, avoid direct confrontation, and maintain social balance, thereby preventing disputes and preserving interpersonal harmony. The theoretical foundation of this study draws on Leech's politeness maxims, which provide a framework for classifying and analyzing politeness strategies in interaction, as well as Halliday's concept of the context of situation (1985), which emphasizes the role of social and situational factors in shaping language use. Since politeness emerges through interaction between two or more participants, its forms are clearly observable in dialogic texts such as films. Movies offer rich representations of real-life communication patterns and social norms, allowing researchers to examine how politeness is used to express respect, negotiate power relations, manage disagreement, and maintain harmony.

The movie *Wicked* explores themes of power, social hierarchy, persuasion, and interpersonal relationships, all of which influence the use of politeness strategies. The main characters, Elphaba and Galinda, engage in

contrasting social dynamics in which politeness is shaped by status, intention, and context. Galinda frequently employs tact and approbation strategies to seek approval and maintain social harmony, while authoritative figures such as the Wizard rely on more direct and persuasive language to exert control. The film also presents both formal and informal speech styles, illustrating how politeness varies across academic, political, and personal settings. Characters such as Madame Morrible demonstrate strategic language use that can be examined through generosity and agreement strategies. Furthermore, character development throughout the film reflects shifts in politeness behavior, with Elphaba becoming increasingly assertive and Galinda moving from performative politeness to genuine solidarity. With its wide range of characters and interactions, *Wicked* provides a valuable context for analyzing how language maintains social relationships and reinforces power structures through politeness.

1.2 Problem of the Study

Based on the background of the study will be formulated as follow.

1. What types of politeness are found in the characters' conversation in *Wicked*?
2. What is the context of situation for maxim of politeness performed by the characters' conversation in *Wicked*?

1.3 Objectives of the Study

The aim of the study is interrelated with the problems of the study, and the aim of the study is presented as follows.

1. To identify the types of politeness found in the characters' conversation in *Wicked*
2. To explain the context of situation for maxim of politeness performed by the characters' conversation in *Wicked*

1.4 Limitation of the Study

This study will involve the type and context of situation for maxim of politeness performed by the characters' conversation in *Wicked* in which politeness principles are applied in regard to Leech's (1983) framework.

1.5 Significances of the Study

The significance of the study is divided into two parts, theoretical significance and practical significance considering that the object of the study, a movie entitled *Wicked* will be analyzed in a framework of pragmatic study, politeness and the context of situation.

1.5.1 Theoretical Significance

The theoretical significance of this study is providing understanding related to the movie in a scientific framework, the politeness principle, which will be divided into six types of maxims. In terms of theory, it is possible that the utterance consisting of politeness is equipped with the explanation about context of situation.

1.5.2 Practical Significance

The study is aimed at not only providing documentation for a language but also providing a deep comprehension and understanding to students. Moreover, it is expected to provide understanding to the audience of the movie. Moreover, the context of situation will be provided in order to give broader view about how politeness is performed among the characters.



CHAPTER II

REVIEW LITERATURE OF RELATED, CONCEPT, AND THEORIES

In this chapter, there will be discussed about literature review, concept, and theories. Review of related literature consists of 3 articles and 2 theses. Therefore, the review of related literature aims to analyze the similarities and differences between previous and current studies in order to identify research gaps and establish the foundation for the present study.

The key concept discussed in this chapter is politeness, as proposed by Leech (1983). The theories applied in this study include the politeness maxims introduced by Leech (1983) and the context of situation framework developed by Halliday (1985), which is used to analyze language in relation to its social and situational context.

2.1 Review of Related Literature

There are several studies that have been reviewed in order to obtain an insight related to this current study. The first review in this study is from Paramita and Candra (2024), an undergraduate article title *Analysis of Politeness Maxims Found in Lady Chatterley's Lover Movie*. The Problems of the study is to identify the varieties of politeness maxims utilized by characters in the 2022 adaptation of the film *Lady Chatterley's Lover*. The data were analyzed by using formal and informal methods to present it and the study aims to analyze *Politeness Maxims Found in Lady Chatterley's Lover Movie*. Maxim of politeness was taken from Leech (1983) for discussing their politeness maxims because the theory from Leech

(1983) and Brown and Levinson (1987) have so much impact regarding this research. From previous study, the study's outcomes reveal a total of 48 instances categorized as follows: 12 instances of tact maxim, 10 instances of generosity maxim, 8 instances of approbation maxim, 5 instances of modesty maxim, 7 instances of agreement maxim, and 6 instances of sympathy maxim. The highest frequency was observed in the tact maxim category, with 12 instances, signifying its predominance. Compared to the current study, both use the same theories conducted by Leech (1983) for analyzing the 6 maxims that were used in everyday life. In comparison with the current study, both studies apply Leech's (1983) theory to analyze the six types of politeness maxims used in daily communication. However, there are differences between the two studies. The previous study focused solely on identifying politeness maxims in the characters' dialogues. In contrast, the current study not only analyzes the use of politeness maxims but also examines the context of the situations in which they occur, as part of the second research problem.

The second review is entitled *Analysis of Politeness Based on Naturally Occurring and Authentic Conversations* by Shen et al (2023). This study aims to analyze politeness in naturally occurring and authentic conversations and also the researcher showing openly and publicly practicing face threats, positive politeness strategies, negative politeness strategies, non-public politeness strategies, and the non-performance of face-threatening behavior. Brown and Levinson in the 1970s framework understanding how individuals manage face-saving and face-threatening acts through politeness strategies. Furthermore, there are some

differences and similarities between the previous and current studies. The similarities can be seen on the same topic that are used in this research, it is the politeness strategy. There is also some differences from both studies, the previous study used Brown and Levinson (1970) theories, therefore the current study will use Leech (1983) as the theory of this undergraduate thesis.

The third review come from an article entitled *Maxim of Politeness Found in the Characters Conversation in Turning Red Movie* by Dewiyan and Candra (2023). This research discusses about maxims found in the character's conversation as written in the title. The previous study using Leech (1983) theory, Based on Leech (1983) there are 6 maxims found namely tact maxim, second type is generosity maxim, third is approbation maxim, fourth is modesty maxim, fifth is agreement maxim and last type is sympathy maxim. The previous study used qualitative descriptive method to analyze the types of politeness. There are similarities between the previous and current studies which are using the same theoretical base from Geoffrey Leech (1983), this current study also analyze about maxim of politeness found in the character's conversations in the movie. Moreover, the differences found between the previous and current study are only the data that the researcher used.

The fourth review is obtained from thesis entitled *An Analysis of Politeness Strategies in The Animation Movie Encanto* by Anjeli (2023). This study aims to analyzing the politeness strategy used theory based on Brown and Levinson (1987) to analyze the types and researcher used Holmes (1922) to search for the sociological factor that influence the use of politeness strategies in the *Encanto*

movie. The previous study used descriptive qualitative method to analyze the data. The researcher shown that there are 41% percentages from 20 data, 12 data with 25% from positive politeness strategy and divided into 9 categorize. For the next is negative politeness strategy from the data shown 12 data with 25% percentage, this strategy divided into 5 categorize. Compared to the current study, the only similarity is that both studies analyze the topic of politeness. However, there are significant differences in the theories used and the focus of analysis. The previous study applied Brown and Levinson's (1987) theory and Holmes' (1992) sociological factors, while the current study uses Geoffrey Leech's (1983) politeness maxims theory. Furthermore, the current research specifically focuses on politeness maxims found in the characters' conversations.

The last thesis entitled *The Politeness of Requesting In "The Pirates of The Caribbean on Stranger Tides Movie* by Wahyudi (2023). Descriptive qualitative method was used for describing data taken from the movie. This research aims to find out the forms of requesting and types of politeness strategies in "*The Pirates of the Caribbean on Stranger Tides* movie. From data given, the researcher found explicit performative, hedge performative, mood derivable, want statement, query preparatory, Suggestory formulate are requesting forms used by the characters based on result finding and discussion. The characters in the film are still polite in asking for something in that situation. Compared to the current study, would be discuss about types of maxim of politeness found in the characters conversation.

2.2 Concept

It is necessary to provide fundamental understanding related to particular terms associated within the study. They are presented as follow:

2.2.1 Politeness

Leech (2014: 35) provides a pragmatic account of politeness by explaining how speakers employ both positive and negative politeness strategies. Positive politeness is used to express friendliness, approval, and solidarity, while negative politeness functions to respect the hearer's independence and minimize imposition. In this framework, Leech proposes several politeness maxims, including the tact maxim and other related maxims, to explain how politeness operates in communication. More generally, the Politeness Principle in Leech's framework is regarded as complementary to Grice's cooperative principle. Leech (2014: 87) defines the principle of politeness as a constraint on human communicative behavior that influences speakers to avoid communicative discord or offence and to maintain or enhance communicative harmony or comity. Communicative discord refers to a situation in which two participants can be assumed, based on what has been communicated, to hold mutually incompatible goals. In essence, politeness in Leech's theory is defined as the minimization of the expression of impolite beliefs. Leech further argues that speakers should give greater consideration to the "other" rather than the "self" in interaction. In contrast, Brown and Levinson view politeness as a strategy used to avoid face-threatening acts and to maintain each participant's face. They define face as an individual's self-image and the expectation that this self-image will be acknowledged and respected by others.

2.3 Theories

There are two theories will become the framework of this undergraduate thesis, maxim of politeness and context of situation.

2.3.1 Maxim of Politeness

According to Leech (1983: 131), politeness concerns a relationship between two participants whom we may call self and other. It focuses on how speakers show consideration, respect, and sensitivity toward others when they communicate.

In general, the principle suggests that polite communication involves minimizing expressions that may cause conflict, offense, or discomfort, and maximizing expressions that promote friendliness, agreement, praise, and sympathy. In other words, speakers try to reduce negative effects on others and increase positive feelings in interaction. The maxims of the politeness principle tend to go in pairs as listed:

2.3.1.1 Tact Maxim

As the principle of tact maxim is to minimize cost to others; maximize benefit to others, the other term for tact maxim is ‘other-centered’. In other words, the tact maxim states that minimize the expression of beliefs which imply cost to others and maximize the expression of beliefs which imply benefit to others. This maxim is also known as maxim of wisdom as it concerns the other’s interest. Moreover, it is interrelated with Searle’s theory about illocution since it applies directive and commissive types, which express advising, warning, commanding, requesting, ordering, and inviting.

A: Could I help myself to a tiny sip of sherry?

B: Of course you can! Have as much as you like.

(Leech, 2014: 93)

According to this utterance A, Requests are often indirect, tentative, giving an opportunity to refuse, and also softening, or mitigating, S's imposition on H. A minimizes imposition on B and B maximizes benefit to A. Both speakers avoid causing inconvenience or pressure to the other person. Therefore, this exchange clearly illustrates the tact maxim, as speaker A minimizes the imposition of the request, while Speaker B maximizes the benefit to the requester, resulting in a highly polite interaction

2.3.1.2 Generosity Maxim

Generosity maxim outlines that the participant has to minimize benefit to self and maximize cost to self; an easier way to term generosity maxim is 'self-centered'. Generosity maxim expressed in positive and commissive. It is obvious to see the bilateral correlation between tact maxim and generosity maxim. Generosity maxim focuses more on the speaker/sender. For example:

- (2-a) *You can lend me your car (impolite)*
- (2-b) *We must come and have dinner with you (impolite)*
- (2-c) *I can lend you my car*
- (2-d) *You must come and have dinner with us*

(Leech, 1983: 133)

The offer and invitation in (2-a) and (2-b) are impolite because the relation between self and other on both scales is reserved. Benefit to others but doesn't imply any cost to self apart from the verbal effort to give the advice itself. On the other hand, the offer and invitation in (2-c) and (2-d) are presumed to be polite for

two reasons: firstly, because they imply benefit to others; and secondly less crucially because they imply cost to self.

2.3.1.3 Approbation Maxim

The concept of approbation maxim is to minimize dispraise of others; maximize praise of others. An unflattering version of approbation maxim is the flattery maxim; however, it is generally regarded as insincere approbation. In other words, these maxims illustrate to avoid saying unpleasant things about others, more particularly about h. It is also aimed at making others feel highly valued. Moreover, the approbation maxim applies expressive and assertive types of illocutions. The expressive utterance illustrates praising, thanking, congratulating, and apologizing. On the other hand, assertive utterance is involved within the expression of informing, reporting, suggesting, stating, and claiming. The following sentence provides information about an utterance exemplifying approbation maxim.

(2-a) *what a marvelous meal you cooked*

(Leech, 1983: 135)

It is clear that the utterance performs an expression of praise regarding the meal that the listener had cooked. Based on that, the utterance considerably applies the maxim of approbation.

2.3.1.4 Modesty Maxim

According to Leech (1983: 136), in modesty maxim, like in other maxims of politeness, the principle understanding in modesty maxim is to minimize praise of self and to maximize dispraise of self.

(2-a) *Please accept this small gift as a prize of your achievements*

(Leech, 1983: 136)

This utterance in (2-a) shows that it is clear that it shows self-dispraise by saying small gift. In other words, the phrase *this small gift* is a deliberate linguistic strategy employed to downplay the value or significance of the gift being offered. This act of minimizing one's own contribution or generosity serves as a form of self-dispraise. Given that the gift is presented *as a prize of your achievements*, the context further amplifies the speaker's modesty. By acknowledging the recipient's merit while simultaneously downplaying the gift's value, the speaker avoids appearing self-aggrandizing.

2.3.1.5 Agreement Maxim

Leech (1983: 132) defined agreement maxim as minimizing disagreement between self and other and maximizing agreement between self and other. The maxim also has a tendency of exaggerating agreement with other people, and mitigating disagreement by expressing regret, and partial agreement.

(2-a) A: *English is a difficult language to learn*
B: *True, but the grammar is quite easy*

(Leech, 1983: 138)

The utterance within (2-a) shows that is kind of partial agreement by saying true; however, the statement is not showing that the speaker does totally agree as it is shown in but the grammar is quite easy. In summary, Utterance B in example (2-a) effectively illustrates the agreement maxim. The speaker avoids a blunt disagreement by first acknowledging the validity of the other speaker's statement. However, the speaker then introduces a qualifying statement but the grammar is

quite easy to express their own differing opinion. This partial agreement and mitigating language serve to minimize disagreement and maintain a polite and harmonious exchange.

2.3.1.6 Sympathy Maxim

According to Leech (1983: 132), sympathy maxim is a maxim that tends to minimize antipathy between self and other and maximize between self and other.

(2-a) *I am sorry to hear about your father*

(Leech, 1983: 138)

The utterance *I am sorry to hear about your father* perfectly exemplifies this principle. By expressing sorrow, the speaker avoids any hint of indifference or negativity, instead offering a clear acknowledgment of the listener's pain. This simple phrase acts as a bridge, reducing social distance and fostering a sense of shared emotional experience. It demonstrates that the speaker is attuned to the listener's emotional state and offers support, thus upholding the sympathy maxim's aim of maintaining positive social relationships through considerate and empathetic communication.

2.3.2 Context of Situation

According to Halliday (1985: 12), a social semiotic is enabling people to exchange meaning and therefore act socially. Halliday developed an analysis of context in terms of field, tenor, and mode. The theory of context of situation

proposed by Halliday (1985: 12) is used in this study as an instrument to analyze the second problem in this study.

2.3.2.1 Field

The field in the framework refers to what is happening, to the nature of the social action that is taking place, including what the participants are engaged in, and in which the language figures as some essential component. In other words, It involves the nature of the social action taking place what kind of activity is being carried out, what the purpose of that activity is, and how the participants are involved in it. This includes understanding the subject matter or topic being discussed, as well as the broader situation in which the communication occurs. Importantly, the field of discourse also considers how language plays a central and essential role in that activity. In other words, it looks at how language is used to perform and support the ongoing action, whether it be informing, questioning, commanding, or interacting. This element helps researchers understand not just the content of what is being said, but also the situational context in which the language is functioning.

2.3.2.2 Tenor

This part of discourse refers to who is taking part, to the nature of the participants, their statuses and roles, including what kind of role relationship obtains among the participants, including permanent temporary relationships among the participants. In other words, this part of discourse analysis refers to the tenor, which focuses on who is taking part in the interaction. It examines the participants

involved, including their identities, social roles, and relationships with one another. This involves analyzing aspects such as the status of each participant, their roles in the communication, and the type of relationship that exists between them. These relationships can be permanent, such as long-standing roles like parent and child, or temporary, such as those formed during a brief interaction like a customer and a cashier. Understanding the tenor helps to reveal the interpersonal dynamics at play in a discourse, showing how power, authority, familiarity, or formality influence the way language is used in a given context.

2.3.2.3 Mode

Mode refers to what part the language is playing, what it is that the participants are expecting the language to do for them in that situation, including the symbolic organization of the text, the status that it has, and its function in the context, including the channel and also the rhetorical mode, what is being achieved by the text. In other words, the mode of discourse refers to the role that language plays in a particular situation, essentially, what the participants expect the language to do for them within that context. It involves understanding how language is being used to organize and deliver the message, as well as the medium or channel through which it is communicated, such as spoken, written, or digital forms. The mode also considers the symbolic organization of the text, how it is structured, whether it is formal or informal, and what status the text holds (for example, whether it is a legal document, a casual conversation, or an academic article). Additionally, the mode encompasses the rhetorical mode, which refers to the communicative purpose or goal of the text, what the speaker or writer aims to achieve, such as informing,