

An Analysis of Cooperation Principle and Politeness Strategies Used In Frozen Movie (2013)

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Abstract: *This research aimed to analyze politeness strategies and cooperation principle in Frozen movie (2013). This was descriptive analysis design. In this research, the researcher analyzed the utterances among characters by using its movie script. The result of this research found five types of politeness strategies applied in Frozen movie. The mostly strategy used by characters is negative politeness because in certain situation the characters would like to express something very polite. In some events, the characters break the rule of cooperative principle by violating maxim of quantity, maxim of manner and maxim of relevance. The advantages of this study were to improve the knowledge in understanding pragmatic especially about politeness strategies and cooperative principle. Analyzing these two can help people to build well communication.*

Keywords: *Politeness Strategies, Cooperative Principle, Frozen Movie.*

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I. Introduction

Learning language is not only about communication but also about meaning. Talking about meaning, there is extension; it refers to literal meaning or it can be called as semantic field. Thomas (1995) explains that meaning in semantics is the dictionary meanings of words or phrases, while meaning in pragmatics is the speaker's intention. So intention relates to relevant context, it is subfield of pragmatic. Yule (1998: 3) defines pragmatics as the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). It is concerned with analyzing what speakers mean with their utterances and involves the interpretation of what people said in a particular context so they can decide the appropriate way and language to convey messages. To avoid misunderstanding among speakers in communication, the addressee and addressor should be cooperative each other. They have to give clear information or instruction. Grice (1989) argues that people basically try to cooperate to convey their intentions and construct meaningful conversations. Grice (1975) proposes that conversation is based on a shared principle of cooperation, and his work on the Cooperative Principle (CP) led to the development of pragmatics as a distinct discipline within linguistics. Due to the basic concept of communication in pragmatics is to give and receive information, people try to adopt a cooperative behavior to convey their intentions and transfer their utterances implicitly.

Furthermore, in order that communication can run well and cooperatively, the speakers must consider who they are talking to. So both speaker and listener are capable of providing proper information. They can apply some strategies that are politeness. According to Brown and Levinson (1987), politeness strategies are developed in order to save the hearer's "face". Face refers to a speaker's sense of linguistic and social identity, which is defined as "the public self-image that every member of the society wants to claim for himself". Politeness means consideration for others or having good manners in every act. It is the way people save other people's face and feeling in communication. Politeness thus represents the formula of strategies in minimizing conflict or maintaining cooperation in social interaction (cf. Eelen, 2001, p. 21; Watts, 2003, p. 47). It means that politeness is one of the important principles in language use and human life.

Cooperation and politeness strategies are not recent issue; many researchers already conducted these topics by using some media. Some of them have analyzed politeness or cooperation principle in speech, talk show, book, short story and others. However, in this research will elaborate both cooperation and politeness strategies in the movie because these two has correlation each other. Brown and Levinson (1978) propose five super-strategies to minimize or alleviate face threat such as bald-on record, positive politeness, negative politeness, off record. This study is concerned with all of those strategies. This study will analyze cooperation principle and politeness strategies clearly.

The objectives of this research are:

1. What types of politeness strategies are mostly used by the characters in the *Frozen* movie?
2. What violating maxims of cooperative principle are applied by the characters in the *Frozen* movie?

II. Method

A. Design

The aim of the current study was to find out the maxim of cooperative principle and politeness strategies that used in *Frozen* movie. In order to achieve these aims, the study employed a descriptive analysis design.

B. Data source

The researcher analyzed the utterances among the characters in *Frozen* movie. The movie used English as medium of communication. It is produced by Walt Disney Picture. The researcher also used the movie script to make it easier in analyzing the data.

C. Data collection

In collecting data, the researcher took following steps to run the research. Firstly, the researcher searched appropriate movie that would be analyzed. After that she watched the movie and then she read the movie script to make it more understand. Finally, she analyzed the utterances based on cooperation principle and politeness strategies theories.

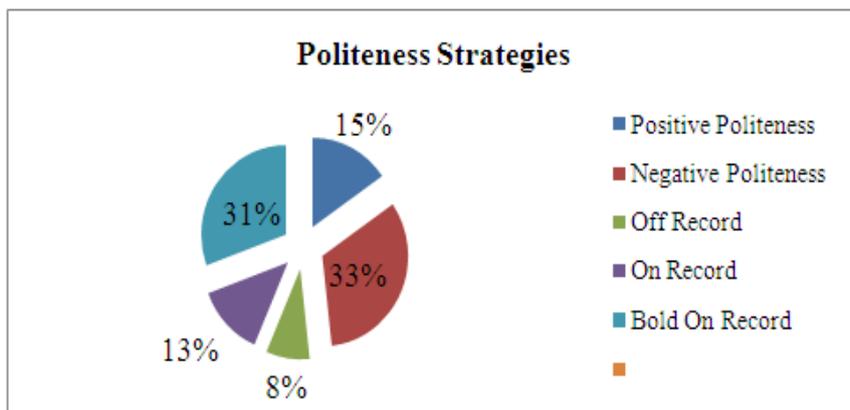
D. Data analysis

After the data have been collected the researcher used descriptive technique to analyze it as follow: (1). the researcher coded the utterances based on politeness and cooperation theories (2). Then, she classified it into their types (3). Next, the utterances that have been classified are described clearly (4). In the end, the researcher counted the data as the result of the research.

III. Result

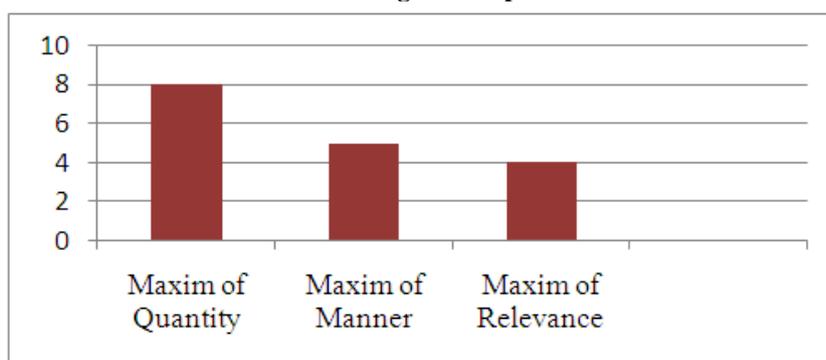
Having analyzed the politeness strategies and cooperative principle used from the utterances in *Frozen* movie, the researcher found out the result to answer the research questions. There are 85 utterances which belong to the classification of politeness strategies proposed by Brown and Levinson and 17 utterances of maxim cooperation proposed by Grice. It was presented as in the following charts.

Chart1. The Percentage of Politeness Strategies



The chart shows that the number of politeness strategies that is off record has the lowest percentage by contrast with other strategies. It indicates that the characters in the movie rarely express their ideas indirectly and they used it in informal situation. Comparing with on record and positive politeness, both of percentages are not significant difference. It shows that in delivering the information, the characters in the *Frozen* utter the idea directly to make sure that the listener will understand what they express and also it presents that they have close relationship. In the other hand, bold on record stay in the second rank of politeness percentages. It means that the characters used it frequently especially the Queen of the Kingdom because she has a power to the others. In contrast, negative politeness is the most strategies used by speaker in this movie. It explains that in some situations the characters try to keep others face in order to avoid worse thing.

Chart2. The Percentage of Cooperation Maxim



The chart shows that the highest violating of cooperation principle by characters is maxim of quantity by contrast with other maxims. It means that the characters in *Frozen* movie is less of giving information to other. In the other hand, maxim of manner is in the second level. It shows that there is an ambiguity, orderly, or briefly expression that used by characters. Comparing with others, maxim of relevance is the lowest one. It indicates that the characters mostly utter the expression in the movie appropriately only some of utterances are not connect among the question and answer.

It can be concluded that the result finding present there are five types of politeness strategies applied in *Frozen* movie. The mostly strategy used by characters is negative politeness because in certain situation the characters would like to express something very polite. In some events, the characters break the rule of cooperative principle by violating maxim of quantity, maxim of manner and maxim of relevance.

IV. Discussion

The objective of this research is to analyze politeness strategies and cooperation principle of characters utterance in *Frozen* movie. The result of the study describes that there are five politeness strategies used in this movie. It consisted of politeness strategies, negative politeness, off record, on record, and bold on record. Negative politeness is the mostly used by characters. These strategies are analyzed based on its theories proposed by Brown and Levinson. This finding supports the finding of Viollita (2018) who found out politeness strategies used by characters in Victoria and Abdul Movie 2017. She found the types of politeness strategies in Victoria and Abdul Movie are in accordance with politeness strategies proposed by Brown and Levinson (1987:2). In contrast, her finding found that bold on record is the most frequent politeness strategies appeared in the movie.

However, in this study the researcher analyzed not only about politeness strategies but also cooperative principle. There are three maxims of the cooperative principle that violated by the characters in this movie, maxim of quantity, maxim of manner, and maxim of relevance. It happens when the speakers cannot fulfill the cooperation. Khosarvizadeh and Sadehvandi (2011:122-123) say that the speakers violate Grice's maxims in order to cause misunderstandings on their participants' part to achieve some other purposes, for example to protract answer, to please counterpart, to avoid discussion, to avoid unpleasant condition, and to express feelings. Grice (1975) points out that communication acts depend on the Cooperative Principle and interlocutors try to be cooperative with each other in most of the conversational exchanges, and proposes some principles in order to account for the cooperative behavior of participants in their conversations. Besides that, the characters uttered their expression in form of imperative, declarative, request, assertive and expressive. The following data represent some of examples politeness strategies and cooperative principle.

a. Positive Politeness

Duke: The Duke of Weselton, Your Majesty. As your closest partner in trade, it seems only fitting that I offer you your first dance as queen

Elsa: Uh..Thank you. Only, I don't dance

From the conversation above, it can be said that Duke makes an offering to Elsa by using politeness strategy. Offering is one of point in positive politeness. Positive politeness applied by Duke as the speaker provides an attempt to minimize the damage to the speaker's face. It was the first time Duke and Elsa met in the palace because there was a party to celebrate Coronation Day. In that day Elsa become a Queen of Arendelle. He used this strategy to avoid the conflict and to minimize the social distance between the speaker and the listener. Unfortunately, Elsa refused Duke's offer. Her answer violate maxim of manner, which is *only, I don't dance*. This statement can be ambiguous when we interpret it because its meaning can be interpreted as she does not want to dance or she cannot dance.

b. Negative Politeness

Elsa: Anna

Anna: Whoa, Elsa, you look different. It is a good different. And this place is- it's amazing.

Elsa: Thank you. I never knew what I was capable of.

Anna: I'm so sorry about what happened. If I'd have known—

From the conversation above, it can be said that Anna makes a request to Elsa by showing her apology. She felt so sad because of her Anna was isolated in the secret place. Anna expressed it by using negative politeness. Brown and Levinson (1987:129) state that negative politeness attends to a person's negative face needs, which appeals to the hearer's desire not to be impeded or put upon and to be left free to act as they want. This strategy usually uses to express respect and consideration. In the conversation, Anna is less of giving the information when she said *If I'd have known—* because Elsa did want to hear Anna's explanation. It means that Anna violate maxim of quantity cause she did not express it clearly.

c. Off Record

I think some company is overdue— I've started talking to the pictures on the walls.

It gets a little lonely, all these empty rooms— just watching the hours tick by tick-tock, tick-tock, tick-tock

The statement above is Anna's expression. She expressed her feeling by sing a song. Her utterances are indirect uses of language which precise meaning has to be interpreted. It is kind of off record. The FTA performs *off record*, typically through the deployment of an indirect illocutionary act which has more than one interpretation and, thus, allows for plausible deniability on the part of the speaker if the intended recipient takes offence at the face threat inherent in the utterance (Bousfield, 2008: 58).

d. On Record

Hans : Anna! You're so cold.

Anna : Hans, you have to kiss me

Hans : What?

Anna : Now.

From the conversation above, Anna asked Hans to do something that she needs. Since Anna might help her sister Elsa to keep the Kingdom from being destroyed. If the speaker directly address the other as a means of expressing the speaker's needs. It means the speaker uses the on record technique. Meanwhile, Hans break the rule of cooperation because he did not respond Anna's statement appropriately. It should be better if Hans answer the expression by saying 'yes or no' and the conversation will be more cooperative. Anna's statement is in form of declarative by making request.

e. Bald on Record

King : Getting upset only makes it worse. Calm down

Elsa : No! Don't touch me!

From the conversation above, Anna used bold on record in expressing her feeling to her father. Her statement is in form of imperative and it has power to others. Brown and Levinson state that speaker mostly uses bald-on record when she wants to do FTA with maximum efficiency toward the listener's face. This strategy is a direct way of saying something and then the participants in the conversation already know each other very well, because they are father and daughter. This strategy usually uses in the emergency situation. In this situation Anna violate maxim of relevance because her answer did not connect to King's statement. It happened because she felt so upset of her condition.

V. Conclusion

In summary, the advantages of this study are to improve the knowledge in understanding pragmatic field especially about politeness strategies and cooperative principle. By analyzing cooperation principle and politeness strategies show that communication can run well and smooth when the speakers are able to cooperate each other. Some factors that can influence success in communication are the speakers have same knowledge, they are in the same level or culture, they can keep others self-image, and both speaker and listener should give clear information and instruction.

The phenomena of politeness happen not only in real life situations but also in movies because they are a reflection of human's real life. It has been recognized that generally when we are involved in a conversation, we are cooperating with each other. In other words, when a listener hears an expression, he or she first has to assume that the speaker is being cooperative and intend to communicate something and the speaker can use polite way to save others image in communication.

The findings of this study may be beneficial for teaching learning process and it can be a reference and also give contribution in study of politeness and cooperative principle.

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