

## **The Analysis Of Politeness Strategies And Cooperative Principle Used In Mr. Peabody And Sherman Movie**

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**Abstract:** *This article examines the use of politeness strategies and cooperative principles in Mr. Peabody and Sherman movie. It aims at giving a description on the use of politeness strategies and cooperative principle in this movie. The movie is the source of data as well. The data are collected by note taking technique and then analysed back in the form transcription orthographies. After analysing the data, the researcher finds the use of politeness principle in the movie script. They are utterances of the use of politeness strategies covering the kinds of maxim in cooperative principles. Findings reveal that there were four kinds of strategies used by the characters in the Mr. Peabody and Sherman movie. They performed bald on-record strategy, positive politeness, negative politeness and off record strategy. Moreover the findings also showed that the factors influencing politeness strategy were social status, age, intimacy, and solidarity. There were also some violation of the cooperative principles of conversation.*

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### **I. Introduction**

Language is a medium to deliver an idea or feeling. It is a system of arbitrary vocal symbols used for human communication (Wardhaugh, 1977: 3). It means that language is a medium to deliver an idea or feeling. By using language human being can communicate information and maintain relationship among members of a speech community. In communicating ideas and information to listeners, a speaker must pay a serious attention to the setting of the conversation. A field of linguistics which concern so much on this phenomena is called pragmatics. Parker (1986) in Wijana (1996: 2) states that pragmatics is distinct from grammar, which is the study of internal structure of language. Pragmatics is the study of how language is used to communicate. It means that pragmatics is not the study about language grammar, but it is the study of language in communication which depends so much in context.

In pragmatics fields politeness strategies and cooperative principles are the aspects that should be considered. The theory of politeness strategies was proposed by some experts such Brown and Levinson, Lakoff (1987), Leech and others. Lakoff's theory of politeness suggests that people follow a certain set of rules when they interact with each other, which prevent interaction from breaking down (Lakoff, 2001). Lakoff (2001) introduces two rules of politeness which aim at minimizing conflict in interaction. The rules that he offered are; be clear and be polite. However, in earlier publication or interpersonal communication, there is a problem related to the appearance of impoliteness during conversation makes a pragmatic failure to meet the politeness principle of talk (Leech, 1983). Because of this, the principle of politeness strategies to be used in speaking has been grown more in order to create a better circumstance of interaction.

According to Yule (1996) Politeness is defined as the means employed to show awareness of another person's face, the public self- image of a person. In other words, it is satisfying the face wants of other people. It also describes the extent to which somebody's actions (and his words) match other's perceptions of how they should be performed (Grundy, 1995) and can be accomplished in situations of social distance or closeness. The kind of politeness shown by a person who shows awareness of another person's face (when that other appears socially distant) is "described to be of respect and deference, while politeness shown by a person to another person when that other is socially close is described in terms of friendliness, camaraderie, or solidarity" (Yule, 1996). By applying politeness strategies, the people create mutual understanding, clearness and respect each other. Much work about politeness has written as the model proposed by Brown & Levinson (1987), and it is therefore at the core of politeness, the model of politeness has influenced almost the theoretical and analytical work in this area and also because their model is based on the notion of face, which is essentially an individual's self esteem, and Brown & Levinson (1987) use it to explain politeness behaviour in social interaction.

Practically, interaction and conversation become successfully received when the speaker and the hearer get the intended meaning during the conversation the point of study in the classroom. Other way, there will become theories of making interaction or conversation which is called by 'cooperative principles' to make a good and relevance communication between speaker and hearer. Thus, they will have a successful conversation if

the hearer understands the context of what speaker said. This means, both speaker and hearer should mutually cooperate with each other. Since, lacking cooperation, it may be counterproductive, having an effect

which is opposite to the one which is intended or wanted. Grice on Levinson (1983) identifies as guidelines of conversation expressed on cooperative principles to make contribution such as required in conversation, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which we are engaged. Related with this, there are four maxims included in this principle. They are: Maxim of quality; do not say what you believe to be false and do not say that for which you lack adequate evidence. Maxim of quantity; make your contribution as informative as is required for the current purposes of the exchange and do not make your contribution more informative than is required. Maxim of relevance; make your contribution relevant. Maxim of manner; avoid obscurity, avoid ambiguity, be brief and be orderly.

Utterances can be found in conversation between two persons, one is a speaker and the other is a hearer. In this research the researcher focuses the research in cartoon movie conversation. Pande (2008) explains that a cartoon movie is an exaggerated amusing illustration caricaturing in moving diagram way of criticizing a person or event with some thoughts. A cartoon movie is a special form of art to present amusing appearance with the help of colourful moving diagram exaggerated. In short, it can be seen in cartoon movie how to show people's imagination that is revealed in drawing forms. By using cartoon movie people can learn everything like human, social and animal behaviour. All of those are packed in a motion picture and effects.

Based on the reason above the researcher chose a cartoon movie as the subject of study. One of the cartoon movies worth studying is Mr. Peabody and Sherman. This movie is then analyzed pragmatically focusing on the use of politeness strategies and cooperative principles covering every maxim. The researcher wants to find out how many kinds of politeness used in Mr. Peabody and Sherman and how the cooperation among the utterances in Mr. Peabody and Sherman happen.

## **II. Material and Method**

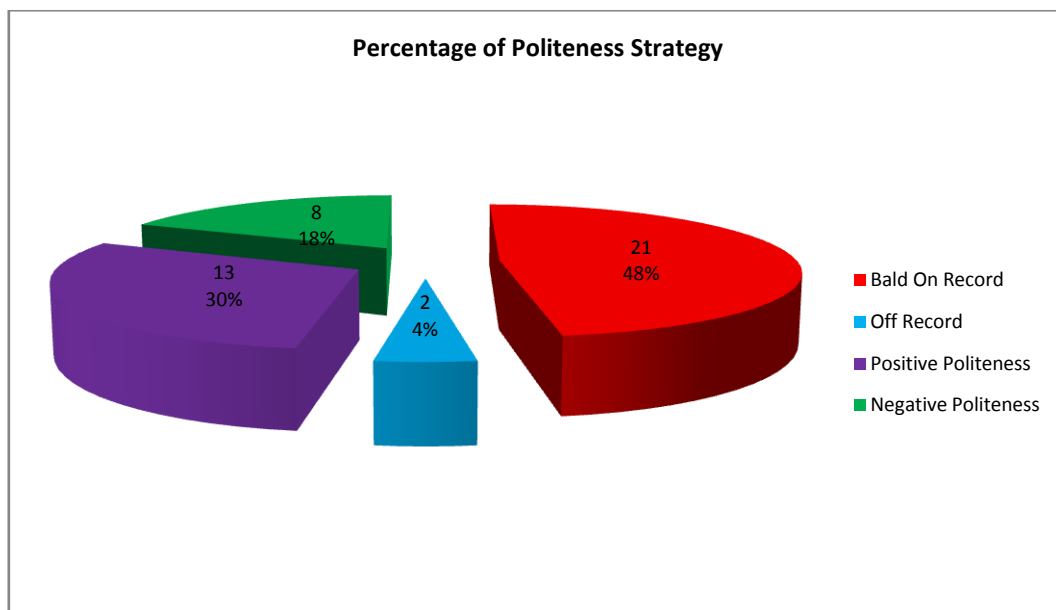
This research is qualitative study using descriptive analysis. In this research the writer as a researcher used the utterances in Mr. Peabody and Sherman as a data source. The instrument in this research is table checklist of Politeness and Cooperation Principles theories. The researcher got the data from the script of Mr. Peabody and Sherman movie. Here is the procedure of collecting the data.

- Collecting the data of the utterances in the Mr. Peabody and Sherman movie script.
- Selecting all utterances which belong to politeness strategy.
- Classifying it into cooperation principles.
- Determining the types of speech act appeared.

In this research the researcher analyzed the data based on politeness and cooperation theories.

## **III. Result and Discussion**

This study found 71 data politeness strategies. Of these, Bald on Record comprised 44% of the strategies. Negative politeness strategies occurred approximately 15%, and Positive Politeness comprised 21% of the strategies. Off-record strategy was used the least often 4%. The chart below shows the percentage of politeness strategy.



The data says that bald on record strategy is the most common politeness strategy used by the characters in the movie. The most frequency type of bald on record used here is directive type in term of commands. The examples are below.

1. A little boy : Come on, boy! Fetch the stick!  
Mr. Peabody : But why? Won't you just throw it again?
2. Mr. Peabody : Do you smell that, Sherman?  
Sherman : It wasn't me, Mr. Peabody.
3. Paul : Stay away from me Peabody! Just get back! I need traction.  
Mr. Peabody : You can trust me Paul. I'm a licensed chiropractor.

The examples show the command from the speakers to hearers because they have close relationship, so they might say something directly. All the examples violate maxim of relevance.

Other politeness strategy which is highly used in the movie is positive politeness. It is attending to hearer's interest and wants, for example:

1. Mr. Peabody : Don't worry, Penny! We'll save you.  
Penny : Hey wait. You can't just leave us here.
2. Mr. Peabody : Okay, let's get warmed up!  
Sherman : We don't want to pull something out there
3. Mr. Peabody : We must find them in time to stop the wedding.  
Sherman : Well, if you ask me, we should let her marry that guy.

The examples show the use in- group markers. The speakers and the hearers have the same position. It indicates that the speaker and the hearer are equally involved in a conversation. The first examples is commissive in term of promise. The second and the third are directive in term of invitation. The first and second examples violate maxim of relevance. While the third example has a good cooperation.

Negative politeness strategies is the third commonly strategies used by the characters. The most common strategies included strategy to *be pessimistic*, *giving deference*, and *apology*. The examples are below.

1. Mr. Peabody : Who, may I ask, are you?  
Mrs. Grunion : I am Ms. Grunion from the Bureau of Child Safety and Protection.
2. Mr. Peabody : We're so delighted you could make it on such short notice. Aren't we Sherman?  
Sherman : Yeah, we're interested in what's going on, that's for sure.
3. Sherman : Can I talk to you a second?  
Mr. Peabody : of course.

Those examples of negative politeness show that the speakers say something indirectly. The examples are directives in term of request. The speakers might not really sure about the answer of the hearers. All the examples have good cooperation.

Off-Record strategy was used the least often, comprising 4% of politeness strategy. For example as follows:

1. Sherman : it was creepy!  
Mr. Peabody : here Sherman you fly it.
2. Judge : I see no reason why a dog cannot adopt a boy.  
And no one give answer.

The examples show little or no threat to the addressee's want of respect and dignity. The first example is representative in term of description. It violates maxim of relevance.

The finding shows that bald on record has the highest percentage of politeness strategy. The reason is that the characters in the movie know each other and have close relationship. Positive politeness is on the second position, because while the characters have close relationship they have the same position and want to involve in the conversation equally. The third is negative politeness. Negative politeness usually is used by those who do not know each other closely. The last is off record. Most of the characters interact each other actively and directly rather than indirectly.

#### **IV. Conclusion**

After analyzing the data taken from the utterances in Mr. Peabody and Sherman movie, the result shows that all the types of politeness appeared in the Mr. Peabody and Sherman dialogues. They are bald on record, bald off record, negative politeness and positive politeness. From the table the writer conclude that bald on record takes the first rank. It because most characters have close relationship so they speak directly each other. Some of those utterances have good cooperation but there are utterances that violate maxim of cooperation.

Hopefully, this study can not only provide information on the use of one principle in pragmatic studies but also teach the readers on how to implement the politeness principles in communication. Therefore, it is recommended that the other researchers analyze the same point of view about politeness principle and its factors influencing the use of the pragmatics politeness strategy, but they may look at it from different kind of angle e.g. the analysis of politeness strategy in other literary works such as novel, folklore, conversation, news, etc.

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