CHAPTER I

INTRODUCTION

1.1. Background of the Study

Every day humans need social interaction and in the interaction in social life, humans need communication to exchange information, thoughts, or wishes. It is a necessity that is very basic for humans as social beings. We often face situations where we have to refuse in a conversation, but on the one hand, we must keep up good relations with the interlocutor and maintain the self-image of the interlocutor. We realize that refusing is something that can damage the good relationship between the speaker and the speech partner and can cause misunderstanding among communication participants. Starting from that, the author decided to research refusal. Refusal is one kind of speech act that is often found in daily life conversations. Refusal can be used in response to requests, invitations, offers, or suggestions. To behave in social life, humans need to understand more about the politeness strategy, especially in refusal.

In Cambridge English Dictionary, refusal means when someone refuses to do or accept something. Sometimes, when people cannot fulfill and directly refuse the interlocutor's demand, it can make the speaker feels disappointed or sad. In order to lessen the negative effects of being refused, the interlocutor can use an indirect way of delivering refusal. Because the more indirect the refusal is uttered, the more polite it sounds.

Linguistic politeness could be used in refusal speech. The act of saying "no" to the speaker's request is referred to as refusal. Some listeners have difficulty saying

"no". They decline for a variety of reasons. The first is that they do not want to offend the speaker. If they say "no" in the next few seconds, the other person may think they are rude. While speaking of refusal, one's approach to conveying the term is important, as a result, particular skills are required to transmit and receive a denial. Following it, Brown and Levinson (1987) stated that refusal is an act that disregards the positive face of addressees. When a speaker invites someone, for example, he or she hopes that their invitation will be accepted. The hearer, on the other hand, must examine the speaker's invitation before declining it. If the listener refuses, the speaker's positive face, that is, his or her public self-image could be jeopardized.

In regular speech, the politeness of refusal can be noticed. It can also be seen in dramas, plays, and films. Because the film is a depiction of a phenomenon that occurs in everyday life, the politeness of refusal can be noticed in this study. A movie is a tale or series of events that are captured on film and exhibited as a film.

The conversation in a movie can be a good example to find about the politeness of the refusal of the characters in the movie. There are many aspects that can be learned from the movie, and one of them is language, so, the writer decided to choose one of the Hollywood movies to analyze the politeness of the refusal by women characters in that movie.

"Little Women" is a 2019 American movie, it was released in the United States on December 25, 2019 by Sony Pictures Releasing. Little Women was adapted from the novel of the same name by Louisa May Alcott in 1868 and 1869. The movie received critical acclaim, earning $218 million worldwide thanks in large part to Gerwig's writing, direction, and cast performances. In addition to its many honors, the

movie received six Academy Award nominations, including Best Picture, Best Actress (Ronan), Best Supporting Actress (Pugh), Best Adapted Screenplay, and Best Original Score. It also took home the prize for Best Costume Design. Additionally, it received two nominations for the Golden Globe Awards and five nominations for the British Academy Film Awards, winning for best costume design.

Little Woman is a film that tells the story of 4 sisters who live in New England after the United States Civil War. In the story, these four sisters are from one family named March. The March siblings consist of Meg, Jo, Amy, and Beth. More precisely, this film focuses on their youth, each of whom is determined to live his own life. Many events were experienced by the March sisters until finally, they can live the life they choose. Starting from the failure of love, career, and family conflicts.

Meg March (Emma Watson) is married and starts a family with a school teacher, John (James Norton). Jo March (Saoirse Ronan) migrated and started his career as a writer in New York. Amy March (Florence Pugh) studies to be an artist in Paris, and Beth March (Eliza Scanlen) loves to play the piano. At a party, Jo meets Laurie (Timothée Chalamet) who is an aristocrat of the Laurence family and lives opposite him. Laurie knew she loved Jo from the first time they met, but was reluctant to say it.

However, March and Laurence's family relationship is very good. The grandfather, Mr. Laurence, even gifted his late daughter's piano to Beth. Meanwhile, the innocent and kind Beth suffers from dengue fever and eventually dies. This causes deep sorrow for all family members. This film uses a back-and-forth plot. The film starts with the current story when the four sisters have lived in their own way, then in

some cases, there will be a lot of flashbacks about their past when they were still living together.

1.2. Theoretical Framework

1.2.1   Pragmatics

One area of linguistics that focuses on the meaning of utterances is pragmatics. Yule (1996:3) defines pragmatics as the study of the speaker's meaning. Its capacity the study of meaning as it is conveyed by a speaker and understood by a listener is the focus of pragmatics. It examines what people mean when they speak rather than what the words or phrases they use may convey on their own. Pragmatics is always the interpretation of what people mean in a specific context and how the context affects what is said, even though it is the study of contextual meaning. It necessitates thinking about how speakers arrange what people want to say according to who is speaking, where they are speaking, when they are speaking, and under what conditions.

Levinson (1983) defines pragmatics as "the study of those aspects of the relationship between language and context that are relevant to the writing of grammars." In this definition that interest is mainly in the interrelation of language and principles of language use that are context dependent.

The area of linguistics that puts meaning into context is called pragmatics, pragmatics not only looks at words and sentences for meaning, it also looks at context, because sometimes people don't say exactly what they mean, but they also say something to mean something else, and then people still manage to understand each other.

1.2.2 Politeness

According to Brown and Levinson (1987) everyone has self-public image which has relation to emotional and social sense of self and expects everyone else to recognize. This theory forms a term of "face". Politeness (Brown and Levinson:1987) in interaction can be defined as the means employed to show awareness of another person's face. In other words, politeness means to know how to be nice, tactful and modest to other people.

Politeness Theory-Penelope Brown & Stephen Levinson

Brown and Levinson's politeness theory particularly rooted and considered in the term of face. They claim that face is the motivation behind politeness. Furthermore, they argue that people have to maintain their "face" and try to make their position safe. Brown & Levinson (1978) suggest that all people have two similar "face" goals. There are two kinds of faces, namely positive face and negative face.

a. Positive face is an individual's desire to be approved and appreciated by others.

b. Negative face is an individual's desire to have the freedom to act without being imposed.

Brown and Levinson (1987) stated that politeness involves us showing an awareness of other people's face wants. The way we refuse to our superior will be quite different with the way we refuse to our close relatives. Holmes (2001) stated that refusing "involves assessing social relationships along the dimension of social distance and relative power or status".

Maintaining negative politeness necessitates the use of relative power disparities. As Thomas (1995) pointed out, when dealing with those who have some power or authority over us, we tend to be more indirect than when dealing with those who do not. The social gap is heightened and the relative power or power is recognized when it is used.

Maintaining positive civility, on the other hand, entails protecting other people's positive faces (Peccei, 1999). She goes on to say that we use speech methods that stress our unity with the addressee when we practice positive politeness. To put it another way, relative power is diminished and social distance is reduced.

1.2.3 Speech Acts

Actions performed via utterances are generally called speech acts (Yule, 1996). An act performed when making an utterance, such as delivering orders or making promises, is referred to as a speech act (Austin, 1969). According to several philosophers noted in Blum Kulka (1987), linguistic utterances are not the smallest components of human communication, but rather performances that include other behaviors such as making remarks, advising, thanking, apologizing, and so on. Speech act is the simultaneous performing of numerous acts. Different aspects of the speaker's intention distinguish it. These are the act of saying something, what one does while saying it (such as requesting, promising, or refusing), and how one tries to influence the listener.

Producing an utterance in performed actions will consist of three related acts. The three types of acts connected to utterance were described by Austin (1969) and Yule (1996) as follows: There are three types of utterances: locutionary, which is the

straightforward act of saying something and creating a meaningful linguistic expression of what you say; illocutionary, which is the creation of an utterance that is meaningful, such as a statement, offer, explanation, etc.; and third, perlocutionary, which is the act of doing something without intending for it to have an effect.

1.2.4 Refusal

Chen (1995) (in Anjani (2020)) stated that refusals are considered to be face-threatening acts because they contradict the listener's expectations. They are often realized through indirect strategies and thus require a high level of pragmatic competence.

Refusal means the act of refusing to do or accept something, the act of saying that you will not do or accept something (Cambridge English Dictionary). Requests, invitations, offers, and recommendations can all be met with refusal. Refusal is the act of demonstrating one's incapacity or unwillingness to carry out a request, whether it is expected seriously or not (Azis, 2000).

Refusals, like all other speech acts, can be found in every language. However, not all languages/cultures reject invitations or suggestions in the same way, nor do they feel comfortable doing so. When a speaker says "no" to a request or invitation, it is referred to as a speech act of refusal.

1.2.5 Politeness Strategies

Strategy is a way of doing something or dealing with something, so politeness strategies are the ways that used by people to express their utterances politely, the speech acts that express concern for others and minimize threats to others face. Below, five strategies choices proposed by Brown & Levinson:

1. Positive Politeness Strategies

According to Brown and Levinson (1987), positive politeness is "characterized by the expression of approval and appreciation of the addressee's personality by making him/her feel part of an in-group". The positive politeness strategy seeks to minimize the threat to the hearer's positive face and make the hearer feel good about themselves, their interests, and possession. Therefore, such characteristics may be found in the following strategies such as; grounded, repair or new solution, excuses, promise or future acceptance, and express sympathy.

2. Negative Politeness Strategies

Based on Brown and Levinson (1987), negative politeness is a kind of politeness that deals with satisfying the hearer's negative face. It concerns with respect behavior. Negative politeness concern of the sides of the addressee's face wants, that are concentrated on the wish not to be charged upon and is categorized by self-abolition and formality. Therefore, such characteristics may be found in the following strategies such as; be pessimistic, give deference, apologize, nominalize, and minimize the imposition.

3. Bald on-record Strategies

Bald on Record strategy is to the point concept. It means that speaker tells rodeos explicitly and directly what he/she wants towards hearer (directly without regard to the "face" of the hearer). This strategy does nothing to minimize threats to the hearer's "face". It is the best way to avoid misunderstanding, yet it has the greatest risk to threat hearer's face. Therefore, such characteristics may be found in the following strategies such as; direct refusal, imperative statement or high intonation.

4. Off record Strategies

Off-record strategy also known as hints or non-conventional indirectness refers to others. Yet, this strategy will make the speaker may or may not get a response from the hearer. In other words, the speaker may or may not obtain a wishes result as the hearer can respond whether the utterances have been heard or not. Therefore, such characteristics may be found in the following strategies such as; give hints, be ambiguous or vague, evasion or transfer to another topic, use body language.

5. Don't do the FTA

The strategy indicates when the speaker considers with the risk of face-threatening is too great and chose to say or do nothing in order to stay away from face loss.

The example of politeness strategies in refusing:

A: "There will be a party at my house, you should come."

B: "I really appreciate your invitation, I like a party, but I think I can't come, I have something to do." (Positive Politeness Strategy)

B: "Oh I am really sorry, I can't come to your party tomorrow." (Negative Politeness Strategy)

B: "I have to go to my aunt's home tomorrow". (Off-record Strategy)

B: "No, I can't come." (Bald on-record Strategy)

1.2.6 Factor of Politeness Strategies

1. Payoffs

According to Brown and Levinson (1987), Payoffs are the anticipated outcome of politeness strategies. An expected outcome will occur when a speaker uses civility

strategies. In using the strategies, the speaker also hopes for a positive outcome. When executing refusal, several strategies will benefit the speaker in different ways.

2. **Sociological Variables**

   a. **Social Distance**

   The frequency of the interaction, as well as the types of material and non-material items transferred between the speaker and the hearer, are all factors to consider when determining social distance. According to Brown and Levinson (1987), social distance is a symmetric social dimension of similarity or difference within which speakers and hearers stand for the purpose of performing an act. Stable qualities such as age, sex, and socio-cultural background, which includes socioeconomic class and ethnic origin, have an impact on the two concepts, the frequency of interaction and the transferred products.

   b. **Relative Power**

   According to Brown and Levinson (1987), relative power is the degree to which the hearer can impose his or her own want, want, or face on the speaker's want, desire, or face. The power that the listener holds influences the strategy that the speaker employs. When a speaker with more power communicates with a listener with less power, the speaker's politeness level will be lower. Meanwhile, when the speaker with less power speaks to the hearer with more power, the speaker will be polite and respectful. For example, is a relation between a boss and his/her employee.

   c. **Rank of Imposition**

   According to Brown and Levinson (1987), the rank of imposition is the degree of a matter that is perceived as an interference to the hearer's face. This interference is

the result of the speaker's FTA. The rank of imposition can be determined by two variables: imposition toward the positive face and imposition toward the negative face. The imposition for the positive face is determined by the degree of threat delivered to the hearer positive face. Then, for the negative aspect, there are two scales that determine the rank of the imposition, namely the imposition requiring services (including the provision of time) and the imposition requiring goods (including non-material goods like information). Both impositions cover actions that result in FTAs. The imposition of the act increases as the speaker exhibits more FTAs in his statements.

1.3 Review of Previous Studies

In the field of linguistics, politeness has evolved into a large and lengthy debate. Many related studies have been conducted to either duplicate or expand the politeness border in certain domains. It's because politeness is synonymous with communication. Some of the politeness methods mentioned in the previous section are regularly utilized in everyday communication, either to be nice or less polite depending on the situation. Furthermore, several academics have published their findings on politeness techniques.

First, Retno Anjani (2020) conducted research about REFUSAL STRATEGIES IN *THIRTEEN REASONS WHY* SEASON 1 TV-SERIES. The researcher discusses this study based on the research findings above, which discuss the refusal strategies used by the main characters in Thirteen Reasons Why season 1 TV-Series and the impact of refusal strategies used by main characters toward politeness in Thirteen Reasons Why season 1 TV-Series. In Thirteen Reason Why Season I TV-Series, Clay, the main character, uses five types of refusal strategies: be silent, hesitate, lack of enthusiasm; offer an alternative; postponement (delaying answer); blame a third

party or something over which you have no control; avoidance; divert and distract the addressee; general acceptance with excuses; and say what's offered is inappropriate.

According to Yule and Brown & Levinson, the primary characters deploy two types of politeness: positive politeness and negative politeness. In the Thirteen Reason Why Season 1 TV-Series, there are 71 data levels of politeness divided into nine refusal strategies. AE– PP, or Avoidance –Positive politeness, is the most prevalent politeness in the Thirteen Reasons Why Season 1 TV-Series. Because the researcher discovered Clay's character's refusal avoidance methods, refusal avoidance strategies are more dominant than other strategies. It occurs in such a way that the interlocutor is less upset and more appreciative as a result. The strength of this research is the writer defines and explained the use of the theory well and in a way that is quite easy to understand. The researcher explained every topic in her research clearly and neatly arranged. Besides, the weakness of this research is the researcher doesn't enclose the numeric amount and percentage of the result of this study to give a summary result for the readers.

Next, there is Fransiska Erni (2017), the title of the research is POLITENESS STRATEGIES OF SPOKEN REFUSALS IN *YES MAN* MOVIE. The goal of the study was to look into politeness methods in verbal refusals, notably refusal utterances from the film Yes Man. This research is classified as a qualitative study since politeness is the study of how language interacts with social context. Furthermore, the data was presented in a descriptive narrative format. The first discovery revealed that the refusal utterances in the film were expressed using all of Brown and Levinson's (1987) politeness methods, namely positive politeness (PP), bald on record (BOR), off record (OR), and negative politeness (NP) (NP). The movie's refusal utterances were

frequently expressed by employing bald on record (BOR), which accounted for 9 utterances, positive politeness (PP), which accounted for 8 utterances, and off-record (OR), which accounted for 6 utterances. Negative (NP) politeness appeared in only three utterances.

With the employment of politeness methods in conveying refusals in the "Yes Man" film, sociological variables had their own effects. The stable qualities and degree of intimacy were used to measure social distance in this study. In terms of relative power, the less courteous method was chosen for the more powerful speaker. The strength of this article is the researcher also puts a numeric table to indicate specific aspects of the data regarding the answering of research questions and also explains every step of this research clearly.

Then, the third example, Dinda Noor Azizah (2021) REFUSAL STRATEGIES AND POLITENESS IN VIRTUAL COMMUNICATION: A CYBERPRAGMATICS STUDY. Based on this research by Dinda Noor Azizah, the purpose of this study is to look into the types of speech acts that prospective customers deliver to bankers of one of Indonesia's banks via WhatsApp in order to sell these bank products, as well as the use of refusal strategies based on politeness and relative power relations in virtual conversations. The pragmatic side of virtual media, known as cyberpragmatics, is also addressed in this study.

From May 2020 to January 2021, the study's object and sample data were obtained from 30 chat screenshots comprising the Bank's product proposals via the WhatsApp instant messaging program between the banker and various prospective bank customers. All data were categorized and described in virtual communication

using the category of speech acts refusal strategies. Prospective bank consumers utilize both direct and indirect refusal strategies to bankers when they are offered the products, although indirect refusal strategies were preferred by the prospective bank customers out of the 30 data that were evaluated. The strength of this article is the writer includes the proof of the data that is chat screenshot, the writer also arranged the result of the data neatly using tables. The weakness of this research is the explanation of the analysis is not really deep and detailed.

Fourth, the research by Curtina Melati Kasih (2014) INDIRECT REFUSAL STRATEGIES IN TWO AMERICAN AND THREE BRITISH MOVIE. This research focuses on identification and classification of indirect refusal strategies found in two American movies (RV (2006), We're the Millers (2014)) and three British movies (Chalet Girl (2011), Cuban Fury (2014), and Hot Fuzz (2007)). The data were analyzed using the Félix-Brasdefer indirect refusal strategy taxonomy (2008, 74-79). The data for this study was gathered by looking at the subtitles of five different movies. According to the findings, 50 refusal utterances were detected in American films and 42 in British films, out of a total of 92. According to the findings, all indirect refusal strategies are employed in American films. The most typical strategy in Hollywood movies is mitigated refusal. This method was employed 11 times (11.96%) in the films, followed by reason/explanation (9.78%) and preparator (8.70%). The results of the British films, on the other hand, suggest that the most popular strategy for delivering refuse is reason/explanation, which was used 17 times (18.48%). Then comes mitigated refusal, which is second among the most frequently employed in these films. When the movies are playing, this strategy is employed 12 times (13.04%). Unlike American

films, British films only employ nine of Félix-twelve Brasdefer's indirect refusal strategies (2008, 74-79).

Quite similar to several previous studies, in this research, the author also uses films as the main data source for the discussion of politeness of refusal, but the author focuses on the female characters in the film "Little Women" (2019). The research is a qualitative study, and the data will present in a descriptive format. The author will group the data based on the theory used and then describe it more clearly, and investigate the refusal strategies used by the women characters in the movie.

1.4 Research Questions

In this research, the writer intends to analyze the politeness of the refusal by women characters in Little Women movie. The following research questions will be answered in this study:

1. What are the types of politeness strategies of refusal used by women characters in Little Women movie?

2. What are the factors that influence the women characters in Little Women movie choosing certain politeness strategy of refusal?

1.5 Objectives of the Research

The research is intended to identify and explain how women characters in the movie give refusal to a request, such as:

1. Analyze the types of the politeness strategies of refusal used by women characters in Little Women movie.

2. Explain the factors that influence the women characters in Little Women movie choosing certain politeness refusal strategy.

1.6 Scope of the Research

The general intent of this research is to analyze how women characters in Little Women movie used politeness strategies to perform refusal. The researcher identifies and analyzes the utterances of the women characters in that movie based on Brown and Levinson's theory about politeness strategies. The researcher will find out which strategies that mostly used by the characters. This research also contains the analysis of the reason why the women characters in Little Women movie used that certain politeness strategies. There will be some reasons/factors behind that case, based on Brown and Levinson's theory, such as; Payoffs and Sociological Variables.