

POLITENESS STRATEGIES IN *12 ANGRY MEN* MOVIE

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ABSTRAK

Artikel ini berisi analisa tipe strategi kesantunan apa yang digunakan oleh tokoh dalam percakapan dan faktor-faktor apa saja yang mempengaruhi tokoh dalam memilih dan menggunakan strategi kesantunan tersebut. Data diambil dari percakapan film *12 Angry Men* dengan menggunakan metode observasi dan teknik simak dan dianalisa menggunakan metode padan pragmatik dan metode distribusional dengan teknik reaksi antar penutur. Teori yang digunakan adalah teori strategi kesantunan Brown dan Levinson, dan teori SPEAKING oleh Hymes. Dari hasil analisis ditemukan bahwa *positive politeness* mendominasi frekuensi strategi kesopanan yang muncul. Sedangkan dari analisis menggunakan teori SPEAKING ditemukan *tujuan* adalah faktor dominan yang mempengaruhi karakter dalam menggunakan strategi. Penemuan tersebut menunjukkan bahwa strategi *positive politeness* sangat berguna untuk digunakan dalam situasi berargumentasi dan strategi kesantunan sangat dipengaruhi oleh tujuan si penutur.

Kata Kunci: Kesantunan, Strategi Kesantunan, Film.

ABSTRACT

The aim of this article is to find the types of politeness strategies used by the characters and the influential factors that influence the use of the strategies. The data are taken from the dialogue of *12 Angry Men* movie by using the

observational method and analyzed by using the interlocutor technique. This research is based on politeness strategies theory proposed by Brown and Levinson and SPEAKING theory by Hymes. From the analysis it is found that positive politeness is most preferred politeness strategies. Meanwhile, from the analysis by using SPEAKING theory it is found that end or purpose become the dominant factor that influences the character in choosing certain strategies. The finding shows that politeness strategies are useful in proposing and defending argument, and that the speaker's purpose influences the use of the strategies.

Key Words: Politeness, Politeness Strategies, Movie

1. Introduction

Politeness is one of keys in smooth communication. Without politeness, communication between human is risky because it may harm each other's feeling. It also helps humans to maintain any relationship they have with each other; because to preserve a good relationship, the information should be delivered in an appropriate way or we can say in a polite way. When information is delivered in inappropriate way, the hearer may be embarrassed or humiliated by the speaker, and this is called impolite. In this context, politeness is considered as a necessary strategy in order to avoid conflict between speaker and hearer. As stated by Leech (in Watts, 2003: 50), politeness is strategy of conflict avoidance.

According to Brown and Levinson, 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" (Brown and Levinson, 1987). In other words, the function of politeness strategies is to save hearer's face when the speaker wants to utter some utterances. However, contextual factors also have an important role because it is determined whether an utterance is polite or impolite.

2. Background of The Study

The writer is interested in this research because in "12 Angry Men" movie it is shown how the characters argue and defend their arguments and at the same time they apply politeness strategies. This research shows the readers what politeness strategies which are useful in defending and proposing argument situation are. By considering this the writer thinks it is worthy to study the politeness strategies in the dialogue of the "12 Angry Men" movie and the factors that influence the use of politeness strategies.

In this research, the writer considers the use of politeness strategies among juries in American court of law. The conversations are conducted by the juries in defending their arguments. Therefore this research examines questions which are:

1. What are the types of politeness strategies used by the characters in the movie?
2. What factors influence the characters to use politeness strategies in the movie?

This research is based on Brown and Levinson's theory (1987) "politeness strategies are developed to save the hearer's face". Face refers to the respect that an individual has for him or herself, and maintaining that "self-esteem" in public or in private situations. Brown and Levinson stated that there are two types of face in an interaction. The first one is negative face, which is the want of every member that the speaker's actions can be unimpeded by others. The second one is positive force, which is the want of every member that he wants be desirable to at least some others. According to Brown and Levinson's theory (1987), there are five types of politeness strategies. They are: bald on record, positive politeness, negative politeness, off record and do not do FTA. In addition, this research is also conducted based on Hymes's (in Thomas: 1995) SPEAKING theory, because in studying pragmatic, context has important role to find the intended meaning.

In this research, the writer follows the steps of research proposed by Sudaryanto (1993: 57). They are: collecting data, analyzing data, and presenting the result of analysis. The data are taken from the dialogue in “12 Angry Men” movie, which was made in 1957. The movie was downloaded from movies provider website. The writer watches the movie carefully and pays a good attention on both the speaker and hearer in every dialogue for several times. This method is applied by using note taking technique, where the writer takes notes on every dialogue which indicates politeness strategy uses. The writer also uses downloaded subtitle of the movie in order to make collecting the data easier. The utterances are collected based on criteria of politeness strategies proposed by Brown and Levinson (1987). After all of the data are collected, the writer minimizes the amount of the data until it represents all of the data.

In analyzing the data, the writer considers the context when the utterances were produced, the words in the utterances that indicates the use of politeness strategies, and the reaction of the hearer. The reaction of the participants determines whether the politeness strategies are successful or not. Then, the writer analyzes the factors that influence the use of politeness strategies by analyzing the context when the utterances were produced. In analyzing the factors, the writer uses SPEAKING model by Hymes (1972). After all of the data are analyzed, the occurrence of each strategy and each of contextual factors in the dialogue is computed by using descriptive statistical formula; that is the occurrences are divided by the number of all of the data and multiplied by 100% in order to get the percentage of the occurrences.

. In presenting the result of analysis, the writer uses verbal statement that explains the result of analysis. The writer also provides a table of frequencies as addition.

3. Review of Related Study

One of the researchers that had done the same research is Ning Zhao (2008) who wrote a journal article entitled “Analyzing the Meaning in Interaction in

Politeness Strategies in *Scent of a Woman*". This research analyzes politeness strategies used by characters that are new to each other. He conveys that the strategies used in the movie are positive politeness, negative politeness, off-record and bald on record. He concludes that the strategies break the boundaries between the characters that have junior and senior relationship, and shorten the distance between them and built a friendship between them.

The research above is relevant to the chosen topic of this research because it discusses about the politeness strategies proposed by Brown and Levinson (1987) as well. The data of this research is also similar with the above research; that is dialogue in movie.

4. Politeness Strategies Used In “12 Angry Men” Movie

The *12 Angry Men* movie is an American or Hollywood movie made in 1957. It tells about how a dominant jury's prosecution can be changed by one of the juries. The one jury is Davies, who tries to convince that the case should be talked about before it is executed. Davies sees that other juries do not care about the case as they are supposed to. Other eleven juries just want to finish their job as soon as possible without considering the life and death of the defendant. The defendant is only 18 years old boy. Davis believes that there is a possibility that the boy is not guilty and that is why he wants to discuss it first before deciding it.

The writer finds 30 strategies used by characters in the movie in 30 utterances. They are characterized into politeness strategies proposed by Brown and Levinson. However, in this paper the writer only includes five data that occur in one conversation. These data represent all of the data.

CONVERSATION:

Juror No10 : All right. Who was it? Come on, I wanna know.

- Juror No11 : Excuse me. *This was a secret ballot. We all agreed on that, no?* If the gentleman wants it to remain secret...
- Juror No3 : Secret? What do you mean secret? There are no secrets in a jury room. I know who it was. *Brother, you really are something. You vote guilty like the rest of us*, then some *golden voiced preacher* tears your heart out some underprivileged kid couldn't help becoming a murderer and you change your vote. If that isn't the most sickening... Why don't you drop a quarter in his collection box?
- Juror No5 : Oh, now just wait a... *Listen , you can't talk to me like that.* Who do you think you are?
- Juror No4 : Calm down, calm down. It doesn't matter. He's very excitable. Sit down.
- Juror No3 : Excitable? You bet I'm excitable! We're tryin' to put a guilty man in the chair, where he belongs. *Someone starts telling us fairy tales and we're listening!* What made you change your vote?
- Juror No9 : He didn't change his vote. I did.

This conversation is when the discussion meets a dead end because no one can convince Davis to change his vote. Then Davis asks for another vote. The vote shows that there is one changing vote. This vote surprises every jury. Jury no. 10 wonders who it was. He wants the jury who changes his vote to confess and tell them why he changes his vote. Then jury no. 11 says that it was a secret ballot where the vote remains secret. Jury no. 3 who is so sure that the defendant should get his punishment becomes angry and wants to know who it was. He accuses jury no. 5 as the one who changed his vote. Of course, jury no. 5 becomes angry being accused for something that he did not do.

There are six data contain six different politeness strategies included here. First, state FTA as a general rule that belongs to negative politeness strategies. Jury no. 11

uses state FTA as a general rule strategy in answering jury no 10 question. State FTA as a general rule is a strategy where S uses rule as his defense to do FTA to H. S uses rule as the circumstance in impinging S' face (Brown and Levinson, 1987: 206). Jury no 11 tells jury no. 10 "This was a secret ballot. We all agreed on that, no?" The general rule that is used as FTA is the "secret ballot". What he means here is that jury no. 10 cannot ask who changed vote because it breaks the rule that already had been made. Jury no 10 cannot protest jury no 11's statement because the general rule protect jury no 11 FTA.

Contextual factors that influence jury no 11 to use state general rule as FTA are setting, participant, and end. The key factor is SETTING. He uses this strategy because the setting is in a jury room and the scene is the psychological situation in the room which is intense because a rule in a jury room is about to be broken. He uses "secret ballot" because he is in the jury room and in condition of jury judgment. His purpose is to stop jury no 10 to ask about who it was.

The second is use identity marker that belongs to positive politeness strategies. Jury no 3 answers jury no 11's statement and says that there is no secret in the jury room. He also says that he knows who changed his vote. He accuses jury no 5 as the one who changed vote. In accusing jury no 5, he applies positive politeness strategy, use identity marker to minimize the FTA to jury no. 5. It is shown in utterance, "Brother, you really are something". The indicator is "Brother". The use of "brother" makes the distance between S and H become closer and make it is possible to do FTA. Jury no 3 yes is influenced by participant, end and norm factors in using positive politeness strategy; *identity marker strategy* to jury no 5. The key factor is *END* because jury no 3 purposes to call jury no 5 "*brother*" is only to get closer between them to allow him to ask why he change his vote.

The third and the fourth are positive politeness strategy notice attend to hearer and off record strategy by using metaphor. Jury no 3 combines them on one occasion. It is provided in an utterance, "You vote guilty like the rest of us then some golden voiced preacher tears your heart out..." The indicator of notice attend to hearer

strategy is "You vote guilty like the rest of us". Notice attend to hearer is a strategy where S notices to H's condition which H wants S to notice it (Brown and Levinson, 1987: 103). He notices that jury no 5 is one of his "guilty vote" friends. Notice attend to hearer strategy then is followed by utterance that contains off record metaphor strategy which is a strategy where S uses metaphor to go off record because it has more than one clear meaning in certain context (Brown and Levinson, 1987: 222). Indicator of off record strategy metaphor is "golden voiced preacher" that means a priest who has a beautiful voiced that can influence his hearer. However, in this context his intended meaning is to do FTA to Davis who told them some good touching stories about the defendant and the influence of other jury to change their vote. By using metaphor, the responsibility of doing FTA is minimized.

Contextual factors that influence jury no 3 to use *attend to hearer strategy* are setting, participant, and end. The key factor is *PARTICIPANT* because jury no 3 knows that jury no 5 was his "guilty" friends. He uses this strategy as the opening his argument that contains off record strategy, metaphor. The use metaphor is influenced by setting, participant, and end factors and the key factor is *END* because jury no 3 intention is to blame Davis indirectly as the leader of the cause and also to influence jury no 5 not to believe Davis.

The fifth is bald on record strategy. Jury no. 5 found that he is being accused for something he didn't do and he cannot accept it. He feels being insulted and uses bald on record strategy. It is uttered as follows "Listen, you can't talk to me like that, who do you think you are?". Jury no. 5 really means about what he says. He thinks that jury no.3 cannot accuse him and talk like that to him because he has his rights to not being accused for something he did not do. Jury no 5 is influenced by participant end, and norm factors. The key factor is *NORM*, because in social rule it is not polite to accuse someone for something that he did not do because he has rights. It is stated in "who do you think you are?". Jury no 5 thinks that jury no 3 doesn't have any rights to accuse him.

The last one is off record strategy *be vague*. After the fight, jury no 4 tries to calm them down and said jury no 3 is too excitable. Jury no. 3 says that he is excitable because the defendant is guilty and need to be punished and blame Davis as the one who prevents his will to punish the defendant. He applies off record strategy *be vague* to blame Davis. It is showed in this utterance, “*Someone starts tellin' us fairy tales and we're listening*”. *Be vague* strategy is off record strategy where S be vague about who the object of the FTA (Brown and Levinson, 1987: 226). The indicator is “Someone..” which means S criticizes the “*someone*” which in this context is Davis. His intended meaning is to do FTA to Davis who told them about some touching stories and it makes the vote changing from one to eleven become two to ten. It is influenced by two factors, participant and end. The key factor is *END*. Jury no 3 wants to blame Davis because he made all of them have been in doubt by his story and he wants to tell them that Davis story should not change their vote.

Table 1. Recapitulation of the politeness strategies in “12 angry men” movie

Conversation	Politeness strategies				
	Bald on record	Positive politeness	Negative politeness	Off record	Do not do
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
TOTAL	6	12	7	5	0
PERCENTAGE	20%	40%	23,33%	16,66%	0

Table 2. Recapitulation of the key factors in Politeness Strategies used

Data	Factors			
	Setting	Participant	Ends	Norm
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				
21				
22				
23				
24				
25				
26				
27				
28				
29				
30				
Total	8	9	10	3
Percentage (%)	26,66%	30%	33,33%	10%

5. Conclusion

Referring to the research question mentioned above, there are two findings in this research. First, there are four politeness strategies used in the movie. Those are bald on record, positive politeness, negative politeness and off record. Positive politeness is mostly used strategy which appears in twelve utterances (40%). Positive politeness is used in eight sub strategies. The sub strategies are Avoid Disagreement, Intensify Interest, Use identity marker, Notice Attend To Hearer, Presuppose Raise Assert common Ground, Ask Reason, Seek Agreement, and Include Hearer. Then, negative politeness strategies occur in seven utterances (23,33%). They are applied in six sub strategies which are, state FTA as general rule, be pessimistic, apologize, minimize imposition, and be unconventionally indirect, impersonalize S and H. Bald on record strategies are found in six utterances (20%). The last one, off record strategies occur in five utterances and applied is five sub strategies (16,66%). The sub strategies are overstate, give hints, be vague, metaphor, and be ironic. The writer didn't find the any don't do FTAs strategies used in this series.

Second, the characters are influenced by some factors in using politeness strategy in the movie. There are four contextual factors that influence the characters mostly. They are *setting*, *participant*, *end* and *norm*. The research shows that *end* become the most influence factor which influences 10 strategies (33,33%). The second key factor is *participant* which influences 9 strategies (30%). The third one is *setting* which influences 8 strategies (26,66%). The last is *norm* which influences 3 strategies (10%).

Referring to the findings the writer concludes that positive politeness is useful in defending and also proposing argument between people who just met. It is because when someone meets with a new person he needs to consider their positive face who wants to be included in a social interaction in order to make proposing and defending arguments become easier. The goals in using politeness strategy mostly influence the characters in the movie to use politeness strategies. The goal may vary. It depends on

their priority. Characters use politeness strategy to order, maintain relationship, criticize, ask, propose and defend their argument.

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