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INVESTIGATION OF POLITENESS STRATEGIES: A PRAGMATIC ANALYSIS OF *MIRACLE IN CELL NO 7*

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Abstract

This research was a pragmatic analysis of *Miracle in Cell No 7*. This study investigated the politeness strategies which were flouted in the movie and the way the characters employed compliments and their responses. The study also aimed to explore the types of politeness strategies which were negative, positive, bald on record and off record. Furthermore, face saving and face threatening acts were also identified in the movie. The data for this study was collected in the form of dialogues by different characters from the movie. To ensure the theoretical framework of this research is based on Brown and Levinson's (1978) Politeness Theory, which determines the principles of conversation and human interaction. The researcher adopted a mixed method approach and qualitative and quantitative methods were used to analyze the data derived from the movie. The results revealed that, in the movie, Positive Politeness strategy was adopted most by the characters. Future researchers can investigate the factors influencing the tendency of using politeness strategies in conversations.

Keywords: Pragmatics, Politeness strategies, Positive, Face saving, Face threatening.

Background to the Study

Historically, English term 'polite' discovers its position in the fifteenth century. Etymologically, it was obtained from Medieval Latin word *politus* signifying "smoothed and accomplished". The term polite refers to being "refined" or "polished" when people were concerned. In the seventeenth century a polite person was defined as "one of refined courteous manner" (Oxford Dictionary of Etymology, 2013).

Language plays a key role in daily communication and the development of a person. Communication is what directs lives and improves it in a better way whereas language recognizes human from other animal species.

Language is used by people who use it for the communication purposes in order to express their thoughts, ideas and emotions. Therefore, when language is used in daily conversation the hearer and speaker use different strategies to communicate which is called politeness (Levinson, 1987).

"Politeness in an interaction can be characterized as the as the mean to show consciousness of other person's face" (Yule, 1996). A linguistic communication is essentially a social interaction which is associated with social distance and closeness. Politeness is the expression of a speaker's intention that is carried by face threatening acts towards other. Face is something which can be maintained or enhanced during face-to-face communication. The idea of politeness theory was proposed in the works by Brown & Levinson (1978).

The American sociologist Goffman (1967), proposed that the notion of face has two perspectives, a desire to be supported by the conversationalist i.e. positive face and on the other hand to have perspective and opportunity of viewpoint. i.e. negative face. Mills (2003)

proclaimed that “Politeness is the reflection of the speaker’s desire to reduce face threats conveyed by specific face threatening acts directed towards another person” (p.6).

Thomas (1995) expressed that politeness was a real world goal, which is explained as a desire to other or as the hidden motivation for a person’s linguistic behaviour (p.150). Politeness involves feelings for others which specifically implies that one should pay awareness to the politeness strategies otherwise there will be miscommunication. Likewise, if miscommunication occurs, it can upset the relationship and communication between hearer and speaker. Therefore, learning a language is difficult because it involves understanding, not only of the language, but also of the community social values (Brown, 1987).

The research problem proposed in this study involves implementation of politeness strategies which are exhibited by the characters in the conversation in the film entitled *Miracle in cell no 7*. Politeness enables people to perform sensitive actions in a non-threatening or less threatening manner. Politeness theory allocates broadly with face-threatening acts that are defined as “those demonstrations that by their very nature, are inconsistent with recipient’s and speaker’s face needs” (Levinson, 1987, p. 65).

Research Questions

The following questions were investigated as part of the study:

1. In what ways are the politeness strategies used in the movie “Miracle in Cell no 7”?
2. How have face saving acts been presented in the movie?
3. How have face threatening acts been presented in the movie?

Politeness

Politeness is an approach to interpersonal relations to “facilitate interaction” and reduce the potential which may result in conflict and confrontation intrinsic to all human communication (Yule, 1996, p. 106). Politeness theory depends on the idea that there are two

kinds of face which includes negative face and positive face. The term ‘face’ refers to one’s own feeling of dignity or esteem in social context. As indicated by Yutang (1943) “Face cannot be interpreted or characterized” (p. 200).

Yule (2006) defines that politeness involves the process of reducing the negative effect of what one speaks about other people feelings and maximizing the positive effects (p.131). Mills (2003) defines that politeness is an expression of language which is determined by an external context, a person being polite can make other people comfortable. People may assume whether the other person is being polite or impolite through the way of communication. Face relates public self-image of a person. It refers to the desire as well as a social sense of appreciation that each person has (Yule, 1996, p. 134).

Homles (1996) proclaims that politeness behaviour expresses positive concern for people, as well as a friendly behaviour. Being polite indicates speaking to others to make a decent relationship (p.5).

The research conducted by Novianti (2005) titled as “Politeness strategies used by Lizzie McGuire in Lizzie McGuire” collected its numeric from the utterances of main character in the American comedy series. The technique used politeness strategies in conversation with addresses who are older than her. The methodology used in this research was qualitative method.

Sari (2010) studied politeness strategies employed by the protagonists in the movie entitled “The Other Boleyn Girl”. She discovered positive politeness, negative politeness, bald on record and off record strategies used in the movie in different scenes. The research investigates the hidden meaning of politeness strategies used in the dialogues by the primary character in the movie, which helps to identify different strategies used in different situation.

Defining Face

As stated by Goffman (2005) face is the positive social value of a person (p.5). As per Fasold (1996) face implies something that is emotionally contributed. It tends to be lost, maintained, or improved, which helps the listener and speaker in collaboration (p.160). Likewise, people coordinate and consider each other's cooperation in close and personal association such cooperation depends on common understanding between listener and speaker (Levinson, 1978, p. 66).

The term face is the idea of face need. People have assumptions concerning their image in public, which is their self-need and normally anticipate others to show respect to their face wants (Yule, 1996)

Face, according to Goffman (1967), is "the positive social value that an individual effectively claims for himself based on the line that others accept they took during a certain contact" (p.213). Domenici and Littlejohn (2006) discuss "how a person's physical face serves as a metaphor for a more conceptual face, sense of self or personality that is introduced to others" (p.10).

Positive face should be valued by others. As per Brown and Levinson (1987) positive politeness is situated towards the positive essence of the listener; the positive self-image is claimed for desire and wants or the action and values (p.101). Positive expressions are not just utilized by the members who have known one another for a long period of time. On the other hand, negative face is the need to have opportunity of activity, freedom of imposition and not to be imposed by others (p.70).

Face Saving Act

If the speaker conveys something to reduce the threat from another's face; it is known as face saving act (Yule, 1998). Face saving act is a recognition to the other people's negative face, that underlines the significance of the other's time and concerns; it additionally includes an

apology for the imposition of interference which is known as negative politeness. Then again, a facesaving action is one that is concerned with a person's face shows solidarity; emphasize that the two speakers need to have the same thing, and they have shared objective which is called positive politeness (p.62).

Face threatening Act (FTA)

Yule (1998) stated that the expression or actions to limit the threat of other person's face are called face saving act, whereas the warning given to another person's self-image is known as Face-Threatening Act or FTA (p.61). FTA is a condition of being impolite because of the way speaker is delivering the conversation to the hearer. Holtgraves (2002) postulates that many people need to perform face threatening acts. Thus, people should look after the way they produce their utterances. The speaker should concern the words that are being delivered to have the option to save the face of the listener.

Positive FTAs can make harm to the speaker and hearer by showing disapproval with them e.g. insults, allegations, and so forth by showing their difference towards listeners i.e. interfering, belittling and so on. Likewise, they can make harm to the speakers by showing that the actual speakers are not accurate i.e. saying sorry, confessions, self-embarrassment (Nodoushan, 2008).

Brown and Levinson (1987) affirm that through negative FTAs speakers obstruct the opportunity of the listener by affirming or denying future activity e.g. making demands, providing orders, etc. Similarly, communicating opinions towards the listener for example complimenting, praising and promising some future activity e.g. making offers, guarantees etc. Simultaneously, negative FTAs additionally cause harm to speakers in that they force speakers to give up to the power of the listener for i.e. expressing thanks, accepting apologies, etc.

Positive Politeness Strategy

The use of a Positive politeness strategy aims to limit the threat to the listener's face.

This methodology is mostly utilized in situations where the audience knows one another quite well.

Positive face refers to people's want for their sentiments, desires and wants to be preferred in a social situation, where positive and consistent self-image are maintained. One example for positive face is the appreciation of individual achievements. Generally, hedging and attempts are kept away from conflict that are used. For instance, the request could be a constructive politeness approach. "I understand you have been quite busy, but could you help with the dishes?" (Yule, 1996, p. 24).

Brown and Levinson (1987) state that positive politeness points towards the positive face of the listener, the utterances are not just utilized by individuals who have known one another genuinely well, but at the same time it is used to share their needs to limit the extent among strangers (p.70).

The term "Positive face" refers to an individual's desire for a public self-image that requires acceptance from others. The FTA is carried out using approaches aimed at the hearer's positive face threat. The speaker's positive politeness shows that he or she appreciates the listener's desire to be acknowledged. It also shows that the relationship is friendly and mutual. This sort of procedure is typically found in the gatherings of friends, colleague or where individuals in a social circumstance know one another for a significant stretch of time (Bousfield, 2008, p. 57).

One more examination of politeness strategy is "A pragmatic Analysis of Politeness Factors in Revolutionary Road" which was directed by Talitha Yuniawanti (2012). The exploration had two targets: to portray the sorts of politeness procedures implemented by the primary characters in the film dependent on Brown and Levinson's theory and the other was

to show how the characters in the movie used politeness techniques in the projection of a certain politeness strategy based on Leech's theory. The outcome revealed that in the use of the strategies, the primary characters for the most part applied positive politeness strategy when contrasted with other strategies.

Negative Politeness Strategy

The negative politeness strategy is situated towards listener's negative face in which speaker gives importance to the addressee's negative face and it is accomplished without the interference of listener's freedom or action (Brown and Levinson, 1985). The desire to have freedom of action is the negative face. Likewise, making a request without considering the listener's negative expression can be terrible. For instance, if someone asks for a pen from another person and uses a negative expression, he/she would say "Is it possible for you to lend me a pen?".

Therefore, in the event that he/she needs to show his/her positive face, he/she can state "how about you lend me your pen?" (Yule, 1996).

Negative face suggests an individual's want for freedom and the right to make one's very own decisions; it describes the rights of an individual. Negative face consists of the elements which constitute a hazard toward individual's rights. An example is the ability to speak freely, which includes one's need not to be interrupted when he is speaking (Yule, 1996).

The negative politeness additionally perceives the listener's face. Although, negative politeness is mostly between the people who are not close to each other (Brown & Levinson, 1992). This is the most well-known and linguistically diverse method. (Bousfield, 2008) states that the FTA in this procedure is performed by utilizing methodologies situated towards the negative face threat to the listener.

Nurzanah (2012) entitled an analysis of negative politeness strategy utilized by Harry

Potter in JK Rowling's book "Harry Potter and The Chamber of Secret". The finding of this investigation was based on the analysis of negative politeness strategy and to know in what circumstance the protagonist used negative politeness and with whom he used this technique. The strategy used in this examination was discourse analysis. The research collected data by reading novel and analyzed the information by using technique that was data display and data reduction. The results revealed that negative politeness strategy was used frequently whereas the other strategies were not used as much as negative politeness.

Hasana (2009) discusses the negative politeness strategies, particularly hedges are centered around the dialogues of the major character in the movie entitled "Armageddon". Likewise, other is the exploration of politeness strategies used in genuine human and non-human discussion in the film entitled "Avatar". The methodology used is quantitative method in which the data is collected in the form of numerical data. From this analysis, the researcher discovers politeness strategies in human and the other character that is around 54.88% from all of the information. Then again, negative politeness is used by characters around 32,93%.

Bald on Record Strategy

Bald on record methodology does not make any attempt to reduce the risk to the listener's face. Bald on record strategy is frequently used by the speakers who know their audience quite well. With this methodology, there is a significant chance that the viewers will be stunned or embarrassed by the strategy. For instance, a bald on record technique may be to advise somebody to accomplish something "Now it is your turn to do the dishes" (Levinson, 1978, p. 65).

Bald off Record Strategy

Bald off record strategy was introduced by Brown and Levinson (1987). Bald off record method employs indirect language to remove the speaker's ability to be forced. However, a speaker who employs the indirect technique may simply say "Wow, I am feeling cold in

here” expecting that it would be decent if the listener could get up and turn up the indoor heater without directly requesting the listener to do as such (Brown, 1987, p. 87).

Theoretical Framework

The theoretical framework for this study depends on Brown and Levinson’s (1978) Politeness theory. They proposed the variety of politeness strategies which they claim are manifested in human interaction.

Brown and Levinson (1987) expanded face into politeness. They saw politeness as an idea with two qualities that are positive and negative. Positive politeness is used to refer to what in particular can be communicated to fulfill the need of positive face. Therefore, negative politeness is oriented to the listener’s negative face. Negative politeness should be independent to have freedom of action and not to be forced on by others. Negative politeness can be communicated by satisfying the requirement of negative face, to become independent where each person has the right to be free from burden and impediment power towards their activity (Brown, 1987, p. 62).

Face Threatening Act

Brown and Levinson (1987) characterized face-threatening acts as those which impede the speaker’s or the listener’s opportunity of action and inconvenience. Acts that threaten a recipient’s positive face includes those acts in which a speaker demonstrates that the individual does not approve the recipient’s positive face or mental self-image i.e. criticism, complaints, interruptions, allegations. Acts that threaten a recipient’s negative face where the recipient is pressured to acknowledge or to dismiss a future act of the speaker i.e. promises, offers. Examples of FTAs to the speaker’s positive face includes confessions, apologies, acceptance and compliment. A portion of the FTAs that are threatening to the speaker’s negative face includes offering thanks, a statement of regret and making promises (p.65-67).

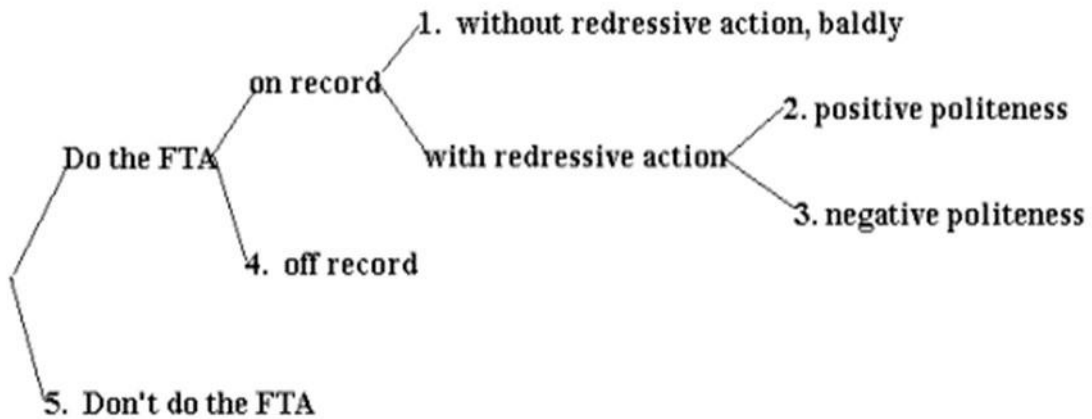


Figure 3.1 Possible strategies for Brown and Levinson (p.65)

Face Saving Act

Brown and Levinson (1987) interpret face saving act as a linguistic behaviour with the goal of preserving and enhancing one's face. Face saving acts usually refer to speaker saying something to lessen a possible threat or to maintain a good self-image. These are meant to reduce potential threats to the other person's face. Watts (2003) made an effective contribution to face-saving perspective and politeness. He proclaims that politeness theory should not be equal to face theories (p.255). The Face-Saving Act includes an indirect speech in which a sentence is functioned as a request and, hence, can lessen the possible threat to the hearer (Yule, 2010).

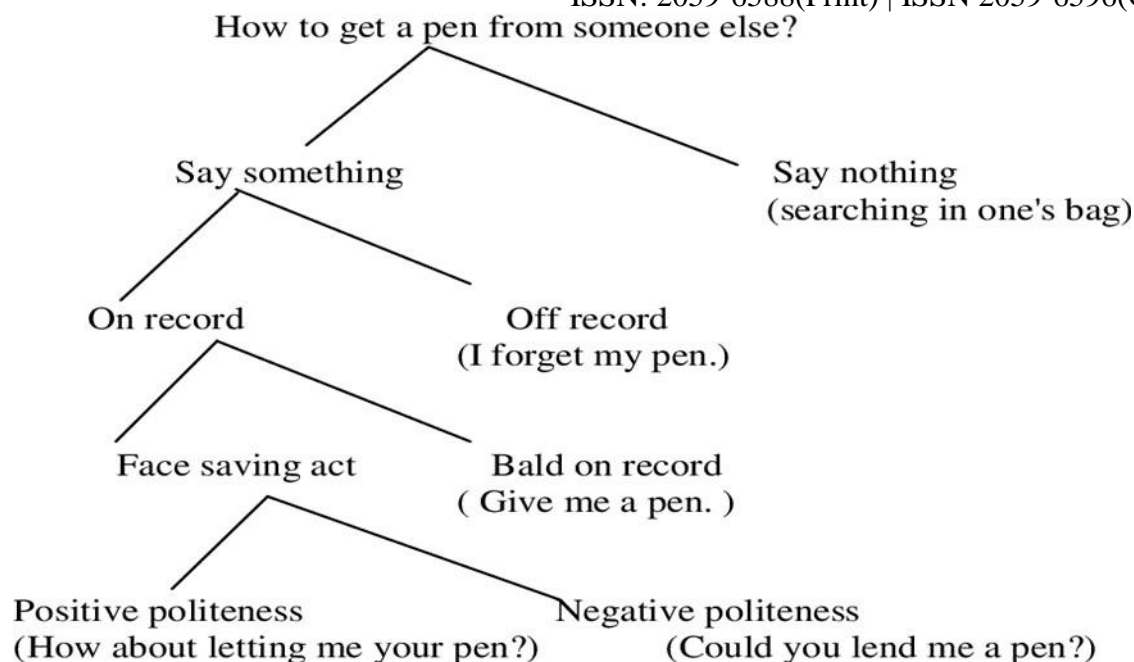


Figure 3.2 Face Saving Act adopted from Yule (1996) (p.66)

Data Presentation and Analysis

The Turkish film “Miracle in cell No 7” was released in 2019 which tells the connection among father and little girl a called Ova and her father Memo, who had a cognitive disorder. Both lives in a small house until Memo was wrongly accused of killing a high-positioned military officer’s daughter.

Memo ends up being sent to the jail for the wrongdoing he did not commit. Ova is all left alone with her grandma but Ova promises to prove his father’s innocence. She enrolls the assistance of her grandma and teachers to discover the observer her dad guaranteed. The witness is the only person who saw the whole incident when the high-ranked military officer’s daughter Seda fell off the cliff and died.

For the time being, in jail, Memo’s life goes terrible to more regrettable when the prisoners betray him and he is sentenced to death when he is found guilty of murder. The story proceeds with the assumption that Memo has been executed, however a progression of flashback scenes proves that another prisoner named Yusaf Aga had taken Memo’s place

when he understood that Memo should be brought together with Ova. After being bailed, Memo and Ova are reunited and they sail away on a boat together to begin another life in an alternate country.

The objective of the review is to reveal the types of Politeness strategies used in the movie through different dialogues in different situations. The movie is filled with sorrow but it is also infused with laughter to create the balance and variety in the plot.

Note: The dialogues from the movie are in italics and the highlighted content reflect the analyzed data.

Scene 1

This is the first scene of the movie in this scene Ova's dad, who has anonymous cognitive disorder, is supposed to be similar age as Ova intellectually. He comes every day to pick her up from school.

Ova: Lingo Lingo!

Memo: Bottles!

Ova: Dad, Look. I won a ribbon.

Memo: Its's red, Ova!

Ova: Yes, it is!

In this scene Ova and Memo have a tradition of calling out "Lingo Lingo" to which the other person will answer "Bottles". This is a reference to the customary Turkish song used by belly dancers called "Lingo Lingo Shisheler". The word "Shisheler" is an incorrect spelling of "şişeler" which means "bottles" while the expression "Lingo Lingo" does not mean anything in

Turkish or English; it refers to filler sing-melody word in like "lalala" in English. The word

“Lingo lingo!” are off record words which give hint or clue to a joyful word to “lalala”. On the other hand, Positive Politeness is imposed by the speaker to the hearer by saying “Dad, look. I won a ribbon” which shows satisfying one’s desire as it is a joyful news. Positive politeness can be portrayed as a technique implemented by the speaker whose inclination is to respect hearer’s positive face. Thus, the hearer shows the same interest by saying “It’s red, Ova!” to lessen the possible threat.

Scene 2

Ova’s class fellows are making fun of her father by calling him crazy and retard.

Child 1: Look at the idiot! Retards.

Child 2: Crazy! Crazy!

Teacher: Look, Look Children! Shame on You

Child 1: We’re sorry, teacher.

Teacher: Good. Go on.

This scene shows the face threatening act towards Ova’s father which tends to cause damage to other persons face. By saying “look at the idiot! Retards”, the speaker shows threat and disrespect towards elders. It also indicates abusive language towards other person’s self-image, which is narrated as face threatening act. This damages the hearer’s positive face by insulting him.

Likewise, as the teacher comes and scolds the children by saying “Shame on You” the children feel sorry and they say “We’re sorry, teacher” which indicates negative politeness in which the children deliver an expression of regret to apologize. They express their apology in a stressed low tone which indicates that they apologize in a polite manner.

Scene 3

Memo is trying to make his daughter, Ova, happy by fulfilling her every wish. Ova is fond of Heidi Backpack and when she saw that backpack in the shop, she runs towards the shop to buy it.

Ova: Heidi backpack is gone!

Shopkeeper: Thank you. Enjoy it.

Ova: But sir, we were going to buy that backpack. We bought the money

Shopkeeper: I'll order another one, all right?

Memo: But we are going to buy that, here's 400.

Colonel: What is this?

Shopkeeper: Don't mind them sir. They were interested in it for some time.

Memo: Sir? Here's the money, you take it.

Colonel: Step away.

In this scene the dialogue in which Ova says "Heidi backpack is gone!" reflects Positive politeness strategy in which Ova shows her interest in the backpack that someone took it away.

On the other hand, the word "But sir" is used as conjunction and Ova saying in a lower tone that "we were going to buy that backpack" shows her interest in the backpack which indicates positive politeness. She eagerly wanted that backpack for a long time and as soon as the Colonel's daughter and her father leave the bookshop Memo goes after them to convince them to give them the backpack. Unfortunately, as Colonel warns Memo to step back by saying "Step away" it directs toward a warning, as bald on record. The speaker wants to warn the hearer to be careful. The word

“Step away” is a warning to other person’s face.

Scene 4

Memo gives hint to ova for the witness

Ova: Let my dad go!

Memo: Ova! The one-eyed giant saw it, Ova!

As Memo is driven away, he yells back to Ova that, “the one eyed giant saw it” which indicates that Memo is giving hint to Ova to look for the witness. This shows the inclusion of a metaphor “The one-eyed giant” which is also the clue associated with the witness who was Ostanding on the mountain. He witnessed the incident when Seda fell off the cliff and hence, offered an off-record strategy. It reflects that the speaker wants to say something which is in an indirect way so that the hearer could get the speaker’s interpretation in a right way.

Scene 5

In this scene Lieutenant Colonel Ayden is giving instructions to captain about Memo’s punishment:

Commander: Yes, sir

Colonel: I sent special instructions to you regarding Mehmet Koyuncu

Commander: We’re following it to the letter, sir.

Colonel: He asked him to be transferred for his safety

Commander: Sir, the inmates in the ward

Colonel: Shut up! Would I send him there if I wanted to kill him? I will have him hanged, make an example out of him. Everyone will read in the newspaper. That dog will not silently disappear!

Commander: Understood, sir!

In this scene, the Colonel is ordering the commander by saying “Would I send him there if I wanted to kill him? I will have him hanged, make an example out of him, make an

example out of him. Everyone will read in the newspaper. That dog will not silently disappear!” which is a face threatening act. This scene shows the imperative verbs which can be used to deliver a command or order. It refers to FTA (face threatening act) which gives order by saying “I will have him hanged, make an example out of him”. It also directs toward bald on record in which it gives a threat to other person face, which means colonel is giving order to the commander to execute Memo. The commander saying “Understood, sir!” refers to avoid disagreement. For this situation, the Commander disagree with the Colonel’s opinion. To limit FTA, the commander chooses to say “Understood, sir” rather than “no”. Likewise, the positive face is satisfied in light of the fact that he feels that his opinion is right.

Scene 6

Ova asks Yusuf Aga about his illness which means the crime for being imprisoned:

Ova: What’s your illness?

Yusuf Aga: I... believed those who lied to me. My daughter of wedding age...

This scene shows the Negative Politeness as Ova is asking a question from Yusuf Aga “What’s your illness?”. It reveals that the speaker is not accepting that her assessment is equivalent to listener’s evaluation that is why she wants to get it confirmed from him. On the other hand, it directs towards off record strategy which means Yusuf Aga is giving hints. It also refers to Negative Pokiness Strategy means that he is saying all this in an indirect way. The dot on the wall makes him remind of his crime he did. He says “I believed those who lied to me, my daughter of wedding age” which indicates that there was a dot on the wall in the prison which reminds him of the tree where he buried his daughter.

Scene 7

The Warden asks Ova to tell him about the witness

Warden: I’ll take you home. Ova, maybe you can tell me about the witness on the way.

The example above shows that the speaker intensifies interest to listener's evaluation.

This indicates towards Positive Politeness as the warden says "Maybe you can tell me about that witness on the way". This shows the warden interest in witness he wants to know from Ova that what had happened and what did the witness saw. Therefore, this shows the speaker should consider part of listener's condition to get to know the reality.

4.2.8 Scene 8

Ova and teacher come to meet Memo before his execution

Memo: Can I go with Ova?

Warden: Be patient, Memo. In a couple of days.

Ova: We go to sleep, wake up, go to sleep, wake up and then you'll be home.

This scene shows the Negative Politeness which means Memo is assuming that he can go home with Ova but he is still asking the question from the warden by saying "Can I go with Ova?" Likewise, to be polite or to redress some FTA's, the speaker can offer or guarantee something to the listener as collaboration as the warden says, "Be patient, Memo. In a couple of days". This example shows that the speaker shows his cooperation with the hearer. The speaker needs to fulfill the listener's positive face dependent on the case of listener's needs. This is a way of showing Positive Politeness. Thus, Ova says "We go to sleep, wake up, go to sleep, wake up and then you will be home" this is a tautology in off record strategy which means uttering tautology, a speaker urges the listener to search for and understanding from a non-informative utterance.

Scene 9

As Yusuf Aga is leaving for execution

Prisoner to Yusuf Aga: You are uniting a father and daughter who don't have anyone else. The place of a man who does this is Heaven, whatever his sin may be.

Yusuf Aga: Thank you, brother.

This is face saving act in which it is an action planned not to cause embarrassment to a person while holding a negotiation or a discussion. Hence, face saving is constantly equipped towards preserving dignity, self-confidence, character, or great reputation of a person associated with the conflict, and negotiation. Face saving is for the common interest of both the listener and the speaker, with the positive face referring to be esteemed, acknowledged, perceived, and valued by others. Yusuf Aga is appreciated by the other prisoner by saying “You are uniting a father and daughter who don’t have anyone else. The place of a man who does this is Heaven, whatever his sin may be” which shows the appreciation and value to Yusuf Aga’s decision.

Politeness Strategies	Percentage
Positive	26.32%
Negative	15.79%
Bald on record	10.53%
Bald off record	15.79%
Face saving	5.26%
Face threatening	15.79%

Figure 4.1. Percentage of Politeness Strategies used.

This table shows the result of analysis in which positive politeness is used frequently which means that the characters mainly focused on showing their interests, wants, needs and sympathies to fulfill their desires.

Discussion

There are four kinds of Politeness strategies used by the primary characters in the movie

Miracle in cell no 7” when having discussion with one another. They are Positive politeness, Negative politeness, Bald on record and Off record strategy. On the other hand, two acts are also employed by the characters in the film which are face threatening act and face-saving act.

Among the four strategies used in the movie the most frequent is Positive politeness strategy. In which the speaker showed interest to listener to fulfill one’s desire and one’s wants and needs. As in scene 1 Ova showed her dad that she won the red ribbon. his dad showed interest as he said *“It’s red, Ova!”*. This dialogue not only reflected his interest but it also appeared as a strategy to lessen the threat to other person’s face. Likewise, in another scene 3 Ova’s interest towards backpack also reflected the positive politeness which meant that she was interested to buy that backpack. On the other hand, it also intensified interest of the hearer when the warden said to Ova *“maybe you can tell me about the witness on the way”*. Positive politeness is the most repeated strategy employed by the main characters in the movie. To redress the danger of some face threatening act, the speaker can offer or promise something to the hearer for the cooperation as the warden says, *“Be patient, Memo. In a couple of days”* which means Memo wanted to go home but the speaker shows his cooperation with the hearer that wait for someday then you can leave. The speaker also wanted to fulfill the listener’s positive face dependent on the case of listener’s needs. Positive politeness sub strategies were used in this research are: showing interest to the hearer to fulfill the wants and needs, seek agreement and avoid disagreement, intensify interest to hearer.

Then again, Negative politeness strategy is also used by the characters through its sub strategies: be indirect, questioning and apologizing, the most frequent strategy of negative politeness is questioning. As Memo asked the question *“Can I go with Ova?”* this was in

Scene 8 when Ova came to meet her father for the last time before execution. The other question occurred when Ova asked Yusuf Aga about the crime he did while asking him indirectly she asks "*what is your illness?*" in scene 6. The apology is used in scene 2 when the teacher scolds the children when they were making fun of Memo by calling him retard, they say "*We are sorry, teacher*" Off record strategy is used to give hints associated with clues, use tautologies, and metaphors. Giving hints and clues was the most commonly strategy used in scene 4 for off record as Memo said "*The one-eyed giant saw it*", the other is the dot on the wall which refers to Yusuf Aga's crime. On record strategy refers to warning and threatening. When Colonel asked Memo to step away this meant he gave warning to Memo to stay away. The other threatening act occurred when Colonel ordered to execute memo in scene 5 "*I will have him hanged, make an example out of him*".

Face threatening act and Face-saving acts are likewise utilized in the movie. Face threatening act (FTA) referred to the communication act which caused a threat to the individual's assumptions to self-image. Such as threat to face referred as Face threatening act. Brown and

Levinson (1987) characterize face threatening acts as indicated by two main elements: "Whose face is being threatened (the speaker's or the recipient's), and which kind of face is being compromised (positive or negative face)". "A listener's positive face threatening acts demonstrations are complaints, reactions, mention of taboo topics, interruptions". On the other hand, acts that threaten a recipient's negative face includes offers and guarantees. "Examples of face threatening acts to the speaker's positive face includes confessions, statements of regret, acceptance of a compliment, and self-embarrassment". A portion of the face threatening acts which are threatening to the speaker's negative face includes "offering thanks, accepting a thank you, an apology or a deal, and making guarantees" (p.65). As in

scene 5 there was threat to Memo from Colonel when he said “*I will have him hanged*” this was a threat to other person’s face for killing. Another example can be seen when the school children were calling Memo idiot and retarded which led to damage her self-image resulting from insulting remarks.

Something to minimize the possible threat is called Face saving act: the embarrassment a person may feel while holding a conversation. The speaker should respect the other person when the conversation is going on through maintaining self-esteem Brown and Levinson (1987). The face-saving act happened when Yusuf Aga helped Memo for execution and he held himself in place of Memo. The other people at the jail appreciated Yusuf Aga for his thoughts and sacrifices.

Therefore, the politeness techniques were employed in the conversation to analyze the meaning and research questions. In movie the politeness strategies are used in the conversations from which different strategies are identified. The negative politeness strategy is used for apologizing and asking questions. Whereas, the positive politeness strategy is the most commonly used strategy to fulfill ones’ desire, show interest, satisfy hearer positive face dependent on the need of listener needs.

Face saving act is used when having the conversation with Yusuf Aga for the appreciation to save Memo from execution. Face threatening act is used to threaten the other person’s face when children called Memo idiot, Colonel said “*I will have him hanged*”.

Politeness strategies reflect the intention and interest of the speaker towards other person’s face. Sometimes one cannot recognize the choice of words the other person is using but with the help of classification of politeness strategy one can easily classify the speech of the person in different categories. The most common politeness strategy was positive politeness as a result this procedure is redress directed to the listener’s positive face.

Individuals attempt to expand familiarity and minimize the power gap between one another and utilize more casual language. It is typically found in groups of friends or people who are close to one another. It generally attempts to limit the distance and the gap between the speaker and the listener by expressing friendliness and strong interest in the listener's which should be regarded to minimize the FTA.

Conclusion

Politeness is the highly contextual strategy in its form and it is different from one context to another. After conducting the research, there were four main strategies concerning the politeness theory in this research. The research questions were responded by analyzing and explaining the collected data. The strategies inclusive of Positive politeness, Negative politeness, Bald on record and Bald off record were also explained with reference to the collected data and on the other hand the Face acts were described including face saving act and face threatening act which reflect the characters dialogue in the movie "Miracle in cell no 7". There were certain kinds of politeness strategy which were explained with their sub strategies.

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