NEGATIVE POLITENESS STRATEGIES APPLIED IN THE MOVIE CHARLIE'S ANGELS 2019

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ABSTRACT

This research is a pragmatic study of the use of negative politeness strategies. This study aims to identify negative politeness strategies used by characters in films and to analyze why characters in films use negative politeness strategies in their speech. This study will use a qualitative method in utilizing the study of negative politeness strategies by describing the problem as clearly as possible. The data will be taken from a film called Charlie's Angels 2019. The theory that will be used in this research is the theory proposed by Brown and Levinson's negative politeness strategy in 1992. The results of this study conclude that there are ten strategies proposed by Brown and Levinson as a way to direct, does not assume or presuppose, and does not force and fulfill the other wishes of the listener. The negative politeness strategy has several sub-strategies that have different goals. They use strategies related to the context of the conversation and the situation.

INTRODUCTION

According to Goffman's work (1967), politeness is one of the studied areas which has become a common topic discussed in the use of language since (Culpeper, 2011). As indicated by Brown and Levinson (1992) for this situation, the meaning of politeness is a method of showing concern for people's faces (Salman & Betti, 2020). Subsequently, the face here can be perceived as a public image. The way we communicate politely and properly with others (Borris & Zecho, 2018). There are two basic types of face needs in linguistic politeness which contains the use of interactional strategies namely, positive face needs, and negative face needs (Danziger & Schreiber, 2021). Positive face needs are people who want to be valued, liked, and admired and to maintain a positive self-image (Syaputra, 2020). Negative face needs are the need not to be imposed upon, the need for the relative freedom of thought and the actioner for one's own space (Lavazza, 2018). There are various types of politeness strategies, such as positive politeness strategies which are making offers, joking, and giving sympathy (Azwan, 2018). Also, negative politeness strategies such as hedging, apologizing and giving deference etc.

According to Brown and Levinson negative politeness is redressive action addressed to the addressee's negative face which is his want to have his freedom of action unhindered and his attention unimpeded (Jansson, 2020). Negative politeness is related to Durkheim's 'negative rites' which is a ritual of avoidance. Negative politeness is defined and concentrated where it performs the function of minimizing the particular imposition that the FTA unavoidably affects.

In western cultures, negative politeness behaviour will spring to our minds. In the western culture-negative politeness is the most elaborate and the most conventionalized set of linguistic strategies for FTA redress. The outputs are all forms that can be used in general for social distancing, as opposed to positive politeness when the forms are for minimizing the social distance (Sapitri, Chasanah, Putri, & Paulima, 2019). Negative politeness is used whenever a speaker wants to put a social brake on the course of his interaction or to keep the social distance and relationship stays where they are without crossing the line.

This study was conducted differently from the previous research where this study was focused on negative politeness strategies (Mahmud, 2019). This study used the negative politeness strategies based on the theories proposed by Brown and Levinson (1992). This research focused on the character's utterances that contain negative politeness strategies using the movie Charlie's Angels 2019.

Hopefully, this study can be useful for other upcoming researchers and of course everyone who would like to learn in the same field (Simamora, 2020). In addition, this study can be one of the sources to be investigated by future researchers in the context of Indonesian society, also applies to the negative politeness strategies of Brown and Levinson (1992) can advance everyone's knowledge about it, especially for Indonesians.

RESEARCH METHOD

The qualitative method was used to analyse and describe the negative politeness strategies as clearly as possible (Rahayuningsih, Saleh, & Fitriati, 2020). The research method applied in this study consists of data source, method and techniques of collecting data, method and techniques of analysing data, and method and techniques of presenting analysis (Blazquez & Domenech, 2018).

The data were taken from a movie called Charlie's angels 2019 a story about a team of female private agents, famously known as Charlie's Angels, who are entrusted by their mysterious boss to uncover an international conspiracy to weaponize an energy conservation device. Charlie's Angels is a 2019 American action-comedy film written and directed by Elizabeth Banks from a story by Evan Spiliotopoulos and David Auburn. It stars Naomi Scott, Kristen Stewart, and Ella Balinska as the new generation of Angels who are working for a private detective agency named the Townsend Agency. The reason why this movie was chosen is that this movie involved different kinds of social class, status, race, and relationship to support the analysis of negative politeness (Zainal, 2022). Also, it is a good example of how people from different social classes, statuses, races, and relationships chose their utterances and used negative politeness strategies in their conversations (Yassi, 2022). The technique applied in collecting the data was including the following steps:

First, watch and listen carefully to the movie to take a note of the negative politeness that can be found in the movie. While watching the film, the sentences or utterances that contain negative politeness are marked. After that, read the script of the movie to make sure whether the dialogue noted is correct or not. The utterance that contained a negative politeness strategy was selected by doing the note-taking technique to collect possible data. In the end, the data will be classified the strategies using the theory proposed by Brown and Levinson (1992).

This study initially sorted the data from the data source which contain a negative politeness strategy along with the screenshot and duration of the data. Followed by the analysis of each of the data that will be sorted sequentially according to the order of Brown and Levinson's negative politeness strategies (1992).

RESULTS AND DISCUSSION

Negative politeness strategies contain ten strategies that were proposed by Brown and Levinson in a way to be direct, do not assume or presume, do not coerce and redress other wants of the hearer (be conventionally indirect, Using Question hedge, be pessimistic, give deference, etc). This study initially sorted the data from the data source which contain a negative politeness strategy along with the screenshot and duration of the data. Followed by the analysis of each of the data that will be sorted sequentially according to the order of Brown and Levinson's negative politeness strategies (1992).

1. Be Conventionally Indirect

In the first data, Mr Fleming is insisting to launch Calisto no matter what and he believes Calisto is okay and safe to market. But again, Elena knows very well how dangerous of what the flaw can do and wish he would agree to delay the launch. Mr Fleming and his employee Elena are debating on what is more important to do, fix the flaw or go to market Calisto.

(1-1) - Mr Fleming: **Let me be crystal clear here.** We have developed Calisto for five years, and we are going to market.

(Source: Charlie's Angel 2019: 00:09:19)

In the example (1-1), a negative politeness strategy was found in this scene. Mr Fleming uses strategy 1: Be conventionally indirect. His utterance by saying "Let me be crystal clear here" rather than saying "I'll be crystal clear here" is because he is avoiding being too direct with Elena. He is insisted on marketing Calisto politely so that Elena will have to accept it.

The next data for this strategy was Elena's first-time visiting and meeting "Saint" who is in charge of taking care of the Angels and Bossley's body and soul. When Saint shakes Elena's hand, he immediately knows something is wrong with her rib bone. Therefore, he asks Elena's permission to fix the problem.

(1-2) - Saint: Yeah, oh Jesus. **I would like to** apply a firm touch to your back, do you consent?

(Source Charlie's Angel 2019: 00:46:07)

In the example (1-2), As a person who just met for the first time, Saint uses a negative

politeness strategy by saying "I would like to" this is part of strategy 1: Be conventionally indirect. He is asking for Elena's permission as a new person that he just met. He is using negative politeness by avoiding a direct request by saying "I would like to" as a device of indirectness.

2. Using Question, Hedge

The second data of this negative politeness is when Elena was talking to her boss Mr Fleming regarding the flaw of the new technology that she invented named Calisto. She tried to tell him that the device's flaw is too dangerous to be marketed as it is. She needs his permission to hold the launch and fix the flaw.

(1-3) - Elena: **Technically,** I haven't said anything.

(Source: Charlie's Angel 2019: 00:08:28)

In the example (1-3), Elena uses a negative politeness strategy by saying "Technically, I haven't said anything" this is a negative politeness strategy with sub-strategy number 2: Question hedge. She expressed her disappointment politely towards her boss by using the Question hedge. She was disappointed by Mr Fleming because she hasn't been able to say anything but wanted to close the conversation.

In the next data, the angels and Elena only got one out of six of Calisto's prototypes. They decided to escape from the company. While Sabina manages to escape, both Jane and Elena were stuck inside the garage because Ralph orders the guys to lock down all the exits.

(1-4) - Elena: Uh, here is far enough, **I guess.**
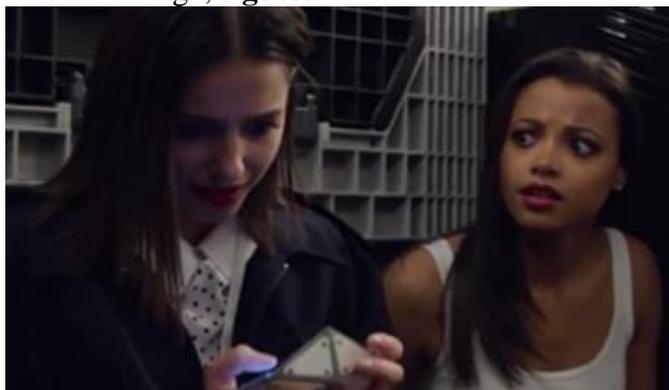
(Source: Charlie's Angel 2019: 00:42:20)

In the example (1-4), Elena uses a negative politeness strategy by saying "here is far enough, I guess" this is a negative politeness strategy 2: Using the question, hedge. She used this strategy to make her utterance a little vague as the functioned as a hedge to demonstrate that she does not presume something to sound politer.

3. Be Pessimistic

The conversation about the dangers of Calisto's flaw and the permission to fix the flaw is still going. Mr Fleming doesn't want the conversation to carry out because he still going to market Calisto no matter what anyway. He wants Elena to stop talking about fixing the flaw and just do as he told her to do.

(1-5) – Mr Fleming: Look Elena, **you're much too smart to keep pushing this forward, aren't you?**

(Source: Charlie's Angel 2019: 00:09:38)

In example (1-5), He used negative politeness to stop the conversation. Mr Fleming uses strategy 3: Be pessimistic. Mr Fleming in his utterances said that "You're much too smart to keep pushing this forward, aren't you?" the word "aren't you" is the expression of pessimistic. To make it sound politer by adding "aren't you" to make him look like he is unsure about his words but he knows he is right.

4. Minimize the Imposition, R

In the next example, Sabina manages to catch Jonny and his people. She was successful on her disguised mission. Sabina looks happy when Bossley came with other angels and hands Jonny to Bossley. Jonny was tied down look so betrayed.

(1-6) - Sabina angel: The thing is, you **just** talk way too much. You're super clingy and come on way too strong.

(Source: Charlie's Angel 2019: 00:05:22)

In the example (1-6), Sabina uses a negative politeness strategy by saying "Just" this is a negative politeness strategy 4: Minimize the imposition, R. She used this negative politeness strategy to look polite while being sarcastic. She adds the word "just" rather than only saying "you talk way too much" to keep the distance between Sabina and Jonny that she wants him to know that there is nothing between them.

John Bossley who is the first Bossley is retiring in the next example. The rest of the other Bossley from all around the world is throwing him a surprised farewell party. Rebecca

Bossley prepared wine and a gift for John Bossley even though he said that she did not have to do that.

(1-7) - Rebecca Bossley: You really thought we were gonna let you **just** sneak away quietly.

(Source: Charlie's Angel 2019: 00:11:01)

In the example (1-7), Rebecca Bossley uses a negative politeness strategy by adding "Just" this is a negative politeness strategy 4: Minimize the imposition, R. She is trying to joke with John Bossley by saying "You, old codger" but she still wants to keep her respect to him since he is the first Bossley ever by adding "just" in her utterance

5. Give Deference

After Jonny is captured by the angels, he still hoping that Sabina would change her mind and become his. He was head over heels for her despite knowing that she was just acting.

(1-8) - Jonny: you are the most **incredible woman** I've ever met.

(Source: Charlie's Angel 2019: 00:05:26)

In the example (1-8), Jonny uses a negative politeness strategy by saying "incredible woman" this is a negative politeness strategy 5: Give deference. He is treating Sabina as something special that he used this negative politeness strategy. By doing so he wants her to know that she is something for him. In Jonny's utterances, we can see that as a man that only met Sabina for the first time and fell for her, to prove that he is only a human that knows how to treat a woman even though he is the bad guy.

The next example, John Bossley is retiring. Even though John Bossley doesn't want a farewell party, Rebecca and others Bossley wants to throw him a party since he deserves it.

(1-9) – Rebecca Bossley: You've had one hell of a run**. It deserves to be celebrated.**

(Source: Charlie's Angel 2019: 00:11:26)

In the example (1-9), Rebecca Bossley uses a negative politeness strategy by saying "It deserves to be celebrated" this is a negative politeness strategy 5: Give deference. She is treating John Bossley as superior by honorific him using "It deserves to be celebrated" as praise for everything that he has done for the agency and that he deserved to be celebrated.

6. Apologize

The angels and Elena are dressed, all the same, they can cover each other from the CCTV in the company. Ralph the head of securities catches to odd and starts to chase them. Jane asks Sabina to cover her up with attention-seeking behaviour in front of the camera.

(1-10) - Jane angel: Sabina? **This one's real hard.** I need you to exhibit some attention-seeking behaviour

(Source: Charlie's Angel 2019: 00:36:58)

In the example (1-10), Jane angel uses a negative politeness strategy by saying "Sabina? This one's really hard. I need you to exhibit some attention-seeking behaviour" this is a negative politeness strategy 6: Apologize. She knew that her request is hard and embarrassing so she used this negative politeness strategy to apologize before she asks Sabina to do something

7. Impersonalize Speaker and Hearer

Fatima doesn't want to help Jane angel but she promises to help her build her clinic again. Jane angel brings everything she might need to rebuild the clinic. That is why Fatima needs to see the goods that jane brings her to see whether it is worth her help or not.

(1-11) - Fatima: **Show me.**

(Source: Charlie's Angel 2019: 00:58:09)

In the example (1-11), Fatima uses a negative politeness strategy by saying "show me" this is a negative politeness strategy 7: Impersonalize speaker and hearer. Fatima hasn't fully believed in Jane but she is willing to give her a chance by saying "show me" she avoids the pronoun "I" and "you" to be politer.

In the second example, Ralph finally found Elena, but he doesn't know that he standing near a Calisto that is about to blow. Elena tried to warn him but he distrusts Elena. He doesn't know that Elena was just trying to save him from the Calisto that was about to blow.

(1-12) - Ralph: **Put hands where I can see them!**

(Source: Charlie's Angel 2019: 00:43:02)

In the example (1-12), Ralph uses a negative politeness strategy by saying "Put hands where I can see them" this is a negative politeness strategy 7: Impersonalize speaker and hearer. He is in a position where he can no longer trust Elena since she tried to stole Calisto but she was a good college to him and he still uses a negative politeness strategy in his utterances. He avoids the pronoun "you" by saying "put hands where I can see them" instead of saying "put your hands where I can see them" thus, the example of negative politeness strategy number 7.

8. State the FTA as General Rule

Rebecca was waiting in a car and watching the entrance tightly. Rebecca Bossley is in charge to monitor the situation from outside so that she can tell the angels right away if there is something wrong and pick them up.

(1-13) - Rebecca Bossley: The heat is assembling, **ladies**

(Source: Charlie's Angel 2019: 00:36:46)

In the example (1-13), Rebecca Bossley uses a negative politeness strategy by saying "Ladies" this is a negative politeness strategy 8: State the FTA as a general rule. she is generalizing her partners which are the angels and her client Elena by saying "Ladies" avoiding the pronoun "you" or using their name to cherish and respect them.

Still, in the same scene as the one above, Rebecca Bossley was ready to pick up Elena and Jane from outside the locked door. Elena manages to hack the door with Calisto but it shortage killed her friend Ralph and she was still shocked.

(1-14) - Rebecca Bossley: Move it or lose it, **ladies.**

(Source: Charlie's Angel 2019: 00:43:23)

In the example (1-14), Rebecca Bossley uses a negative politeness strategy by saying "Move it or lose it, ladies" this is a negative politeness strategy 8: State the FTA as a general rule. Rebecca Bossley used this strategy because they are in hurry to escape from the company so she used "ladies" instate of calling their names. This way they can quickly leave the place yet still be polite.

9. Nominalize

The angels were on a mission to catch Jonny. While Sabina is disguising herself, Jane was the one to kick the bad guy and take the evidence. In this scene, the angels were fighting with Jonny and his boys.

(1-15) – Jane Angel: It's called **embezzlement!**

(Source: Charlie's Angel 2019: 00:04:28)

In the example (1-15), Jane angel uses a negative politeness strategy by saying "It's called Embezzlement" this is a negative politeness strategy 9: nominalize. She demonstrates formality that nominalizes the expression by saying "Embezzlement" to communicate the face wants so as not to impingement the hearer to demonstrate negative politeness in the form of a nominal phase.

10. Go on Record as Incurring Debt or Not as Indebting the Hearer

Elena and Jane were locked, Jane asked Elena to do something to open the door. Luckily, Elena got one of the prototypes of Calisto and tried to hack the door with it.

(1-16) - Elena: Wait, Wait. **I can hack this.**

(Source: Charlie's Angel 2019: 00:42:07)

In the example (1-16), Elena and Jane were locked, and Jane asked Elena to do something to open the door. Luckily, Elena got one of the prototypes of Calisto and tried to hack the door with it. Elena uses a negative politeness strategy by saying "I can hack this" this

is a negative politeness strategy 10: Go on record as incurring debt or not as indebting the hearer. she wants to reassure Jane by telling her that she can hack the door open to save them both and that she disclaims indebtedness to avoid the FTA.

In the next data, after they put a tracker on Mr Fleming's phone successfully, they gathered in the hotel to discuss the next step. Rebecca Bossley talks to them about the next plan until Elena cuts into the conversation. She felt left out and wanted to join in the plan since she can play a good role as a hacker.

(1-17) - Elena: If you need help getting in and out of someplace, **I can do it.**

(Source: Charlie's Angel 2019: 01:01:52)

In the example (1-17), Elena uses a negative politeness strategy by saying "I can do it" this is a negative politeness strategy 10: Go on record as incurring debt or not as indebting the hearer. She felt left out so she wanted to persuade Bossley to let her in by using a negative politeness strategy. She wanted to show that she can easily do it so she doesn't have to worry.

CONCLUSION

The negative Politeness strategy is used as a social-break; people use this strategy to keep their distance from the hearer. There are 10 Negative Politeness strategies; Be conventionally indirect, using question hedge, be pessimistic, Minimize the imposition, R, Dive deference, Apologize, impersonalize speaker, and hearer, state the FTA as a general rule, Nominalize, go on record as incurring debt or not-as indebting the hearer.

Based on 39 examples have been analysed, this study concludes that every scene contains some of the strategies. There are ten strategies of negative politeness found in the data source. The first strategy is to Be conventionally indirect five examples were found and analysed. Strategy 2: Using questions, hedge there are three examples. Strategy 3: Be pessimistic there is one example that was found. Strategy 4: Minimize the imposition, R six examples were found. Strategy 5: Give deference two examples were found. Strategy 6: Apologize there is one example that was found. Strategy 7: Impersonalize the speaker, and hearer there are five examples. Strategy 8: State the FTA as a general rule there are five examples.

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