

**POLITENESS STRATEGIES EMPLOYED BY THE MAIN CHARACTER IN AMC'S TV SERIES:
*THE WALKING DEAD***

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Abstrak

Kesopanan tidak hanya di terapkan oleh lebih dari dua individu yang berada di dalam situasi dimana terdapat jarak umur yang sangat jauh. Hal tersebut juga digunakan ketika salah satu individu ingin menyampaikan sesuatu yang spesifik. Pemeran utama di dalam TV seri *The Walking Dead*, Rick Grimes, sering menerapkan strategi kesopanan ini khususnya untuk bekerja sama dengan orang-orang yang ada di sekitarnya demi dapat bertahan dari para zombie dan semua bahaya yang harus dia hadapi. Penelitian ini bertujuan untuk mengetahui strategi manakah yang digunakan oleh pemeran utama terhadap lawan bicara di dalam situasi tertentu beserta dengan faktor-faktor social yang mempengaruhinya. Jurnal ini hanya akan berfokus di empat tipe dari strategi kesopanan yang di gunakan untuk mengklarifikasi seluruh data, strategi tersebut adalah *off-record*, *bald-on-record*, *positif* dan *negatif*. Season pertama dan kedua dari TV seri ini merupakan focus dalam jurnal ini. Dokumentasi merupakan instrumen dalam pengerjaan jurnal ini dan deskriptif kualitatif dipilih sebagai metode untuk menganalisis data. Hasil dari penelitian ini menunjukkan bagaimana pemeran utama menerapkan strategi-strategi tersebut di dalam film tersebut, selaras dengan faktor social yang mempengaruhi penggunaan strategi. Data yang ada diklasifikasikan sesuai dengan empat tipe dari strategi kesopanan, *bald-on-record*, *off-record*, *positive* dan *negative politeness*. Skripsi ini menemukan bahwa dalam film ini, *Positive politeness* lebih sering digunakan daripada strategi yang lainnya, khususnya *negative politeness*.

Kata Kunci: strategi kesopanan, *The Walking Dead*, faktor-faktor sosial

Abstract

Politeness is not only applied by more than two individuals whilst being situated in the circumstances where there is a large age gap. It is also used to imply when one individual means to deliver something specific. One main character in *The Walking Dead* TV series, Rick Grimes, frequently employed this politeness strategy to particularly work together with his surrounding in order to survive from the zombies and all the dangers he had to face. This study aims to discover which strategies are used by the main character toward the interlocutor in certain situation followed with the factors. This study only focused on four types of politeness strategy which are employed to verify the entire data, those are the *off-record*, *bald-on-record*, *positive* and *negative strategies*. The first and second season of this TV series are the main focus for this study. Documentation is the instrument of the study while descriptive qualitative is chosen as the method to analyse the data. The result of this study shows how the main character employed the strategies in the movie, as well as the social factors that influence the use of strategy. The data are classified based on the four types of the politeness strategy, *bald-on-record*, *off-record*, *positive* and *negative politeness*. This study has found out that in this movie, *the positive politeness* was used more often than any other strategies, especially *the negative politeness*.

Keyword: politeness, *The Walking Dead*, Social Factors

INTRODUCTION

The usage of language is undeniable, it is like people and the air which cannot be separated each other. In society people tend to talk to each other for getting along, greetings, and others. A unique thing from language and society is the role of language itself. Yet, the way they talk to each other different one to another. Some factors are influenced that differences, such as the social distance, age, the position, etc. Age as one of the factor, a kid will talk a word that they know only, it is almost impossible kid will talk something complicated like chemical things, politic, nation, world or other complicated things. Sometimes kid deliver some odds question which is could not be answered by someone, it is because their age makes it so. They will ask some random question no matter what kind of subject that they want to ask. Also, from language we would know how to get a good deal, how to bargain, how to give some advices which usually represent the manner of the interlocutors itself. People will tend to avoid conflict while trying to say something to other people rather than getting involved into conflict. For that reason, politeness is used to get a deal, or less to make a conversation, without any problem, how to make people sure about something, and so on.

Politeness is an act of having or showing good manners or respect for other people. We would find politeness in any situation, especially in our daily life, because politeness is an act which could make people will be judged whether they have good personality or not. In linguistic field, politeness is the part of the language system that using the verbal communication. People are always trying to avoid saying something like taboo words, swear words, rude words, and so on. In every day communication, it is important to use politeness, because knowing the appropriate language to use will help us to achieve something that we want, and showing some good regards. Lakoff (1972) stated that, "Politeness is the suitable behavior in some particular circumstances to preserve the successful relationship in society". Politeness is used by people, used by parents to kids, boss to the staffs, or also among friendship. Politeness is kind a concept that usually followed with another thing such as country because every country has different level of politeness, like what Holmes (in Wardani, 2014, p.1) said that while

talking about politeness people would talk uneasy thing, because it is not only the prior knowledge about the language itself, but also includes all cultural values such as norms, mindset, and the way they express things in every community which is always different one to another.

This study is observed to analyze the politeness strategies between people and groups which are trying their best to keep living in TV series *The Walking Dead* from AMC Channel. This study has aimed to get the understanding of the politeness strategies that used by the main character Rick Grimes, how Rick use politeness strategies to people in his group and others groups. Also, the factors that pushed him to use such strategies are also identified.

This study uses a TV series entitled *The Walking Dead* from AMC Channel which based on the series of graphic novel by Robert Kirkman, Tony Moore, and Charlie Adlard. This TV series talks about Rick's adventure which does so much effort to be able to survive from the raid of Zombies. This story began with Rick woke up in the hospital knowing nothing and trying to get the understanding about his recent situation. The world he is living in recently, quite different from the way it was. The world nowadays has pushed him to survive, to do everything it takes for living on, to scavenge for food, and others. From Rick's struggle to survive this study want to analyze whether there is any politeness strategy that he used in terms of communicating with people. In this story Rick would meet with people from several cities, and with several backgrounds that contains different way of communication. It means that he needs to use the politeness strategies while communicating with people.

The politeness strategy topic is not kind a new concept of study in linguistic field. There was some previous study that talked and discussed about politeness strategies. Some of those previous studies are Wardani's (2014), Yuka Akutsu's (2009) and Fallianda's (2015) study. Wardani's study showed the politeness strategies of Poppy Moore from *Wild Child* movie. Fellianda's study is focused on the politeness strategies used in *The Duff* movie and Yuka Akutsu focused on *Communication I* textbook, the English textbook for the high school student from Japanese Ministry of Education, Culture, Sports, Science and Technology as an object of this study.

Wardani's (2014) study with the title *Politeness Strategies of Female Teenagers in "Wild Child Movie"* found that the personality changed and the differences of a culture could push someone to construct politeness strategies with some different ways. Akutsu (2009) in her study *Positive Politeness Strategies in Oral Communication I Textbooks – Focusing on Terms of Address* found that Oral Communication I is practically the only oral English subject for high school students in Japan, which provide information about positive politeness and the strategies in the textbooks in order to achieve one of the main goals of the subject; to force a positive attitude toward communication. Fellianda's study entitled *The Use of Politeness Strategies in "The Duff" Movie* has found that a social factor and strategies used have a close relation one to another, certain factor would push a speaker to construct a suitable strategy to certain interlocutor.

The analysis of politeness strategies used by the main character in *The Walking Dead* TV series could be used a theory from Brown and Levinson (1987) which covered this study and used four types of politeness, those are *bald-on-record*, *off-record*, *positive* and *negative politeness*. The social factors would be followed in the analysis as the reason why does the main character use such certain strategy.

RESEARCH QUESTION

This study aims to answer two questions regarding on Politeness strategies used in *The Walking Dead* TV Series. Those are:

- 1) What are the types of politeness use in *The Walking Dead* TV series?
- 2) How do the social factors affect the use of politeness?

PURPOSE OF THE STUDY

Based on the Research Question above, this study aims to:

- 1) To know the type of politeness used by Rick Grimes in the movie.
- 2) To understand what kind of social factors that makes Rick to use such strategies.

POLITENESS

Language takes role as the tool for human being while doing any communication or cooperation

with others. While doing the conversation there are lots of principles which cover about language. One of the principles is politeness. This principle will create such impression to the hearer while doing the conversation like what Hoza (2007) said, specific conversation will not always be remember by people but they surely do remember their overall impression of the other person, as well as how well they felt the conversation proceed. While talking about politeness people would talk about different general principles for being polite because being polite in social interaction has relation with a particular culture. Politeness or to be able to do act(s) which regarded as a polite is not a god gift, people need learn it as the way they grown up as what Watts (2003) politeness is not something be gained since the way we were born, but it is something that need to be learnt and socialized into. Being polite would deal with certain interceptions, thought, concepts and so on in each communities, certain politeness strategies may succeed in certain communities but would remain as a failure to others like what Hoza (2007) said, expectations and perception differences would create a variation into a single language community, and there is a greater differences across different language communities in society. Being tactful, generous, modest, sympathy, wise, and etc. are the things that could be treated as being polite. Usually, participant who has interaction in the society has understood about some norms or principles which exist in the respective. Politeness means a good act, good manners in every act in society especially in the way how the conversation holds. Politeness here means a good way to treat people. As what Brown and Levinson (1987) said, that politeness is a special way of treating people saying or doing things towards another person's feeling. The way Brown and Levinson said about politeness has quite the same as what Yule (1996) stated about politeness, Politeness means the showing of awareness toward people based on the person's face.

Politeness can be accomplished in any situation of social distance or closeness. It means that politeness is usually used by people with such closeness. Showing awareness about person's feeling or face, frequently described in terms of respect which has relation with the social distant. Friend, family, member of the team, and others are the interlocutors where politeness usually expressed. It

means that politeness is expressed everywhere such as younger to older, man to woman, subordinate to super ordinate, also between the same-aged people and vice versa. Politeness usually happens in the form of conversation where there is speaker and the hearer. Leech (1983) noted that, in general politeness concerns has taken place between two participants whom could be called as *self* which typically represent as *Speaker (s)* and *other* which typically represents as *Hearer (h)*. Studying politeness according to Watts (2003) need two basic steps, the first one is finding the ways of the isolating strategies across all the strategies, verbal as well as non-verbal, regulate and reproduce forms of cooperative social interaction. Second, a linguistic politeness theory could be generalized as a universal face of human social interaction across cultures.

OFF-RECORD AND BALD-ON-RECORD

While doing the conversation it is a usual thing for people in having the different approach to say something. Whether you need to directly say what you want to, or with an indirect statement, such as giving hints. While giving a hint, a speaker hopes that a hearer would understand with the hints that they has given. For example, if someone said "*I'm hungry*", it is a hint for the hearer that the speaker wants to eat something or else the speaker want to go to a canteen to get some meals. This hint could be categorized as the *off-record* strategy because of the hint that the speaker gives. Brown and Levinson (1987) put other examples for off-record strategy, and they are:

- **Give hints:** *It's a bit cold in here.*
- **Be vague:** *Perhaps someone should open the window.*
- **Be sarcastic (ironic), or joking:** *Yeah, it's really hot here.*

In using the off record, the success of the purpose could not be guaranteed because it is only a hint, as long as the hearer understand with the giving hint the purpose could be achieved but if the hearer does not aware with the given hint, the strategy would remain as only a hint, it this case the strategy would be failed. As what Yule (1996) stated, "An off record statement may or may not succeed, but if it does, it will be because more has been communicated than was said".

In contrast to off record statements, where you do not need to say directly what you want to, you can directly say or address something to others to express what you want to or what you need. This direct form usually called as an on record. Imperative forms are the most approach that usually used in this on record form, such as "give me a pencil" or "lend me a pencil" to directly state that you need a pencil for your drawing class. Adding the expression such as 'please' or 'would you' sometimes is needed to soften the way we address for something. Using the on record form usually has connected with power. Power here means that the speaker has a thought that they have power towards others, such as in the military where the commander talks or giving commands to their soldier. Here, the commander could control his soldier with words. In other words, using the on record form usually has relation with such kind of power to say something directly such as commander to soldier, wife to husband, parents to their child, or towards friends. This directness sometimes create effect to the interlocutors, like what Joan (2002) stated, "The directness also makes the hearer less reluctant to threaten the speaker's face by impinging through accepting". There are certain example to make the understanding of this On-Record easier, they are:

- **Request:** *Put your jacket away.*
- **Alerting:** *Turn your lights on! (while driving)*

This bald on record, would potentially represent threat to others because of its imperative form used. The use of positive and negative politeness is needed to accomplish such threatening act by performing face saving act while doing the on record form, in other words this positive and negative politeness would be used to soften or straighter the strategy. Like as Yule's statement (1996), "bald on record would potentially represent a threat to other's face and for avoiding a face threatening act to be accomplished, positive and negative politeness is needed to be used."

POSITIVE AND NEGATIVE POLITENESS

Yule (1996) said that "positive politeness means the request of the common goal by its speaker, and even friendship." Positive politeness used to show a request with underlining the meaning of friendship for avoiding any offense. Here, positive

politeness usage usually used toward close friends or someone that already know each other so well. It means that this kind of politeness is used to avoid such any conflict and showing the value of solidarity and reduce the social distances. The usage of this positive politeness is not only used by someone who has the same level. As long as the speaker and the hearer know each other so well, positive politeness could be taken place. Here, the usages of jargon, slang, nicknames, even swear words are possible because this positive politeness mostly happen in an informal situation. There are some examples for Positive Politeness strategy:

- **Attend to the hearer:** *You must be hungry; it's a long time since breakfast. How about some lunch?*
- **Avoid disagreement:** *A: What is she, small? B: Yes, yes, she's small, smallish, um, not really small but certainly not very big.*
- **Assume agreement:** *So when are you coming to see us?*
- **Hedge opinion:** *You really should sort of try harder.*

Face saving act usually used and performed through the negative politeness (Yule, 1996). It means that negative politeness used to avoid any offence by showing respect for others. According to Munawaroh (in Wardani, 2014, p.14), "respect and deference are often described when persons are aware of another person's face if the social distant seems so clear." There are some certain example of Negative Politeness strategy according to Brown and Levinson (1987), such as:

- **Be indirect:** *I'm looking for a pen.*
- **Minimize imposition:** *I just wanted to ask you if I could use your pen.*

The contrast this negative politeness with the positive politeness is the awareness of social distant and status differences. Positive politeness used to reduce the social distant and showing the solidarity (closeness), while the negative politeness used to appreciate the social distant and respect the status differences. This strategy usually has the feeling to be afraid for being impolite, so the message commonly could not be delivered directly so the purpose of the talk is stated very carefully. Using formal context is more appropriate rather than informal one because

questioning and saying sorry expressed more in this model while asking for help. According to Hickey and Stewart, "a number of linguistic strategies such as personal reference, hedging, and deictic anchorage are often used for negative politeness preference" (2008). The usage of modal verbs usually is needed to soften the threat and highlighting the show of respect for others because of the social distant factor such as "I'm sorry for bothering you, but can I ask you for a pencil or something?" from the example we could know how the way negative politeness are expressed by using sorry before saying to the purpose of the conversation to avoid being impolite.

METHOD

This study employs descriptive qualitative method proposed by Marshal (2006) because of there is no numerical fragment in this study but only used videos from TV series. Subject and settings of this study are the first and the second season of *The Walking Dead* TV series. TV series are taken from the torrent website with the scripts which downloaded in different website.

Procedures of data collection begin from downloading the videos, watching match videos, and dividing the data according to the certain types. Four components of data analysis technique are used for analysing data; those are data collection, data condensation, data display and conclusion drawing and verification.

RESULT AND DISCUSSION

• Result

The analysed data below would be divided into four types, those are *bald-on-record*, *off-record*, *positive* and *negative politeness*.

1) Off-Record

Datum 1

Darryl : Had enough in him to take these two sumbitches, one handed. Toughest asshole I ever met, my brother. Feed him a hammer, he'd crap out nails.

Rick : Any man can pass out from blood loss, no matter how tough he is.

Season 1, Eps 4, 00:07:45-00:08:07

The utterance above shows that the strategy which was used by the speaker was the **off-record** strategy, more specifically the speaker performed the strategy to show the ironic situation when the conversation occurred. Rick wanted to tell Darryl about what he had in mind with the current situation by saying the opposite thing from what the hearer believe, this utterance could be called as off-record, to be ironic. Here, the hearer, Darryl believe that his brother was the toughest guy he ever met, even he used a figurative language to depict his thought about the strength of his big brother for being the toughest guy he ever met, even he had lost so much blood. In the other hand, Rick seemed was not so sure with the hearer believed or thought. Rick thought that people would fall into unconsciousness if they lost so much blood, Rick stated his thought with the word “*no matter how tough he is*” as the opposite thing from the hearer believe “*Toughest asshole I ever met, my brother*”, as the indicator the off-record strategy, to be ironic.

This utterance happened after the second datum, when Rick and Darryl were trying to find Darryl's big brother, Merle, which was left behind on the rooftop in the building they had scavenged once. They just knew that Merle had cut his own hand which was being handcuffed in the pipe on the rooftop, so Merle now was walking with the condition he had lost so much blood.

The reason why speaker perform this strategy was because he wanted to tell the hearer about what he thought, by saying the things which was the opposite thing from the hearer's belief. While tracking where Merle had gone to from his blood track, Darryl wanted to believe that his brother was the strongest guy he ever met. Even though he had lost one of his hands, Merle still strong enough to be able to survive, that was what Darryl had in mind. Here, Rick realized that what Darryl believed was unrealistic, different with Darryl; Rick realized that no matter how tough the guy was, he would fall unconscious when he had lost too much blood from the body. In other words, Rick wanted to say that Merle condition was bad; he was not strong enough to endure that kind of wound, but Rick did not want to state it directly, therefore, to be ironic by using the off-record strategy was the appropriate choice for him to say what he has in mind.

2) **Bald-On-Record**

Datum 2

Rick : It was the right plan first time around. Poor execution.

Shane : That's a slight understatement.

Rick : You don't agree, but this is what's happening. Swallow it. Move on.

Shane : You know that Dale's death and the prisoner, that's two separate things, right? (Moment of silence)... You wanna take Darryl as your wingman, be my guest.

Season 2, Eps. 12, 00:04:21-00:04:45

The strategy shows in the conversation above called **bald on-record** strategy. This strategy would take place if the speaker wants to give an order towards the hearer and this strategy would occur if the speaker has the power to use this strategy because this strategy would be more appropriate to be regarded as an order so the hearer would do it as what the speaker said. Rick says the sentence “swallow it. Move on” as an indication that Rick wants the speaker to receive what the speaker has ordered to, to accept any decision that had been made. The word “*swallow it*” showed that Rick used the direct order which the characteristic of the bald on-record strategy.

This conversation happened when Shane still thought that the prisoner or the stranger guy should be humiliated not to be released off, and he still tried to make an argument about it with Rick. Shane was a close friend for Rick, a partner for Rick when Rick worked as a cop, meant that they know each other and that what made Shane still tried to argue about the stranger's sentence. Shane still believed that the prisoner should be given a death penalty because he thought that this prisoner would bring and create a danger for all people inside the group, even the decision was already made.

Rick knew that if the conversation about this disagreement took place, there will be no end about it. Rick just stated that Shane needed to swallow it, to accept what would be done with the prisoner even he disagreed, thus the conversation about the prisoner would end with no more debating. Rick knew that decision about the prisoner was agreed by the all member inside the group indirectly; because there were no other group members argued about it, only Shane who seemed disagreed with the decision. Rick

realized that he was the leader of the group and realized the situation about the decision, so he could give an order to Shane, in this case, to accept the decision that the stranger would be released off because Rick had the power to do so, to give the order to Shane as the member of the group.

3) **Positive Politeness**

Datum 5

Rick : We'll bring your bag tools too, thinking your bolt cutter as an investment.
Dale : Sounds like more with gamble (taking the bolt cutter). What do I get in my return?
Rick : What do you want?
Dale : What about one of those guns in your bag? My pick.
Rick : Done.

Season1, Eps 3, 00:32:39-00:32:51

The dialog above showed that Rick used **positive politeness** strategy toward the interlocutor. Rick was trying to persuade the hearer by following what the hearer expects to hear. Rick was trying to be what the hearer expected, because Rick was in under situation where he needed that bolt cutter and the hearer was the one who had the bolt cutter. He must to be able to be cooperative with the hearer to achieve what he wanted to; in this case borrowing the bolt cutter so using this strategy was the most appropriate strategy for Rick to use. This strategy occurred because they had the same goal, where they needed each other. The speaker needed the hearer thing; while the hearer required the speaker stuff and it ended they showed respect one to another to achieve the same goal they wanted to, and the positive politeness occurred.

This dialog happened when Rick was preparing to go back to the building he just left to pick up Merle, which was left behind by the group in the rooftop and in order to free Merle from the rooftop Rick needed a bolt cutter to cut a chain that locked the door. For the record, Merle was left behind in the building because he made some stubborn things which could put the entire group in danger, and Rick was the one who hand cuffed Merle in the rooftop that made Rick felt so guilty and tried to make a payback. Rick knew from one member of his group that the

door was sealed with a chain, a strong one, so Merle could still be safe. Knowing this situation, Rick realized that he needed something in order to cut the chain which sealed the door. In the group, the one who had a bolt cutter was only Dale, the hearer, which in the situation Rick just knew him. He never talked to Dale at all.

The reasons Rick using this strategy because of circumstances where he was in, the topic of the conversation, and also the goal he would like to achieve. This dialog happened as a transaction dialog between the speaker and the hearer. The topic of this conversation was borrowing the bolt cutter from the hearer. Rick used positive politeness because he would like to respect the hearer, and also to minimize the social distant between both of them as positive politeness has a role to show the closeness toward the hearer. Rick just barely knew the hearer and it was the first time for Rick to talk with the hearer but he could perform the positive politeness because he and the hearer shared the same goal, they tried to get advantages for both and to achieve the things, a positive politeness was employed. Here, Rick realized that he had the common goal with the hearer. Rick wanted to borrow the bolt cutter from the hearer and the hearer wanted something in return, from the conversation the hearer wanted a gun in return for borrowing the bolt cutter to Rick. Knowing this situation, Rick delivering a question which was what the hearer expected, this could be happen because both of them have a common goal.

Datum 6

Glenn : So how do we do this? Just take a vote?
Andrea : Does it have to be anonymous?
Lori : How about majority rules?
Rick : Well, let's. let's just see where everybody stands, then we can talk through the options.
Shane :Well, the way I see it, there's only one way to move forward.
Dale : Killing him, right? Then why even bother to take a vote? It's clear where the wind's blowing.

Season 2, Eps. 11, 00:28:14-00:28:37

The dialog above showed that the speaker uses the **positive politeness** strategy. The speaker uses the word "let's" as an indication of positive politeness.

The goal of this strategy was to show friendship, closeness and the similar goal among the interlocutors. The word "let's" was used by the speaker to involve the entire group member as the one group, which means that they have similar goal and they have a close social distant each other. The word "let's" could be regarded also as an aspect to show respect to each other where the positive politeness strategy usually happened. Also, it referred to the activity where the speaker and the hearers were involved, so the bond among them would be seen so clear.

This situation happened when they were trying to find a solution what should they do with the stranger they once helped. This conversation happened among the entire group members, trying to find a solution whether the stranger should be humiliated or should be pardoned; let him join the group and living inside the farm. This discussion happened because some of them think that this stranger should be humiliated because this guy could create a danger for the whole group and some other members think that they should pardon this guy and give him a second chance to live, to gather with the group and use his power to work with the group.

Rick as a leader of the group confused to choose what should be done to the stranger, and used the discussion to overcome the problem. He used the positive politeness because the entire group members know each other, they had a close social distant, and they tried to seek a same goal for the group. The word "let's", was used by Rick to make all group members involved in the discussion, also he wanted to show that this was the way he showed his friendship inside the group, as a leader not a boss, where all the members indirectly agreed that he was their leader.

Datum 7

Rick : *You take that one, nothing fancy.*

The scope is accurate.

Morgan : *(take the gun, trying the scope)*

Season 1, Eps. 1, 00:41:04-00:41:40

Here, Rick using **Positive Politeness** toward the interlocutor. It can be shown from Rick dialog by saying "*you take that one, nothing fancy. The scope is accurate*". Rick realized about what both of them needed, guns. Realizing of their same needs, Rick gave the gun to Morgan by using positive politeness

strategy. In order to avoid any misinterpretation Rick says his intention directly toward the hearer. The phrase, "*you take that one*" was the direct words that spoken to the hearer, it indicated that Rick did not want Morgan to misinterpret about what he wanted to say. Also, Rick realized that Morgan had the same thought with him, that Morgan needed that kind of gun which made Rick stated about it directly.

This conversation happened after they went to a police station where Rick was used to work to get more guns and ammo in order to survive. They took almost all guns and ammo inside the police office. Rick used Positive Politeness strategy in order to deliver his thought to Morgan, the hearer. He wanted the hearer to listen about what he wanted to do; in this case Rick wanted Morgan to take the gun that he offered. Here, Rick thought that the gun with the scope was the appropriate gun for him, because he still had a son to look after while Rick tried to survive by his own, and he only needs to protect himself. It means that Morgan needs to take a distant with the zombie in order to protect his son and a gun with the scope was the only gun which suitable with the far range while Rick could make a close combat so he did not really need a far range gun.

Another factor that made Rick used this strategy was the social distant between him and the hearer. The social distant between both of them were close enough that could make Rick using the positive politeness strategy. Morgan was the guy who saved Rick's life when Rick confused about the world's current situation, when Rick did not know where to go which he could die anytime because of his lack of understanding with the zombies, it created a situation where they know each other well, and made Rick showing his positive face by stating a positive politeness sentence. Also, he tried to minimize the chance for him to be rejected by Morgan and it ended up the positive politeness strategy occurred because this strategy happen if both speaker and hearer know each other so well, to reduce the social distant in order to avoid any conflict and to show the solidarity.

4) **Negative Politeness**

Datum 8

Rick : *Will you consider my request?*

Hershel : *There are aspects to this, things that I can't and I won't discuss. But*

if you and your people respect my rules, no promises but I will consider that. You have my word.

Rick : (nodding) you have mine.

Season 2, Eps 04, 00:32:30-00:32:57

In the utterance above showed that Rick was using the **negative politeness**. It can be seen from the way Rick says “will you”. Here, Rick as a speaker wants to ask something to the hearer by using the politeness strategy. The words “will you” indicates that Rick showing his negative face toward the interlocutor to show his respect to Hershel. He does not want to disturb the negative face of the interlocutor by using the negative politeness. As the negative politeness characteristic was not to be imposed with others, in other words to be independent. Here, Rick realized that Hershel decision was not imposed with others, in this case, to Rick. So Rick used the negative politeness to show his face want, which was not imposed with others also with more polite way.

The situation where this conversation occurred was when Rick wanted to talk, and asked Hershel about letting Rick’s group to stay in his farm. Rick as the unofficial leader in his group wanted to negotiate with Hershel who owned the farm, for giving the permission to stay because Rick realized that it would be hard to find another place as safe as Hershel’s farm. In the other hand, Hershel seemed so hard to let Rick’s group to stay inside his farm because Hershel thought that Rick’s group could be a danger for his farm and his family, or at least a burden for him.

This conversation was taken place after Hershel said to Rick that he and the whole group should leave his farm, because Hershel did not get used to any stranger especially inside his land. Rick used the strategy because he wanted the hearer realized what he wanted implicitly. After knowing the situation, Rick showed his negative face toward the interlocutor and performing the negative politeness to deliver his intention implicitly by saying “will you” to show that Rick respected Hershel and did not want to disturb Hershel’s negative face. Here, Rick and Hershel were not so close, because they were just a people who met coincidentally. Hershel wanted Rick’s group to leave the farm while Rick wanted to stay with the group he had, because of this difference the negative politeness occurred as the characteristic of

the strategy that each answer and question delivered by both of them was not imposed with others.

Datum 9

Beth : We like to join you for gun training today.

Rick : Hershel’s has been clear. I can’t involve any of you in what we do without his okay.

Beth : He doesn’t like it, but he consented.

Patricia : Otis was the only one who knew guns. Now, he’s gone, we gotta learn to protect ourselves. Her father saw sense in that.

Rick : No offense, but I’ll ask Hershel myself.

Season 2, Eps 6, 00:06:35-00:06:55

The utterance above shows that the speaker was using the **negative politeness**. The speaker used the words, “no offense” as a sign to the hearer that he was showing his negative face. He was also showing to the hearer a point of disagreement, with some respect towards the hearer by using the words “no offense”. He realized that his answer would create some misinterpretation to the hearer, so the speaker soften the way he said his disagreement by saying “no offense” as a negative politeness. Also, he wanted the hearer realizes that his answer was not imposed with others.

This conversation happened when Patricia and Beth were asking Rick to allow them to join on Rick’s team gun training. In this situation, Rick and his group were staying inside Hershel’s farm, Beth’s father and Patricia’s sibling, so Rick needed to follow Hershel’s rule, one of them was Rick would not involve any Hershel’s family into his group activity especially an activity which related to a gun, Hershel was not tolerated if the rule was broken. Hershel was so clear about it, if Rick and his whole group wanted to stay inside his farm, he needed to follow Hershel’s rule. Since they were not allowed to involve any of Hershel’s family into their activity, the social distant between Rick’s group and Hershel’s family were so far.

The reason Rick using this strategy was to say his disagreement of the speaker request. Realizing their request would break his deal with Hershel, Rick

needed to reject their request. Also, the social distance among three of them were not so close, means that they were not share the same thought, so the negative politeness would be the suitable choice for him in order to reject their request. The way Rick said “*no offense*” showed that he did not want to create any conflict with the interlocutors because he did not know Beth and Patricia to well so the negative politeness occurred to soften Rick's rejection toward their request.

- **Discussion**

The types of politeness strategy used in this movie have their own purpose or reason in terms of using it. All the reason and purpose from each type depends on the topic of the conversation and also the situation where they were in. For instance, when Rick as the speaker used the Bald On-Record strategy, he used the strategy to make a direct order where he thought that the situation he was in; was the situation where he must use the straight command toward the interlocutors to avoid any unnecessary debate or questions. This strategy occurred because the speaker had the power to use the strategy, where it generally happened in imperative form like what Yule (1996) argues that bald on record, would potentially represent threat to others because of the use of imperative form. As another theory mentioned about the directness that generally used in form of the on-record strategy that the directness also makes the hearer less reluctant to threaten the speaker's face by impinging through accepting (Joan, 2002).

The second type of politeness strategy which was used by the main character in the movie is off-record strategy. This strategy occurred where the speaker usually hoped that the hearer would understand what he wanted the hearer to do. It is generally called as hint, where the speaker encoded what he actually wanted to deliver. This strategy also would happen, if the social distant between the speaker and the hearer was so close because the closeness among the speaker and the hearers is required to create the characteristic of the strategy. Because of those characteristics, this off record statement may or may not succeed, but if it does, it will be because more has been communicated than was said (Yule, 1996).

The next type was the positive politeness. It is usually used by the speaker to make a deal with the

hearer because this strategy has the characteristic to show friendship, respect and usually share the common goal between the hearer and the speaker so it makes the positive politeness would be the most appropriate strategy for the speaker to use when it comes to bargaining, dealing something or to make a decision inside the group, where their social distant among them was not too far, like what Rick had said to their group in datum 9, “*let's just see where everybody stands, then we can talk through the options*”, the word “*let's*” used by Rick showed that he wanted to show that he assumed all the interlocutors are his friends where belong to the same group with him. By using the word “*let's*” all group members, where generally a friendship bond is so strong, would understand what Rick wanted to tell, in this case, to take a vote for finding a way to make a decision. As what comes from the theory that talked about this strategy, the positive politeness means the request of the common goal by its speaker, and even friendship (Yule, 1996).

While the positive politeness is usually used by the speaker to make some deal that generally between the speaker and the hearer has the same goal while doing the conversation, the negative politeness has the opposite usage for the speaker. Negative politeness used by the speaker to show disagreement, asking for permission, and others, usually to someone that he just barely know or with someone who has the opposite goal with him. It means that negative politeness would occur when the speaker would reject people's request or to request something to someone where the social distant among them were not close. This strategy was constructed toward the stranger whom he just barely knew. This type would occur followed with the face saving acts because the social distant between the speaker and the hearer seemed so clear like what Yule (1996) argues that face saving act usually used and performed through the negative politeness. All in all, each type of politeness strategy employed in this movie had some prerequisite to be used by the speaker, depends on the goal of the speaker wanted to achieve.

CONCLUSION

Some types are found during the analysis of the types of politeness used by the main character of *The Walking Dead* movie, Rick. Those are the off record, bald on-record, positive and negative

politeness. Those strategies were used in the different situations and the interlocutors. Rick would use the off-record strategies if the interlocutors were someone that he already knew, someone that had a close social distant with him while the on record strategy would be used to someone that had less power than him. The bald on record strategy used to give a straight command towards the interlocutors, this strategy were used to avoid any misunderstanding while communicate to the interlocutors.

The positive politeness was used to talk with someone he already knew, such as friend, family, or the member of the group. This strategy generally has the goal to make some deal with the interlocutors, where friendship and loyalty was shown while using this kind of strategy. The interlocutors while using this strategy usually has the similar goal with the speaker, so the positive politeness would work best in this kind of situation. In contrast, the negative politeness occurred when the interlocutors were strangers, or someone that just barely known by the speaker and the purpose of using this strategy was mostly to say what he wanted to say, without being imposed with other, in the others words to be independence. Modal verbs generally used in this strategy such as excuse me, no offense, I'm sorry to soften the way the speaker construct this strategy. In this TV series, a positive politeness was used more often rather than any other strategies. This situation happened because Rick as the main character was racing with time means that when he used a negative politeness it would make him waste more time while time was a precious thing in his life. The more he wasted his time, the bigger chance for him and his group to get in danger. He needed to straight to the point while he talked to anyone to get something faster, assumed that all the interlocutors he met had the same goal with him.

SUGGESTION

Through this study, it can be seen that the used of politeness strategies is important in any daily life. Those strategies have their own characteristic each, where could be applied depends on the interlocutors. Each situation, social distant, topic or also the goal of conversation would work best if it used the appropriate strategy. According to this study, it is hoped that this study could lead people to know how to communicate effectively using these kinds of

strategy, not only for the older but also to the younger and the same age.

For further researchers who are interested in politeness strategies, it is hoped that they can find the new way to construct and reveal this politeness strategies theory that happen in the neighborhood, whether the further researcher would use the participant observation or non-participant observation. Moreover, they could use another sources such as comic, novel, short story, or others literary works. It is also a hope to the next researchers, that this study could be a good guidance to their new work. The researcher also realizes that this study is far from good, so any constructive critics would be welcomed.

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