

THE USE OF POLITENESS STRATEGY IN GOOD COMPANY MOVIE

Angga Pratama Putra

English Department, Faculty of Languages and Arts, The State University of Surabaya

Email: anggaputra@mhs.unesa.ac.id

Lisetyo Ariyanti

English Department, Faculty of Languages and Arts, The State University of Surabaya

Email: lisetyoariyanti@unesa.ac.id

Abstrak

Kegunaan dari strategi kesopanan merupakan ketrampilan dasar dari seseorang dalam bersikap sopan karena karakteristik seseorang dapat dilihat dan dinilai dari kesopanan mereka. Menjadi salah satu cabang dari kajian pragmatik, fungsi utama dari strategi kesopanan adalah menganalisa makna dalam konteks pembicaraan. Penelitian ini memperhatikan tentang pengaplikasian daripada strategi kesopanan dalam film *in good company* termasuk dua karakter utama (yakni Carter Duryea dan Dan Foreman) dan bagaimana mereka menkonsep strategi kesopanan dan apa saja faktor yang mempengaruhi mereka seperti kekuatan, jarak sosial dll. Tujuan penelitian ini adalah untuk menunjukkan keefektifan daripada strategi kesopanan dalam film yang berlatarbelakang tempat kerja yang dilakukan oleh dua karakter utama tersebut. Penelitian ini menggunakan metode deskriptif kualitatif dalam menganalisa data dan bergantung pada teori Brown dan Levinson. Bahkan, data yang sudah di kumpulkan melalui proses melihat film, menyalin naskah dan mengelompokkan data di bagi menjadi beberapa poin. Poin-poin yang di maksud adalah (1) menunjukkan tipe-tipe kesopanan yang digunakan Carter dan Dan, (2) apakah faktor utama yang mempengaruhi mereka dalam pengaplikasian strategi kesopanan tersebut dan (3) apakah hasil dari pengaplikasian strategi kesopanan yang telah diterapkan. Penelitian ini juga mengemukakan beberapa poin dimana strategi kesopanan yang di pergunakan oleh Dan Foreman dan Carter Duryea yang dikategorikan sebagai strategi yang sukses atau tidak sukses bergantung pada beberapa faktor yang mempengaruhi mereka dalam menunjukkan kesopanan mereka. Didalam film tersebut, strategy kesopanan negative lebih sering di tunjukkan daripada strategi kesopanan yang lain, tetapi strategi kesopanan negatif ini juga dikategorikan sebagai strategi yang tidak sukses dikarenakan faktor jarak social dan kekuatan yang memaksa strategi yang telah di tunjukkan menjadi kurang efektif daripada kegunaan yang sebenarnya dimana strategi kesopanan negatif lebih cenderung dikaitkan dengan strategi yang sukses.

Kata Kunci: percakapan, kesopanan, wajah

Abstract

The use of politeness strategy is the basic skill of a person in being polite because someone characteristic can be seen through their politeness. As the branch of pragmatic study, the function of politeness is to analyze the contextual meaning in a conversation. This study focuses on the implied politeness strategies In *Good Company* movie including the two main characters (Carter Duryea and Dan Foreman) in how they construct politeness strategies and what factors that influences them. The purpose of this study is to show the effectiveness of politeness strategy in a workplace background movie by the main characters. This study used descriptive qualitative method to do the analysis and relied on the Brown and Levinson politeness strategy theory. Moreover, the data that have been collected through the process of watching movie, transcribing the script and classifying are analyzed by several points. Those are, (1) to shows what kind of politeness strategies that frequently used by Dan and Carter (2) what is the main factors that influence them to do politeness strategies and (3) what is the result in applying the politeness strategy. This study also points out the outcome of politeness strategy which is used by Dan Foreman and Carter Duryea which categorized as successful or unsuccessful strategy depends on several factors that influence them in being polite. In the movie, the negative politeness strategy is the most used strategy by both main characters than the others strategies, but that strategy is also failed and classified as unsuccessful strategy because the factors of social distance and power that pushed the strategy become less effective than it really is.

Keywords: conversation, politeness, face

INTRODUCTION

In the notion of interact, there will be some occasion that those interaction flow in conversation defined as Communication. Communication itself has a big role in describing the purposes of a conversation, a good communication between the speaker and the hearer is slightly influence the result of their conversation. Garside (1986) stated as the following "*Communication is the art of sharing anything. In a vital sense, sharing ideas and feeling between the participants to build a mutual understanding each other*" it can be seen from the participants expression in deliver their ideas and opinion, they rather be shares same purpose in discussing a topic, this activity can be called as communication, where the involved subject is sending and receiving message. If the message cannot be received by the interlocutor, then the recent communication does not work well or define as "fail". More so, the participant that involved in communication are from various background in society, this is also take a big role in result of a communication whether it is works well or has some errors that influence the final outcome of the communication itself. For example, people that communicate with their relatives which is has the same social background, rather be more polite than when they interact with other member of another group or stranger. In those kind of situation, the speaker try to avoid errors as many as possible to keep the conversation going well till the result or outcome of what he or she wanted in that conversation are fulfilled. The hearer, later on, this communication is described as the polite and impolite form of an interaction that it is shown in conversation by both participants. The mentioned politeness is that how well the participants use their language, how they express their feeling and ideas toward others and what are the purposes that they seek in that conversation. In the further event, the participants, especially speakers also implied the strategy of politeness in order to achieve their purpose and goals toward their interlocutor. The politeness strategies that used is a theory Brown and

Levinson (1978), the theory is the main guidance of analyzing the politeness strategy that is used by the participants in their conversation. Communication in a conversation is a simple example provided what the major issues in a whole communication. The dialogue of a conversation is often found in the movie as an illustration of a real life that happen in society nowadays. This study is observed to analyze the politeness strategies between characters which are trying their best to keep up in hard-working life, in a portrait of workplace environment, the conversation that happens in that kind of circumstances mostly done in a form of formal or informal and has several regulation in classifying the action-reaction among participants in the movie "*In Good Company*". This study has aimed to get the understanding of the politeness strategies that used by two main characters, they are Carter Duryea and Dan Foreman, how they use politeness strategies to people in their group and interact with other groups. Also, the factors that pushed them to use such strategies are also identified. So, this study uses "*In Good Company*" movie directed by Paul weitz published 6 December, 2004 that is concern in working environment as the reliable sources in analyzing the politeness strategy that is used by the participant especially Dan Foreman an Carter Duryea. The scents of politeness strategy by Brown and Levinson (1978) in a movie conversation is broadly discussed recently because the linguistic feature that consist in the movie dialogue can be analyzed in any particular objection such as pragmatic, syntax stylistic and so on. Brown and Levinson stated that, there are 4 main points of politeness strategy.

RESEARCH QUESTION

Based on the background of the study, this paper discusses:

- 1 The types of politeness strategy which is Used by the two main characters in the movie.
- 2 The factor that pushes the main characters in implies the politeness strategy.

THEORITICAL FRAMEWORK

1. Pragmatic Point of View

Politeness strategy occasionally the branch of the pragmatic study which are classify in several terms of elements and features. The following study by Yule (1996) define pragmatic as the study of contextual meaning which are concern as the form of explanation about how the participants expressing their ideas. In this case, Politeness as the branch of pragmatics is concern in contextual meaning, such as the expressed feeling toward others uses politeness, delivering ideas and also the context of its conversation.

Linguistic strategies that employed by the participants is to realize the politeness features which manifest one respect and re-cognition of another face (Brown and Levinson; 1978). The speaker and hearer is ten to show their politeness strategy depends on the personal relationship such as social status (e.g. close friend, relatives etc.) and also the power like high-social background and low-social background, especially in workplace circumstances (e.g. manager-secretary, salesman-client etc.) Moreover, the degree of negativity of the conversation (formal-informal) can lead the result of increase the intention between speaker and hearer.

2. Face Threatening Acts

Besides the nature face of a person that shows their intention during conversation like positive face or negative face, there is also an expression which used to intimate the face of others. According to Lackoff, Face threatening acts is self-image want of a person which has a potential and dominant over other person face that purposed to violate them.

Meanwhile, based on Brown and Levinson, Politeness is established with an intention to save the hearer "face" which refers to the respect that single person has for him or herself and for maintaining self-esteem in public or in private situation when the communication occurred (1978). In the other words, the positive and negative strategy is threatened by acts which conducted by face threatening act. Brown and Levinson defined that "essentially some acts threatened face; these face threatening acts will be referred to henceforth as FTAs" (1978). It can be categorized as the two basic parameters, (1) whose face is being threatened (speaker or addressee's) and (2) which type of face

is being threatened (positive or negative face). Meanwhile, Brown and Levinson also define that face threatening acts can be alienated by two kinds of acts, acts that threatened speakers face (damage the speaker's face) and an act that threaten hearer face (damage the addressee's face).

3. Politeness Strategy

Politeness is an action which is used for expressing appreciation or regard while speaking with others. Not only widely, politeness can be used in conversation among speaker and hearer in which they try to obtain certain goals or purposes. The Brown and Levinson politeness strategy models (1978) is the most reliable method to imply within this study, using analyzing systematically in a main characters conversation make the politeness strategies that used become more vivid and understandable widely both researcher and reader. Based on Brown and Levinson, Politeness strategies have several features in way Speaker or Hearer tend to use the strategies. They are hedge, pessimistic, minimize imposition, minimalist, seek agreement, avoid disagreement, incurring debt, giving deference, give or ask for reasons, in group identity markers, presuppose, and do not impersonalize speaker or hearer. These features employ possible conditions that may happen when people are applying politeness strategy. Then they are all classifying in four types of politeness strategy (Brown and Levinson, 1978) they are:

a. Positive Politeness

The positive politeness strategy has some features which commonly used by the characters that have close social distance. Here are some examples that deal with certain positive politeness strategies which normally occurred in the conversation.

- **Give or ask for reasons:** why should I go in that place?
- **Pessimistic :** I—I can't doing any of this alone, it's too hard for me

- **Avoid disagreement:** Hey, those sunglasses are fantastic but the color does not match with style but it's ok.
- **Giving deference:** It's been an honor to work with you, sir!

The notion of politeness strategy is that to keep either "face" or self-esteem (face saving acts) to avoid disregards and compliments which can cause to damage both face at the same time. The face saving acts itself, actually an acts where the speaker or hearer shares the same goal in a conversation. FSA (face saving act) emphasis on the participants wants in involved interaction rather than follows the norms of operating system in society. Like the example above, giving deference is more likely to be the most respectful expression by the speaker in tends to be delivering his or her confession of the person he or she impressed with. Concerning with the examples issues, the politeness strategies often uses at the moment when the speaker actually don't shows intention in doing FTAs either off or on record to the hearer positive face, for short, the positive politeness that tend to means here is keeping the social distance closely between the (S) speaker and (H) hearer. Moreover, politeness strategy that used to analyze this study merely bears to catch the elements that go underlying meaning inside the conversation or the implicit message between the two.

b. Negative Politeness

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), "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 stated by Brown and Levinson. They are:

- **Be indirect:** I'm looking for a pen.
- **Request forgiveness:** Look I'm sorry, would please forgive me?
- **Minimize imposition:** I just wanted to ask you if I could use your pen.
- **Pluralize the person responsible:** We forgot to tell you that you needed to buy your plane ticket by yesterday.

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 appreciates 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.

c. Off Record

While doing the conversation it is often for people has the different approach to say something. Whether you need to directly say what you want to, or without saying anything. The example situation where you do not need to say anything for something that you want like when you forgot to bring your pencil in the drawing class, you are trying to search your pencil inside your bag but you still could

not find any. Finally, you only say, "uh, I forgot to bring my pencil." Here, you do not make any sentence to show that you need someone to lend you a pencil, but your friend knows that you want to lend a pencil because you forgot to bring any by saying the sentence. Here, the way you say the sentence could be described as an off-record. The way you said the sentence could be treated as 'hints'. You wanted to give a hint to your friend that you need someone to lend you a pencil because you forgot to bring any by saying "uh, I forgot to bring my pencil", Brown and Levinson (1978) 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, in 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".

d. On Record

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 creates 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:

- **Emergency:** Help!
- **Task oriented:** Give me some!
- **Request:** Put your shoes away.
- **Alerting:** Be careful, Wavy road ahead!

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."

4. Factor Influencing The Used of Politeness Strategy

There must be some factor that influence of politeness strategy usage by the main characters while do their conversation. As the importance of the communication nowadays for the human interaction in fulfill their purpose in significant in exact conversation, especially, in a workplace circumstances. People in such kind of circumstances tend to be more careful and aware when they use appropriate language. In order to achieve their main purposes, the conversant most

likely to choose particular context in a conversation to fit in the topic of the conversation that clearly involving their implied politeness strategies to determine the addressee react and behave over a conversation.

Brown and Levinson (1978) define that there are three different point of influencing social factor that measure speaker of using their politeness strategies they are Social Distant and power. There is four categorizes of Social factors that influence speaker's way in showing and employing their politeness. It is more specific if compared to the Brown and Levinson theory. In order to give more related understanding and information about what are the factors influence, the study have chosen Holmes as an Overview and closest statement to the "Regulation in an Interaction". They are:

- **The participants**

Participants here are the speaker and hearer that involved in a conversation. In this major elements of social factors, Speakers act as the one who speaks to the addressee or opponent, in this case their interlocutor (hearer), while the Hearer is the Listener or the addressee figure that give feedback or responses to the Speaker. This is also stated as Social Distance between Speaker and hearer, this lead to interaction that occurred and what kind of politeness will be chosen by the participant such as positive Politeness strategy to show the informal context of conversation or Negative Politeness to show the formal context of conversation.

- **The setting**

Just like the Participant factor, setting can be the major factor according where the interaction or conversation take place. This can be conduct as an interaction where the speaker and hearer chose politeness strategies based on the background of place, for instance Speaker and hearer tend to do Positive politeness as informal situation or condition that they involve with, this factor also used to reduce the imposition rank between Speaker and hearer.

- **The Topic**

Another point of Social factor is the Topic that discussed during an interaction or conversation. This can be seen from the Topic of Speaker and

hearer discussed, if the first topic tend to be a work or job the predictable strategy that use is Negative politeness because it is critical and important topic but if topic changed to the another topic, this will lead to the changes of Politeness strategy. If the topic changed to discussed joke or something funny then the politeness strategy also changed from negative politeness to the positive politeness that originally an approach to blurred their social distance or background.

- **The Function**

The last factor that influencing people and choose the best politeness strategies are why the Speaker and Hearer interact or speaking to. It means the purpose play vital role for treat someone in requesting, hope or even to inform other people to do something. Someone may use Positive politeness for showing request action through utterances to fulfill the speaker desire by the hearer; in contrast Negative politeness also may use to give order or doing indirect request act to the hearer face without damage the hearer positive face. At some points, the function of people in imply their politeness strategy toward their interlocutor is to show the power and politeness to other that he or she has certain elements that put them in a top position of conversation while delivering his or her ideas.

METHOD

The major focus of this study is about politeness strategies used. This research design was used to show how this study is implying in a movie "In Good Company" and also organize the information systematically. This study uses the qualitative method to deal and analyze the data. There are some specifics information such as behavior, regulation term, social context, and the affected factors; and so on from the interlocutors to achieve certain goal or purpose from the certain issues which makes the qualitative research design is chosen. Thus, descriptive qualitative method is compatible for this study to examine the result of politeness strategies that used by the speaker under certain circumstances. Descriptive qualitative research type deals with data analysis and description rather than numerical fragments such as diagram, percentage, calculation, etc. This

descriptive qualitative was used to find a needed data in certain sources and elaborate them in a discussion. It is quite different with numerical fragments data where a purpose was to prove something according to fact in the field which usually used quantitative research design while qualitative research designs used for analyzing data such as discourse, conversational analysis, pragmatics and also sociolinguistic.

DISCUSSION

While using the politeness strategy there would be some aspects which affect the strategy used by the interlocutors. Before performing the appropriate strategy there must be some conditions where the interlocutors could decide which strategy they need to perform. There are some aspects which affect the use of politeness strategy such as the social distant, the interlocutors, the goal and others. But in this section the effect more focus to the factors that influence the output of an ongoing conversation, they are social distance and power. Here is the data that concern within those two factors, they are:

1. Social Distance

The first factor that commonly pushed the characters to imply their strategy in a conversation is social distance, where in the social distance circumstances, people distinguished by their social status, social background or etc. However, people tend to do a negative politeness rather than positive politeness strategy while communicate with a person that has far social distance such as new neighbor or stranger. Here are the examples found in result:

Carter	: Dan you should let them go
Dan	: I can't let them go, they are my people carter you know it. I am the one who hire them.
(In Good Company, 00:54:28)	

This strategy shows by Carter is same as to presuppose the Interlocutor, Dan, about something impolite, avoiding imposing and pretend the positive face is the best way to maintain cooperative principle. The factors of social distance

here merely take the big part in pushes Dan to do Carter orders even though they are partner in doing business but still the social status between the two separate the notion of closeness into a must or direct order but to avoid the straightness and not to be rough to Dan, Carter here use the positive politeness in his utterance "you should let them go" instead saying "just fire them". (Taken From datum 7)

Carter	: Well, it's....We don't have to really go into it here
Mr. Kalb	: No no no please please. I'm—I'm—I'm rather curios'
(In Good Company, 01:35:04)	

The datum above took place in Mr. Kalb office. it shows that Carter have his a problem in discussing certain problem that does not have the connection into business, rather personal so Carter pluralize him with Dan which is may involved in a discussed topic that lead to spoil a critical information or bad news over the hearer wants. The social distance between Mr. Kalb and Carter and Dan plus the curiosity of Mr. Kalb begin to drive Carter to answer his question, it can be seen that to fulfill Mr. Kalb positive face and try to achieve goals in conversation with gain trust and approval business thing from Mr. Kalb. So, Carter in the following plot of story, try to make Mr. Kalb understand that what the problem he face with Dan earlier. (Taken from datum 11)

2. Power and Politeness

The power and politeness is the second factors that has big role in determine what types of politeness strategies that perfectly fit with the conversation occurs and what topic that discussed in that conversation.

Teddy K	: Well, that's the flagship. (starring to Carter's eye) what happened to your eye?
Mark	: Yeah, what happen there?
Carter	: (stammering) I fell- I fell asleep at my computer. just kind of banged right into the monitor.
Teddy K	: Those things can be dangerous. Keep up the good work!
(In Good Company; 01:26:20)	

This positive politeness strategy is succeeding in a part of giving wrong fact about what event that actually happened. This lying strategy that implied by Carter pushes the questioner, Mark and Teddy K, to limit the exact information that they do not actually need and leave them no option except agree and accept the Carter lying reason. The explanation above leads the sequences of event that happen in that kind of situation. Besides the place and time factors, the power between the characters also becomes the big issues where the speaker, Carter whose met with his boss, Teddy K. This situation pushes him to do that kind of strategy.

Morty	: Dan, what the hell am I gonna tell my wife? I mean, she already wears the pants now she's gonna wear tie and jacket, too
Dan	: (Sighing) Morty, I am so very Sorry
Morty	: I know this must be hard for you, Dan. You were a good boss. I mean it. You always treated everyone with respect, and I... Look, I appreciate it.
(In Good Company, 00:53:48)	

The example above have certain elements that pointed out the main point of using this strategy of negative politeness, from the pre-requested from the speaker shows the intentional meaning of imposing the specific requirement to fulfill by the hearer, then after the speaker "Positive face" has drive into FTAs. This is actually the factor of social distance between those two. In the story, Morty is the best friend of Dan who recruited him 8 years ago along side with Louie, but in the end of time Dan has to confirm that Louie and Morty has bloated salary and decide those two to leave. Here, the closeness among them does not affect the absolute order from his boss, Carter. (Taken from datum 10)

CONCLUSION

There are several factors that pushed the speaker to use some types of politeness strategy depends on the situation they were involved. The first factor would be the setting of place where the conversation

occurs. Second factors is the social distant among the interlocutors, more close the social distance between them the more opportunity the used positive politeness or bald off record. The last factor is the purpose or the goal that the speaker wanted to achieve and how this strategy influences the result or outcome of their conversation whether it is successful or unsuccessful. For instance, the speaker would use the off-record strategy if the social distant among them were so close, like what data 7 and 11 that has been explained, as the characteristic of the off-record strategy would work best if it is applied toward someone close. Another example came from the negative politeness, this strategy would occur if the interlocutors just barely know each other, means that their social distant not to close because the characteristic of this strategy was not being imposed with other that could happen if among the interlocutors have no close relation, the example for this data could be seen in the data 3 and 10. Then, the purposes of speaker in implied the strategy is to achieve certain goals toward the interlocutor, for example in data 3,7,10 and 11 which shows there four data is represent the social distance and power and politeness. The characteristic of those strategies when the speaker would like to make some deal with someone, the speaker mostly would use the positive politeness strategy because this strategy would show friendship, respectful, which made it as a suitable strategy to use while trying to make some deal. All in all, each type of politeness strategy would be followed by some factors which pushed the speaker to use the strategy in order to achieve certain goal.

SUGGESSTION

This study is expected to be used as a reference for further researches, especially the researches who are interested in this similar research are suggested to discuss about politeness strategy more deeply. It is better if the other researcher will analyse the use of politeness strategies in the real life, means does not research movie. In addition to the other researcher should find one element of visual perception which is visual closure and explain it clearly because in this research did not find any data related it.

And also, the writer hopes the readers will get and gain the knowledge about the significant of using politeness strategy in *In Good Company* movie through this research paper. Besides, the data

might become a reference for some group of social environment to imply this strategy in real life. More so, the politeness strategy by Brown and Levinson (1978) will be more vivid and clear where the participants use this strategy properly to achieve their purpose in communicate with others person, hopefully this study will help the readers to understand what the strategy used for exactly and can adapt to the real social life in social circumstances.

The criticisms and suggestion will be happily appreciated and welcomed regarding the imperfection of this research.

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