

## An Analysis of Politeness Principle Maxims Found in Big Hero 6 Movie

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**Abstract:** This research was intended to find out types of politeness maxims in Big Hero 6 movie. When people communicate, there will be a principle, general truth, or pattern. Every communication contains politeness and violation. Therefore, the researcher formulated a question as a problem as follow: What kinds of politeness principle maxims are found in Big Hero 6 movie? To answer the question, some theories used in this research are Yule (1996), Levinson (1997) and Leech. This research used descriptive qualitative method. The source of the data of this research is the utterances that existed in Big Hero 6 movie's script. After analyzing the data, it was found that there were six politeness principle maxim found in Big Hero 6 movie. The data as follow: 32 Tact maxim, 16 Approbation maxims, 14 Generosity maxims, 11 Agreement maxims, 10 Sympathy maxims, and 7 modesty maxim. Furthermore, Tact maxim is the kind of politeness principle maxim that mostly found in Big Hero 6 movie because the characters in the movie are full of care to show their closeness so that they were not make the other undergo the cost.

**Key words:** maxims, movie, politeness, utterance.

### Introduction

Human as social being needs to interact so that all of us can live together and understand each other. Language is a communication tool between members of society. According to Cruse (2000), language is use to communicate about things, happenings, and states of affairs in the world. People make conversation to get some information or gain knowledge about what happens in the environment.

Pragmatics is a branch of linguistics that study about utterances meaning and context. According to Yule (1996), pragmatics is concern with the study of meaning as communicated by a speaker (the writer) and interpreted by a listener (the reader). Pragmatics consists of deixis, speech act, presupposition, entailment, politeness, cooperation and implicature. In addition, Leech (1983) explained that pragmatics is how language is used in communication.

Maxim is a succinct formulation of a fundamental principle, general truth, of rule or conduct (Wikipedia, 2017). When people use polite communication, they will minimize the conflict that may be happened in communication, that's why using politeness principle in a communication is an important aspect. However, a participant in a talk exchange may fail to fulfill the maxim in various ways, which may end in a maxim violation (Herman, 2015; Herman, 2015; Hutajulu and Herman; Sitorus and Herman, 2019).

Lakoff (1990: 123) stated that politeness is a system of interpersonal relation designed to facilitate interaction by minimizing the potential for conflict and confrontation inherent in all human interchange. Leech (1983) introduces the politeness principle which principally minimizes the expression of impolite beliefs, and there is a corresponding positive version. Additionally, Leech also stated that his generally politeness principle is basically use to maintain social equilibrium which may be harmed by someone speech act.

According to Allen and Gemery (1985), movie is an art which portrays man's interpretation of live. Cartoon movies have supposed a potentially valuable contribution in teaching and they have visually impacted all students immediately without discrimination of age or background, are able to respond in some way to the educational point being made. Big Hero 6 is an American 3D superhero cartoon movie produced by Wald Disney Animation Studios on 2014. This movie is chosen because it has very big influence to the viewers and also delivers the message of how to be polite on the environment, family, school and other society. For all reason, the researcher that interested in politeness principle analysis on a movie, decided to conduct a research entitled "An Analysis of Politeness Maxims Found in Big Hero 6 Movie".

## Literature Review

### 1. *The Nature of Pragmatics*

Yule (1996) states that pragmatics is the study about meaning conveyed by the speaker (or writer) and interpreted by the listener (or reader). It has relationship with the analysis of what people means by utter some utterances. According to Leech (1983), pragmatics can be usefully defined as the study of how utterances have meaning in situation. While Levinson (1997) states that pragmatics is the study of ability of language users to pair sentences in the context which they would be appropriate.

### 2. *The Scope of Pragmatics*

According to Levinson (1997), pragmatics is the study of deixis, implicature, presupposition, speech act and aspect of discourse structure.

#### a. Deixis

Deixis means 'pointing' via language (Yule, 1996). Deixis is clearly form of referring that is tied to the speaker's context.

#### b. Implicature

Yule (1996) states that implicature is an additional conveyed meaning. On the other hand, according to Grice (1975), a speech can imply proposition, that can be called by implicature, which are not the part of the speech. The two basic kinds of implicature namely: Conventional implicature, and Conversation implicature. Additionally, in the conversation implicature, Grice proposes four maxims, namely: Quality, Quantity, Relation, and Manner maxim.

#### c. Presupposition

Presupposition is something the speaker assumes to be the case of prior to making an utterance (Yule: 1996: 45).

#### d. Speech act

Yule (1996) defines speech act as a sequence of words that behave somewhat like action. The tree act basic knowledge namely: Locutionary act, Illocutionary act, and Perlocutionary act. While Levinson (1985: 67) proposed five basic types of utterances namely: Representatives, Directive, Commisive, Expressive, and Declarative.

### 3. *Politeness Principle Maxim*

Yule (1996) states that politeness can be defined as the means employed to show awareness to another person's face. Additionally, Yule stated two face namely: Negative politeness and Positive politeness. Further Leech (1983) defines politeness as the ability of participants in a social interaction to engage the interaction in an atmosphere of relative harmony (in a conversational exchange). According to Leech (1983: 209), the politeness principle concerns with two participants of conversation. Those are self as the speaker, and other as hearer. The politeness principles divided into six maxims, as follows (Maharani, 2017: 134-138; Mulyono, 2016: 56):

*Tact Maxim*

Tact maxim refers to minimize cost to other and maximize benefit to other. This maxim is other oriented.

Example: Can I finish having dressed, please? Thank you.

*Generosity Maxim*

Generosity maxim refers to minimize benefit to self and maximize cost to self. This maxim is self-oriented and says that other should be put first instead of the self.

Example: I can lend you my car.

*Approbation Maxim*

Approbation maxim refers to minimize dispraise to other and maximize praise to other. This maxim is used to avoid saying unpleasant things about other.

Example: You are very creative, man.

*Modesity Maxim*

Modesity maxim refers to minimize praise to self and maximize dispraise to self. It concerns with the degree of good or bad evaluation of self that is performed by the speaker.

Example: Please accept this small gift.

*Agreement Maxim*

Agreement maxim refers to minimize disagreement to both self and other and maximize agreement to both self and other. The disagreement in this maxim usually expressed by regret or partial agreement.

Example: A: The book is tremendously well written.

B: Yes. Well written as whole, but there are some rather boring patches.

*Sympathy Maxim*

Sympathy maxim refers to minimize antipathy to both self and other and maximize sympathy to both self and other.

Example: I am terribly sorry to hear about your grandmother.

*Movie*

Movie is a kind of entertainment media. According to Allen and Gomey (1985), movie is an art which portrays man's interpretation of live. The field of movie are as an art form, and the mention pictures industry and sometimes a movie is a representation in our live in the society. Additionally, cartoon movies have supposed a potentially valuable contribution in teaching and they have visually impacted all students immediately without discrimination of age or background, are able to respond in some way to the educational point being made.

**Research Methods**

*Research Design*

This research uses qualitative research method. According to Ary (2010), qualitative research seeks to understand a phenomenon by focusing on the total picture rather than breaking it down into variables. Qualitative research deals with a research method, which focuses on the process rather than a result.

*Source of Data*

The source of data in this research is the movie entitled Big Hero 6. The data to be analyzed in the research of this paper is the Big Hero 6 movie's script. The script was to be analyzed through the theories of Leech.

*Data Collection*

The technique to collect data of this research as follow:

- a. Watching Big Hero 6 movie in order to understand the whole story (context).

b. Downloading the script of Big Hero 6 movie from the internet.

*Data Analysis*

In this research, the researcher uses descriptive method to analyzing the data.

- a. Identifying and classifying the listed dialogue (utterances) that contains the politeness maxim (tact, generosity, approbation, modesty, agreement, and sympathy).
- b. Underlying and giving codes on the collected data.
- c. Analyzing and interpreting the data to answer the problem of the research based on Leech politeness principle.
- d. Drawing conclusion from the result of the analysis and giving suggestion.

**Results**

*Research Finding*

In this research, the researcher classified the data based on kinds of politeness maxims. The data found was qualitative data as the form of politeness maxims, then be analyzed in the content of analysis. This research is emphasized of pragmatics, the using of language in context of the speaker. In this research, the data was collected from Big Hero 6 movie. The researcher found six kinds of politeness principle maxims used in the Big Hero 6 movie. They were politeness maxim of tact, generosity, approbation, modesty, agreement, and sympathy. The detail politeness principle used in the Big Hero 6 movie can be seen in the following Table 1.

Table 1. The politeness principle maxims used by the characters in Big Hero 6 movie

NO	Kinds of Politeness Principle Maxims	Numbers
1	Tact maxim	32
2	Generosity maxim	14
3	Approbation maxim	16
4	Modesity maxim	7
5	Agreement maxim	11
6	Sympathy maxim	10
TOTAL		90

*Tact maxim*

Data 15:

Baymax: On the scale of 1 to 10, how would you rate your pain? (00:11:40)

Context: When the first meet of Hiro and Baymax, Baymax was activated by alerted of Hiro’s pain. Further, to analyse Hiro’s pain, Baymax asked that question.

Analysis: In the utterance above, it included into politeness maxim tact.

Baymax as the speaker maximize cost to himself and maximize the benefit to Hiro as the listener.

Data 45:

Cop: Did you file a report when your flying robots were stolen? (00:36:02)

Context: In a police office, when Hiro and Baymax reported the Kabuki masked man who stole Hiro’s microbots.

Analysis: The utterance above included into politeness maxim tact, because the cop as the speaker, minimize the cost of Hiro as the listener by asking yes/no question.

*Generosity maxim*

Data 81:

Krei: I’ll give you anything you want. (01:18:25)

Context: The day when Callaghan attack Krei by microbots, Krei begs Callaghan to let him go and promised to give anything Callaghan wants.

Analysis: In the utterance above, it included into politeness maxim generosity.

Krei as the speaker maximize cost to himself and minimize the benefit to himself by willingly giving anything Callaghan wants.

Data 87:

Baymax: There is still a way. I can get you both to safety. (01:27:20)

Context: Baymax's thrusters were broken because of the crash with a big debris.

On the other side, Baymax has to take Hiro and Abigail out of the hole, Baymax uses his arm fist to save both of them and let himself get stuck on the hole.

Analysis: In the utterance above, it included into politeness maxim generosity.

Baymax as the speaker maximize cost to himself by giving his arm fist to save both Hiro and Abigail's life and minimize the benefit to himself by leaving behind on the hole.

*Approbation maxim*

Data 32:

Fred: Yeah! You just blew my mind, dude!

Honey lemon: They loved you. That was amazing! (00:19:53)

Context: On the invention day, Tadashi and his friends congratulate Hiro's great invention performance.

Analysis: In the utterance above, it included into politeness maxim approbation. Fred and Honey lemon as the speakers minimize dispraise to Hiro and maximize praise to him as a form of congratulation.

Data 67:

Hiro: I'd like to introduce, Baymax 2.0.

Fred: He's glorious. (00:56:43)

Context: Hiro and his friends do simulation after their upgrades, Hiro shows the impressive upgrade of Baymax.

Analysis: In the utterance above, it included into politeness maxim approbation. Fred as the speaker maximize praise to Baymax by giving him approbation because it looks glorious.

*Modesity maxim*

Data 25:

Hiro: No ideas! Useless, empty brain! (00:15:03)

Context: Hiro tries to get an impressive idea about his project for the invention day.

Analysis: In the utterance above, it included into politeness maxim modesity.

Hiro minimize praise to himself as the speaker by mentioning his brain was empty because he cannot get any idea.

Data 65:

Wasabi: We can't go against that guy! We're nerds!

Honey lemon: Hiro, we want to help, but we're just us. (00:54:07)

Context: Hiro and his friends discussed about the masked man in Fred's room. Hiro decided to go against the masked man, but his friends feel unsure and argued about that.

Analysis: In the utterance above, it included into politeness maxim modesity. Both Wasabi and Honey lemon maximize dispraise to themselves by said utterance 'nerds' and 'we're just us'.

*Agreement maxim*

Data 01:

You gotta pay to play.

Hiro: Is this enough?

Yama: Prepare your bot, zero. (00:02:42)

Context: In the middle of the bot battle, Hiro comes and join the battle.

Analysis: In the utterance above, it included into politeness maxim agreement. All members of the conversation above are minimizing disagreement and maximize agreement. The game starter asked Hiro to put his bet so that Hiro can join the battle. Hiro deal the condition and gives the bet. Additionally, Yama agreed the bet and do the battle.

Data 34:

Krei: Hiro, I'm offering you more money than any 14-years-old could imagine.

Hiro: I appreciate the offer Mr. Krei, but they're not for sale. (00:20:45)

Context: Krei talks to Hiro about the amazing invention on the invention day. Krei likes the microbots which Hiro made, and he wants to buy it from Hiro by offering some money.

Analysis: In the utterance above, it included into politeness maxim agreement. Hiro as the speaker minimize agreement as replies Krei offer to sell his microbot by said 'it not for sale'.

*Sympathy maxim*

Data 52:

Baymax: I am sorry about the fire.

Hiro: It's okay. it was an accident. (00:40:44)

Context: Baymax tries to give treatment and spirit to Hiro after the loss of Tadashi.

Analysis: In the utterance above, it included into politeness maxim sympathy. Baymax as the speaker maximize sympathy and minimize antipathy to Hiro as the listener by saying expression of condolence.

Data 73:

Baymax: I regret any distress I may have caused. (01:11:18)

Context: Honey lemon get in Baymax's healthcare chip back again.

Analysis: In the utterance above, it included into politeness maxim sympathy. Baymax as the speaker maximize sympathy and minimize antipathy to its friends as the listener by saying expression of regret.

## Discussion

Based on the research finding above, the researcher discussed that in *Big Hero 6* movie, all of the Leech politeness maxims are used by the characters. The kinds of politeness maxims used in the characters in *Big Hero 6* movie are: Tact maxim, generosity maxim, Approbation maxim, modesty maxim, agreement maxim, and sympathy maxim. Furthermore, based on the findings, there are 90 politeness maxim used on the movie. The kinds of politeness principle maxim that mostly found on the *Big Hero 6* movie is the Tact maxims which appears 32 times. Additionally, there are 16 approbation maxims, 14 generosity maxims, 11 agreement maxims, 10 sympathy maxims, and 7 modesty maxim. On the other side, the characters on this movie used utterance 'bot' to said robot.

## Conclusion

There are six politeness principle maxim found in *Big Hero 6* movie as Leech theory stated. The data as follow: 32 Tact maxim, 16 Approbation maxims, 14 Generosity maxims, 11 Agreement maxims, 10 Sympathy maxims, and 7 Modesty maxim. Furthermore, Tact maxim is the kind of politeness principle maxim that mostly found in *Big Hero 6* movie because the characters in the movie are full of care to show their

closeness so that they were not make the other undergo the cost. Additionally, the characters on this movie used utterance 'bot' to said robot.

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