

## THE VIOLATION OF POLITENESS PRINCIPLE USED IN MOVIE ENTITLED “THE AVENGERS” (2012)

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**Abstract:** Politeness principles are those that rule people in making conversations. In conversing with others, they should apply those principles. This paper aims to analyze the use of violation of politeness principle in the movie entitled “The Avengers”. The data were taken from the utterances in the Avengers movie, and were analyzed qualitatively based on the framework proposed by Leech (1983). The results showed that the characters in the movie tend to use the violation of politeness principle rather than the true politeness principle. One of the maxims as the major element to be violated during the movie is tact maxim. Now, tact maxim is likely an order or command to someone else, but it’s rather polite order or command. Since it refers to minimize the cost to other and maximize the cost to self. In this analysis, the researcher found that the characters of “The Avengers” movie also did a lot of violation of politeness principle, either on agreement maxim or sympathy maxim, but it is especially on tact maxim.

**Keywords:** Politeness principle, tact maxim, “The Avengers”, violation.

**Abstrak:** Prinsip kesantunan merupakan suatu aturan dalam melakukan percakapan. Dalam melakukan percakapan kepada orang, mereka harus menerapkan prinsip-prinsip tersebut. Makalah ini bertujuan untuk menganalisis penggunaan pelanggaran prinsip kesantunan dalam film yang berjudul “The Avengers”. Data tersebut diambil dari ucapan-ucapan di film Avengers dan dianalisis dengan metode kualitatif berdasarkan kerangka yang dikemukakan oleh Leech (1983). Hasil penelitian menunjukkan bahwa tokoh-tokoh dalam film “The Avengers” tersebut cenderung menggunakan pelanggaran pada prinsip kesantunan daripada prinsip kesantunan yang benar. Salah satu maksim sebagai faktor utama yang banyak dilanggar selama film tersebut adalah maksim kebijaksanaan. Sekarang, pepatah bijaksana yang seperti merupakan perintah atau intruksi untuk orang lain, tetapi yang lebih sopan. Hal ini dikarenakan maksim tersebut mengacu untuk mengurangi usaha orang lain dan memaksimalkan usaha pada diri sendiri. Di dalam analisis ini, peneliti menemukan bahwa film “The Avengers” banyak melakukan pelanggaran prinsip kesantunan, baik maksim kesetujuann maupun maksim simpati, tetapi lebih lagi, khususnya pada maksim kebijaksanaan.

**Kata Kunci:** Maksim kebijaksanaan, pelanggaran, prinsip kesantunan, “The Avengers”.

## RESEARCH BACKGROUND

The media used for transfer or deliver an idea in our daily conversation is called language. When we are speaking or requesting someone to do something, we use language. According to Santoso (1990: 1), language is a series of sound produced by said means of a conscious human being. Furthermore, in communicating ideas and information to listener, a speaker must pay a serious attention to the setting of the conversation. A field of linguistics which concern so much on this phenomena is named Pragmatics.

Parker (1986) in Wijana (1996: 2) states that Pragmatics is distinct from grammar, which is the study of internal structure of language. Pragmatics is the study of how language is used to communicate that means pragmatics is not the study about language grammar, but it is the study of language in communication which depends so much in the context. It can be defined as the study of speaker's meaning. Both the speaker and the hearer can use their background of knowledge to easily understand every utterance they produce.

According to Yule (1996), politeness is defined as the means employed to show awareness of another person's face, the public self-image of a person. Moreover, it also describes the extent to which somebody's actions match other's perception of how they should be performed and can be resolved in the situations of social distance or closeness.

Moreover, watching "The Avengers" movie makes the writer wondered of how the violation of politeness principles is applied in each characters' utterance. So that, the writer arranges some research questions as below:

1. What maxim is mostly and rarely used in the movie "The Avengers"?
2. What utterances that refer to the violation of politeness principle like?
3. Why do the characters usually maximizes cost to other than maximizes cost to self?

## REVIEW OF RELATED LITERATURE

There are some definitions of pragmatics by experts which can help us more understand about it. Hence (1993: 42) defines pragmatics is the study of the condition of human language uses as these are determined by the context of society. Beside it, Leech (1983: 6) states that pragmatics is the study of meanings in relation to speech situation.

Levinson (1983: 5) defines that pragmatics is the study of language use, that is the study of relation between language and context which is basic to an account of language understanding which involves the making inferences which will connect what is said to what is mutually assumed or what has been said before

Pragmatics can also solve the problem between the speaker and the hearer, especially the problem about point of view. Leech (1983: 36) states that pragmatics involves problem solving both from the speaker's point of view and from the hearer's point of view.

### Politeness Principle

Politeness has become one of the major topics in most and recent pragmatic research and it used often to analyze daily usual conversation among people. According to Geoffrey Leech, there is a politeness principle with conversational maxims similar to those formulated by Paul Grice. The cooperative principle and the politeness principle have close relationship since they study about the use of language in communication in a set of principle or maxim that manages it.

Moreover, Leech also proposed six maxims. Those are Tact Maxim, Generosity Maxim, Approbation Maxim, Modesty Maxim, Aggrement Maxim, and Sympathy Maxim.

### **1. Tact Maxim**

Tact maxim refers to minimize cost to other and maximize cost to self.

### **2. Generosity Maxim**

Generosity maxim refers to minimize benefit to self and maximize cost to self. This maxim is self oriented while tact maxim is directed to other.

### **3. Approbation Maxim**

Approbation maxim refers to minimize dispraise of other and maximize praise of other. This maxim is used to avoid saying unpleasant things about others (listener/hearer).

### **4. Modesty Maxim**

Modesty maxim refers to minimize praise of self amnd maximize dispraise of self. Both approbatipn maxim and modesty maxim concern with the degree of good or bad evaluation of other or self that is performed by the speaker.

### **5. Aggrement Maxim**

Aggrement maxim refers to minimize disagreement between self and other and maximizing agreement between self and other.

### **6. Sympathy Maxim**

Sympahty maxim refers to minimze antipathy between self and other and maximize sympathy between self and other.

## **The Avengers Movie**

“The Avengers” is a 2012 American superhero film based on the Marvel Comics superhero team of the same name. However, it is the sixth film in the Marvel Cinematic Universe (MCU) which is produced by Marvel Studios and distributed by Walt Disney Studios Motion Pictures. “The Avengers” premiered in Los Angeles on April 11, 2012 and was released in the United States on May 4. This film received praise for Whedon’s direction and screenplay, visual effects, action sequences, acting, and musical score, and garnered numerous awards and nominations including Academy Award and BAFTA (British Academy of Film and Television Arts) nominations for achievements visual effects. In 2017, “The Avengers” was featured as one of the 100 greatest films of all time in an Empire magazine poll because of the superb of the quality of the movie.

## RESEARCH METHOD

This research is using qualitative method as it describes the frequency of politeness principle found in “The Avengers”. In this study, the data sources are some utterances found in the movie “The Avengers” which has seen from YouTube. In order to analyze the politeness principle from the movie easier and more understandable, the writer does a several steps that includes observing and analyzing the transcript. The quantitative method is also used for knowing the most and the least violation of politeness principle’s frequency found from the movie.

## RESULT AND DISCUSSION

### Results

The data used is the scripts of “The Avengers” which is analyzed in politeness principle for the frequency of its utterances in all kinds of maxim. This research discovered that utterances only used some maxims and violated it.

The percetage overview of politeness principle used in “The Avengers” movie can be seen in the tabel below:

No	Kind of Maxim	Mark/Symbol	Frequency	%
1	Tact Maxim	A	10	62,5%
2	Generosity Maxim	B	-	0%
3	Approbation Maxim	C	-	0%
4	Modesty Maxim	D	-	0%
5	Agreement Maxim	E	4	25%
6	Sympathy Maxim	F	2	12,5%
<b>Total</b>			<b>16</b>	<b>100%</b>

The table above shows that there are only 3 kinds of maxim and 16 utterances of violation of politeness principle used in “The Avengers” movie. There are 10 utterances of violation of tact maxim (62,5%), 4 utterances of violation of agreement maxim (25%), and 2 utterances of violation of sympathy maxim (12,5%).

As we can see from the table, the violation of tact maxim is the most happening events in “The Avengers” movie. It is up to 10 utterances or frequencies which have the percentage of 62,5. Here, it shows that the characters mostly maximize cost to other and minimize cost to self. They tend to give orders or commands to others in an emergency situation so they do not really pay attention for the true politeness principles.

### Discussion

Here are the discussion of the finding’s example of politeness maxim from “The Avengers”:

## 1. Tact Maxim

Example 1:

NICK FURY: Sir, please put down the spear! (A)

Analysis:

In that utterance, Nick Fury violate tact maxim that refers to maximize cost to other and minimize cost to self. He ordered Loki to put down his spear.

Example 2:

ATTENDING WOMAN: What are doing here? Get out! You shouldn't be here! (A)

Analysis:

In that utterance, attending woman violate tact maxim that refers to maximize cost to other and minimize cost to self. She ordered the kid to get out of that place.

Example 3:

SELVIG: Put it over there! (A)

Analysis:

In that utterance, Selvig violate tact maxim that refers to maximize cost to other and minimize cost to self.

Example 4:

STEVE: (Pushes Tony off) You know damn well! Back off! (A)

Analysis:

In that utterance, Steve violate tact maxim taht refers to maximize cost to other and minimize cost to self. He ordered Tony to back off rudely.

Example 5:

NICK FURY: Coulson! Initiate official lock down in the detention section then get to the armory! Move out! (A)

Analysis:

In that utterance, Nick Fury violate tact maxim that refers to maximize cost to other and minimize cost to self. He ordered Agent Coulson to move out and go to the armory.

Example 6:

NICK FURY: Then put it on the left! Get us over water! One more turbine goes down and we drop. (A)

Analysis:

In that utterance, Nick Fury violate tact maxim that refers to maximize cost to other and minimize cost to self.

Example 7:

THOR: Do not touch me again! (A)

Analysis:

In that utterance, Thor violate tact maxim that refers to maximize cost to other and minimize cost to self. He ordered Tony not to touch him again.

Example 8:

CAPTAIN AMERICA: Then prove it! Put the hammer down! (A)

Analysis:

In that utterance, Captain America violate tact maxim that refers to maximize cost to other and minimize cost to self.

Example 9:

NICK FURY: Just stay awake. EYES ON ME! (A)

Analysis:

In that utterance, Nick Fury violate tact maxim that refers to maximize cost to other and minimize cost to self.

Example 10:

THOR: Loki! Turn off the Tesseract or I'll destroy it! (A)

Analysis:

In that utterance, Thor violate tact maxim that refers to maximize cost to other and minimize cost to self.

## 2. Agreement Maxim

Example 1:

Nick Fury: Is that supposed to be funny?

SELVIG: No, it's not funny at all. The tesseract is not only active, she's...misbehaving. (E)

Analysis:

In those utterances, Selvig violate aggrement maxim that refers to maximize disagreement between self and other and minimize agreement between self and other.

Example 2:

BANNER: Are you here to kill me, Miss Romanoff? Because that's not gonna work out for everyone.

NATASHA: No. No, of course not. I'm here on behalf of SHIELD. (E)

Analysis:

In those utterances, Natasha violate agreement maxim that refers to maximize disagreement between self and other and minimize agreement between self and other.

Example 3:

LOKI: Kneel!

Captain America: Not today! (Cap flips and knocks him out with his leg. Loki grabs him amd flips him over). (E)

Analysis

In those utterances, Captain America violate agreement maxim that refers to maximize disagreement between self and other and minimize agreement between self and other.

Example 4:

SECURITY GUARD: Are you an alien?

BANNER: What?

SECURITY GUARD: From outer space, an alien?

BANNER: No (E)

Analysis:

In those utterances, Banner violate agreement maxim that refers to maximize disagreement between self and other and minimize agreement between self and other.

## 3. Sympathy Maxim

Example 1:

AGENT PHIL COULSON: You're gonna lose. (F)

Analysis:

In that utterance, Agent Phil violate sympathy maxim that refers to maximize antipahty between self and other and minimize sympathy between self and other.

Example 2:

AGENT PHIL COULSON: You lack conviction. (F)

Analysis:

In that utterance, Agent Phil violate sympathy maxim that refers to maximize antipathy between self and other and maximize sympathy between self and other.

## CONCLUSION

Politeness principle as our self-awareness to consider about people's honor in using a good language to them. It has six major types of maxim proposed by Leech, such as tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim.

Based on the data analysis from the utterances in "The Avengers" movie, the researcher took a conclusion about the use of violation of politeness principle in the movie of "The Avengers". There are only 3 maxims of politeness principle applied, they are as follows: tact maxim, agreement maxim, and sympathy maxim.

The researcher found 16 use of violation of politeness principles in "The Avengers" movie. They are 10 violation of tact maxim, 4 violation of agreement maxim, and 2 violation of sympathy maxim. The violation of tact maxim is the most finding based on the analysis from the movie "The Avengers" since most of the characters in the movie tend to give an orders or commands to others in order to make the environment situation not too chaos as soon as possible. The characters might experienced an emergency situation as they do not really pay attention in giving a true politeness principle in the movie.

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