Translation Techniques of Positive Politeness Strategies Used by AndrewNeiman in the Whiplash (2014) Movie

[1]Widodo Gani Pradipta, [2]Anisa Larassati

[1,2] Universitas Dian Nuswantoro, Semarang, Indonesia

(311201701772@mhs.dinus.ac.id, anisa.larassati@dsn.dinus.ac.id)

Abstract. This research aims to find out about the types of positive politeness strategies, translation techniques, and changes in meaning in the Whiplash (2014) movie. A descriptive-qualitative approach was used in this research. This research uses the theories of Positive Politeness Strategies from Brown and Levinson (1987), Translation Techniques from Molina and Albir (2002), and Changes in Meaning from Chaer (2009). It was found that positive politeness strategies are Seek Agreement, Exaggerate, Intensify Interest to the Hearer, Presuppose/Rise/Assert Common Ground, Give (or ask for) Reasons, Use in Group Identity Markers, Avoid Disagreement, Offer, Promise, Be Optimistic, Notice, Attend to the Hearer, and Include Both the Speaker and the Hearer in the Activity. Next, the translation techniques are Literal Translation, Linguistic Compression, Borrowing, Generalization, Modulation, Description, and Variation. Then, Changes in Meaning are Broadening and Euphemism. According to the findings of the research, the most frequently used type of Positive Politeness Strategy is Seek Agreement. While in Translation Techniques, Literal Translation is the most frequently used.

Keywords: changes in meaning; movies; positive politeness strategies; translation techniques

RESEARCH BACKGROUND

Some social actions, such as dress style, speech act, speech style, and behavior style, are sometimes highlighted in society. All of this is related to our interactions with other people. Not only attitude, good behavior, speech act, and respect for one another, are also examples of politeness. Being polite means showing respect and avoiding disturbing or offending others when we speak to them (Mills, 2003). It means that everyone must understand politeness in order to maintain a good relationship with others, including how to understand good and polite communication. Politeness is a facet of pragmatics, and its application in language is determined by the surrounding context. According to Yule (1996), politeness can be achieved in situations of social closeness or distance. He defines politeness as polite social behavior or etiquette within a culture. He also defines politeness as the means by which one demonstrates facial awareness. Therefore, politeness has the biggest role in communication among people since politeness strategy is purposed to make the hearers comfortable and to avoid misunderstandings between the speakers and the hearers.

Politeness is one of the cultural factors that individuals must consider, as different cultures have different views of values which affect politeness standards. Each culture has its own set of politeness rules, and in order to avoid misunderstandings when communicating with people of different cultures, it is necessary to stick to their respective politeness standards. Holmes (2001: 279) states that "The appropriate ways of speaking in different communities are clearly quite distinctive in a range of areas. Being polite involves understanding the social values that govern the way social dimensions such as status, solidarity, and formality are expressed." The concept of politeness may differ across cultures, different cultures around the world may have different concepts of politeness and how they expect polite people to behave. The concept of politeness by Brown and Levinson (1987) looked at the behavior of interpersonal considerations in general, and they believed that politeness is universal and

similar across languages. Ide (1989) and Matsumoto (1988, 1989, 1993) criticize the western norm of Brown and Levinson's idea of "the notion of the face." Ide (2019) also emphasizes that the concept of politeness and being friendly in English is different from *teineina* (polite) and *shitasigena* (friendly) in Japanese. However, differences in languages in each culture may be unavoidable, giving rise to the concept that translation is required to accurately understand the meaning. Translation involves more than just converting words, it takes a deep understanding of cultural differences and context to convey politeness appropriately.

Transferring politeness values from one culture to another is quite challenging, for instance, from English to Indonesia. One way to see the transfer process is through translation. Therefore, it is worth considering the translation of politeness strategies from the source language to the target language. One of the most possible ways to do this is to analyze movie subtitles. This is related to the researcher's topic of politeness strategies. The researcher is intrigued by politeness, particularly positive politeness, because there are many differences in politeness values from one culture to another, and the researcher wants to find out more about everything related to politeness. There are many differences in politeness values between Indonesia and Western countries, and the researcher himself lives in Asia, where there are certainly many differences in politeness that are used in daily life.

The differences in politeness values are portrayed in the *Whiplash* movie. *Whiplash* is an independent American psychological drama movie that was released in 2014 and was written and directed by Damien Chazelle. Miles Teller plays the role of Andrew Neiman, J. K. Simmons plays the role of Terence Fletcher, Paul Reiser plays Jim Neiman, and Melissa Benoist plays Nicole. The researcher chose positive politeness to be examined in the *Whiplash* movie because it captures how someone's social status influences how they communicate. Moreover, the characters in the movie used the marker to maximize positive politeness strategies in their communication. This is one of the phenomena that happens in social interactions.

There are two researchers who have examined politeness strategies, the first study is entitled *Positive Politeness Strategies of Major Character's Utterances in the Film Oz the Great and Powerful* by Radellah Meilinda Servitia (2017). The main objective of this study is to identify the positive politeness strategy and factors influencing in the main characters' utterances. The second study is entitled *Positive Politeness Strategy Used by Katniss Everdeen in the Hunger Games Movie*, and it was conducted by Lailatul Hanifah (2015). The study aims to find out Katniss Everdeen's positive politeness strategy in the *The Hunger Games* movie. It is carried out in order to determine the types and purposes of positive politeness strategies used by Katniss Everdeen, as well as examine the factors influencing Katniss Everdeen's use of those strategies in relation to Brown and Levinson's theory of politeness strategy.

Despite the fact that some types of research have been conducted on politeness and positive politeness strategies, the researcher has not discovered any research dealing with translation approaches and positive politeness strategies. This is the gap that the researcher is attempting to fill,as most previous studies did not discuss the translation technique and positive politeness strategies that were combined into one. The researcher used Molina and Albir's (2002) theory to find the translation techniques used in the subtitles of *Whiplash*, while Brown and Levinson's (1987) theory was used by the researcher to find out the types of positive politeness strategies and Chaer's (2009) theory to examines how the meanings in the target language shift as a result of the techniques used in translating the positive politeness strategies found in the *Whiplash* movie.

From the explanation above, it can be stated that the research problem is the types of positive politeness strategies used by Andrew Neiman, translation techniques used in translating Andrew Neiman's utterances that contain positive politeness strategies, and the use of certain translation techniques in translating positive politeness change the form or meaning of the target language. Furthermore, the researcher hopes this research can be useful for readers who want to have a deeper understanding of positive politeness strategies and translation techniques.

REVIEW OF RELATED LITERATURE

Positive Politeness Strategies

Politeness defines it as the method used to show awareness of another person's face. According to Yule (1996), respect or deference is often used to describe showing amazement at another person's face when that person appears socially distance. According to Brown and Levinson (1978), politeness is defined as a face that is emotionally invested and that can be lost, maintained, or enhanced and must be constantly attended to in interaction. When face-threatening acts (FTAs) are unavoidable or desired, politeness strategies are used to formulate messages in order to save the hearer's positive face. Politeness strategies are ways that someone uses to convey her or his utterances politely. Brown and Levinson (1987) classified politeness strategies into four categories: bald on-record, positive politeness, negative politeness, and off-record. The researcher only focused on one politeness strategy, positive politeness, in this research.

Positive politeness strategy is one that is used to minimize the speaker's threats to the hearers. This strategy is used when the speakers and hearers are familiar with one another. Brown and Levinson (1987: 101) state that positive politeness strategies of positive self-image, positive utterances and positive attitudes demonstrated by him/herself, and eternal desire as his/her goal (or action/law/consequence) must be considered as desirable. Positive utterances are employed not only by those who know each other well, but also as something that conveys familiar closeness and desire to some extent between strangers or people who do not know each other. There are fifteen positive politeness strategies, which are as follows:

1) Strategy 1: Notice, Attend to the Hearer (his/her interest, wants, needs, goods). The speaker is concerned with any aspect of the hearer's condition. It refers to their interest, wants, goods, or anything that hearer may notice. By expressing compliments, the speaker can make a good impression on the hearer.
2) Strategy 2: Exaggerate (interest, approval, sympathy with hearer). To show attention, approval, and sympathy to the hearer, the speaker uses exaggerated intonation, pressure, and aspects of speech.
3) Strategy 3: Intensify Interest to the Hearer. In this strategy, the speaker has a way of interacting with the hearer through which he/she can express his desire to increase the hearer's participation and interest in a conversation or in telling a good story.
4) Strategy 4: Use in Group Identity Markers. This strategy proposes that by applying in-group address forms in a conversation, the speaker can show solidarity and familiarity. The hearer's positive face is saved as the speaker calls the hearer as "Buddy," "Pals," "Guys," "Sweetheart," "Honey," "Bunny," "Lovely," or even the hearer's familiar nickname. This identity shows that the relationship between the speaker and the hearer is closed.

5) Strategy 5: Seek Agreement. Speaker emphasises emotional agreement, interest, or surprise by discussion in order to demonstrate that he/she has accurately heard what was said and to satisfy the hearer.

6) Strategy 6: Avoid Disagreement. This strategy proposes that the speaker may conceal his or her disagreement by telling a white lie. According to Cutting (2002), a white lie can be defined as a lie that covers another lie for a good purpose. Besides that, the speaker can also conceal his or her disagreement by prevailing to agree with the use of hedges.

7) Strategy 7: Presuppose/Rise/Assert Common Ground. One way to achieve this is by creating similarities in interests, beliefs, and opinions among the hearers. In this strategy, the speaker creates small talk that involves the hearer in the conversation. The speaker can use pronouns to include the hearer in the conversation. Presuppose hearer's knowledge, speakers make hearers show their understanding and share the associations of that code.

8) Strategy 8: Joke. This strategy proposes that the speaker of positive politeness can indicate compactness and familiarity to the hearer by making jokes in the conversation. It can make the hearer feel relieved.

9) Strategy 9: Assert or Presuppose the Speaker's knowledge and concern for the Hearer's want. By employing this strategy, the speaker shows his or her solidarity by emphasizing their awareness of personal details about the hearer. The speaker also tries to fulfill the hearer's wants in order to show that the speaker has cooperated with the hearer. By fulfilling the hearer's wants, the speaker can save the hearer's positive face.

10) Strategy 10: Offer, Promise. In order to fix the threat of some FTAs, speakers may choose to offer cooperation with hearers in other ways. Maybe he or she can claim that if any hearer or speaker wants his or her to do something, he or she will help get it.

11) Strategy 11: Be Optimistic. In this strategy, the speaker believes that the hearers want to do something for him/her (or both) and will help the speaker get the intended objectives since working together will be beneficial.

12) Strategy 12: Include both the Speaker and the Hearer in the Activity. The strategy involves the word "we," which is frequently followed by the term "let's." In this situation, the speaker is referring to "you" or "me," and he or she could bring up a presumption of cooperation with the hearer, thereby improving the FTA.

13) Strategy 13: Give (or ask for) Reasons. This strategy guides the speaker on what to do and why he or she wants to do something. By demanding an explanation, this method can be used to criticise or complain. Hearers should understand whether there is a good reason why they should cooperate or not.

14) Strategy 14: Assume or Assert Reciprocity. This strategy proposes that there is a reciprocal relationship between the speaker and the hearer. This reciprocity means there is a mutual exchange between the speaker and hearer.

15) Strategy 15: Give Gifts to the Hearer (goods, sympathy, understanding, cooperation). Speaker wants to satisfy half of the hearer's wants to satisfy the hearer's positive face.

Translation Techniques

Translation techniques, according to Molina and Albir (2002), are strategies for analyzing and classifying the equivalence of translation outputs. Furthermore, translation technique can be defined as a method for translating smaller units of language (words, phrases, or expressions) from the source language into the target language, as well as a method for analyzing translation in terms of translating cultural terms into smaller units of language. Molina and Albir (2002) classify translation techniques into eighteen categories:

1) Adaptation. To change a SL cultural item with a TL cultural item, which is not exactly the same in terms of meaning, but still share the same characteristics of function.

2) Amplification. Amplification is the technique of changing and adding little without changing the information from the source language to the target language meaning.

3) Borrowing. Borrowing techniques are classified as pure borrowing and naturalized borrowing. Pure borrowing is one of the borrowing techniques that takes a word or expression straight from the source language into the target language. Naturalized borrowing is implemented by taking a word or expression straight from the source language into the target language, but making some changes in the letters appropriate to the use in the target text.

4) Calque. Calque technique is literal translation of SL phrase that is acceptable and common in TL culture and it works on phrase.

5) Compensation. To move a word, phrase, or a clause of SL into another position in the TL in order to achieve more naturalness of the translation, or, for the sake of stylistic effect.

6) Description. To describe in detail the meaning of a SL term in the TL. This technique is used by translators to make the translation more easily understood by target readers.

7) Discursive Creation. This technique is to establish a temporary equivalence but it is totally out of context.

8) Established Equivalent. To use a term or expression recognized (by dictionaries or language in use) as an equivalent in the target language.

9) Generalization. To find a general equivalence of an SL item. This is done if TL does not have the specific concept similar or equivalent with the specific item of SL, but TL does have its general concept.

10) Linguistic Amplification. To add linguistic element in the translation to make the message clearer.

11) Linguistic Compression. To synthesizes linguistic elements in the TT. This is often used in simultaneous interpreting and in sub-titling. This technique is an opposition to linguistic amplification.

12) Literal Translation. To translate a word or an expression word for word without related to the context.

13) Modulation. To change the point of view, focus or cognitive category in relation to the source language; it can be lexical or structural.

14) Particularization. To find a specific or particular equivalence of an SL item in TL. This is the opposition of generalization.

15) Reduction. The reduction technique is a technique that reduces a source language information item in the target language. This technique is an opposition to amplification.

16) Substitution. To change linguistic elements for paralinguistic, or vice versa. (verbal into nonverbal, or vice versa).

17) Transposition. Transposition technique is to change a grammatical category of the source language into the target language. This technique is usually used because of the different grammar between the source language and target language.

18) Variation. To change linguistic element that affect the linguistic variation: style, dialect, etc.

Meaning Shift

Meaning shift occurs when the meaning of a certain word changes. This means that the new word's meaning will be different from the previous one. According to Chaer (2012), the meaning of a term will not change synchronically; nevertheless, it could change diachronically. This statement means that in a

short time, the meaning of a word will remain or not change. However, there is a chance that the meaning of the word will change in a relatively short period of time. Many factors, such as growing language use, could lead to a change in the meaning of a particular word. The meaning of a term might change as a language develops. This happens because of the development of the minds of language users, which then creates the need for new words that can affect their meaning, whether they have a narrower, broader, improved, or worsened meaning. According to Chaer (2009), there are 5 types of changes in meaning: Broadening, Narrowing, Total Change, Euphimism, and Coarsening.

RESEARCH METHOD

The descriptive qualitative method was used in this research. According to Nassaji (2015: 129), descriptive research is a study whose goal is to describe a phenomenon and its characteristics. Meanwhile, William (2007: 67) defines the qualitative research is a holistic approach that includes discovery as well as purposeful use for describing, explaining, and interpreting collected data. This research looked at the positive politeness strategies in the Whiplash movie. This research aims to identify the types of positive politeness strategies, the translation techniques that were used for translating the positive politeness strategies of the utterances, and how the use of certain translation techniques in translating positive politeness changes the form or meaning of the target language.

The data for this research was obtained from the Whiplash (2014) movie, directed by Damien Chazelle, on the Netflix streaming app. In the streaming app, subtitles are available in a variety of languages. To analyze the data, the researchers identify and categorize the positive politeness strategies used by Andrew Neiman's utterances in the Whiplash movie by using Brown and Levinson's politeness (1987) theory. In addition, Molina and Albir's (2002) theory is used to identify the translation techniques used to translate the English subtitles into Indonesian subtitles.

RESULTS AND DISCUSSION

In classifying the positive politeness in the *Whiplash* movie, the researcher focuses on the situation in which the main actor, Andrew Neiman, made his utterances. The context of the situation plays an important role in determining the appropriate language form. The situations that influence the employment of each strategy can be identified by knowing the context of the situation in which an utterance is made. The main theoretical framework used for this research is Brown and Levinson's (1987) positive politeness strategies. Furthermore, the research incorporates the translation techniques theory proposed by Molina & Albir (2002) and the meaning shift theory proposed by Chaer (2009) to provide more details on the findings. The research findings are aimed at achieving the following goals: (1) to find out the types of positive politeness strategies used by Andrew Neiman in the *Whiplash* movie; (2) to find out the translation techniques that were used to translate the positive politeness strategies used by Andrew Neiman in the *Whiplash* movie; and (3) to find thechanges in meaning that occur due to the translation techniques in translating positive politeness in the form of the target language.

Based on the results, there are 11 types of positive politeness strategies: Notice, Attend to the Hearer, Exaggerate, Intensify Interest to the Hearer, Use in Group Identity Markers, Seek Agreement, Avoid Disagreement, Presupposse/Rise/Assert Common Ground, Offer, Promise, Be Optimistic, Include both the Speaker and the Hearer in the Activity, and Give (or ask for) Reasons. In the translation techniques, there are 7 techniques used: Borrowing, Generalization, Linguistic Compression, Literal

Translation, Modulation, Description, and Variation. Also, there are 2 meaning shifts found in the data: Broadening and Euphemism. However, there are no such things as a Narrowing Shift, a Total Change Shift, or a Coarsening Shift, and there are certain cases in which there is No Shift in meaning occurred.

Table 1 Types of Positive Politeness Strategies andTranslation Techniques

No	Types of Positive Politeness Strategies	Freq	Translation Techniques	Freq
1	Notice, Attend to the Hearer	1	Literal Translation	1
2	Exaggerate	4	Literal Translation	4
3	Intensify Interest to the Hearer	4	Linguistic Compression	1
			Borrowing	1
			Literal Translation	2
4	Use in Group Identity Markers	2	Linguistic Compression	1
			Literal Translation	1
5	Seek Agreement	5	Linguistic Compression	2
			Literal Translation	2
			Variation	1
6	Avoid Disagreement	2	Linguistic Compression	1
			Literal Translation	1
7	Presuppose/Rise/Assert Common Ground	3	Literal Translation	2
			Linguistic Compression	1
8	Offer, Promise	2	Modulation	1
			Linguistic Compression	1
9	Be Optimistic	2	Generalization	1
			Literal Translation	1
10	Include Both the Speaker and the Hearer in the Activity	1	Linguistic Compression	1
11	Give (or ask for) Reasons	3	Literal Translation	1
			Linguistic Compression	1
			Description	1
TOTAL		**29**		**29**

Based on the table above, the researcher found 29 utterances in the *Whiplash* movie that contain positive politeness strategies. The researcher found 11 out of the 15 types of positive politeness strategies. The most frequently used type is Seek Agreement, which consists of 5 data points. The following phase is Exaggerate, Intensify Interest to the Hearer and Presuppose/Rise/Assert Common Ground, which consists of 4 data points. Then, Give (or ask for) Reasons, containing 3 data points. Use in Group Identity Markers, Avoid Disagreement, Offer, Promise, and Be Optimistic each category consists of 2 data points. Lastly, the infrequently used types are: Notice, Attend to the Hearer, and Include both the Speaker and the Hearer in the Activity, with only 1 piece of data.

Table 2 The Frequency of Semantic Shifts in the Target Language

No	Types of Shift in Meaning	Freq	Translation Techniques	Freq

1	Broadening	2	Generalization	1
			Literal Translation	1
2	Narrowing	-	-	-
3	Euphemism	1	Literal Translation	1
4	Coarsening	-	-	-
5	Total Change	-	-	-
6	No Shift	26	Literal Translation	13
			Linguistic Compression	9
			Borrowing	1
			Description	1
			Modulation	1
			Variation	1
TOTAL		**29**		**29**

It can be seen from the table above that there are 2 data points on the change in meaning in Broadening. Generalization and Literal Translation were two approaches used for Broadening. Furthermore, 1 data point was found in the Euphemism category, which only Literal Translation. There was also 26 data points that showed No Shift in meaning. It is made up of Literal Translation, Linguistic Compression, Borrowing, Description, Modulation, and Variation. On the other hand, Narrowing, Total Change, or Coarsening were not found in the data.

Notice, Attend to the Hearer

Excerpt 1

Time	Utterances	Types of Positive Politeness Strategies
13:13-13:16	Andrew: "I see you in here a lot, and I think that you're really pretty."	Notice, Attend to the Hearer

The conversation above contains a positive politeness strategy that is Notice, Attend to the Hearer. Andrew Neiman's utterances show that he tries to give a compliment to Nicole. "*I think that you'rereally pretty*." Andrew knows that Nicole has a beautiful face. Therefore, he wants to know more about Nicole and ask her out on a date. Before Andrew asks Nicole, he tries to satisfy Nicole's positive face by praising her, saying that she is really beautiful. Thus, Nicole feels good, and she is willing to get acquainted and go out on a date.

Exaggerate
Excerpt 2

Time	Utterances	Types of Positive Politeness Strategies
1:18:39-1:18:49	Fletcher: "They broughtback the JVC Fest this year. They got me openingin a couple of weeks with apro band." Andrew: "That's great!"	Exaggerate

The conversation above contains a positive politeness strategy that is Exaggerate. After Fletcher told Andrew about the offer he got to open the JVC Festival, Andrew immediately

said, "***That's great!***" with a stressed intonation, which shows that Andrew was interested in the story given by Fletcher.

Intensify Interest to the Hearer Excerpt 3

Time	Utterances	Types of Positive Politeness Strategies
	Aunt Emma: "And Andy, with your drumming."	
	Uncle Frank: "It's going okay, Andy?"	
44:54-45:12	Andrew: "Yeah, it's going really, really well, actually. I'm part of Shaffer's top jazz orchestra, which means it's the best in the country. And I'm a core member so I'll start playing incompetitions. I just found out I'm the youngest personin the band."	Intensify Interest to the Hearer

The conversation above contains a positive politeness strategy that is Intensify Interest to the Hearer. Andrew's utterances show that he tries to make a good story. "***I'm part of Shaffer's top jazz orchestra, which means it's the best in the country. And I'm a core member so I'll start playing in competitions. I just found out I'm the youngest person in the band***." With these utterances, Andrew attempts to show Uncle Frank and Aunt Emma that he is now an active memberof the best jazz orchestra in the country and that he is also the band's youngest member, which is an incredible achievement.

CONCLUSION

Based on the findings and discussion above, the researcher found out the type of positive politeness strategy most often used in the *Whiplash* movie is Seek Agreement. There are many Seek Agreement utterances because in the Whiplash movie, Andrew Neiman is trying to emphasize emotional agreement and interest in discussion in order to indicate that he accurately understood what the hearer said and to satisfy the hearer. The findings above also shows that Literal Translation technique is the most frequently used technique because it makes context understandable in the target language while remaining easy and straightforward.

REFERENCES
Brown, P., & Levinson, S. C. (1987). *Politeness: Some Universals in Language Usage*. Cambridge University Press.
Catford, J. C. (1965). *A Linguistic Theory of Translation*. London: Oxford University Press. Chaer, A. (2009). *Pengantar Semantik Bahasa Indonesia*. Jakarta: Rineka Cipta.
Chaer, A. (2011). *Tata Bahasa Praktis Bahasa Indonesia*. Jakarta: Rineka Cipta. Chaer, A. (2012). *Linguistik Umum*. Yogyakarta: Rineka Cipta.
Chaer, Abdul and Leonie Agustina. (2004). *Sosiolinguistik Perkenalan Awal*. Jakarta: Rineka Cipta.

Goffman, E. (1955). On Face-Work: An Analysis of Ritual Elements in Social Interaction. *Psychiatry: Journal for the Study of Interpersonal Processes*, 18, 213–231.

Goffman, E. (1967). *Interaction Ritual: Essays on Face-to-Face Behavior*. New Brunswick, N.J.: Aldinetransaction.

Hanifah, L. (2015). *Positive Politeness Strategy Used by Katniss Everdeen in the Hunger Games Movie*. Retrieved from http://digilib.uinsa.ac.id/3224/

Holmes, J. (2001). *An Introduction to Sociolinguistics.* 2nd ed. London: Longman.

Ide, S. (1989). *Formal Forms and Discernment: Two Neglected Aspects of Universals of Linguistic Politeness*. 223–248.

Kramsch, C. (2004). *Language and Culture*. Oxford: Oxford University Press.

Larson, M. L. (1984). *Meaning-Based Translation: A Guide to Cross-Language Equivalence*. London: University Press Of America.

Leech, G. N. (1983). *Principles of Pragmatics*. London: Longman.

Levinson, S. C. (1983). *Pragmatics*. Cambridge: Cambridge University Press. Maha, W. A. (2019). *Translation Techniques in the Movie Script The Boss Baby*.

Matsumoto, Y. (1988). *Reexamination of the Universality of Face: Politeness Phenomena in Japanese*. 403–426.

Matsumoto, Y. (1989). *Politeness and Conversational Universals—Observations from Japanese*. 207–221.

Mills, S. (2003). *Gender and Politeness*. Cambridge: Cambridge University Press.

Molina, L., & Albir, A. H. (2002). *Translation Technique Revisited: A Dynamic and Functionalist Approach*. Barcelona: Universitat Autonoma da Barcelona.

Munday, J. (2008). *Introducing Translation Studies: Theories and Applications*. 2nd ed. London: Routledge.

Nassaji, H. (2015). *Qualitative and Descriptive Research: Data Type Versus Data Analysis*. Language Teaching Research, 19, 129–132.

Newmark, P. (1988). *A Textbook of Translation*. Harlow: Longman. Nida, E. A. (1964). *Toward A Science of Translating.* Boston: Brill.

Parsons, T. W. (1962). *Cross-Cultural Understanding: Another Look*. Virginia: Association for Supervision and Curriculum Development.

Servitia, R. M. (2017). *Positive Politeness Strategies of Major Character's Utterances in the Film OZ the Great and Powerful*. Retrieved from https://journal.binadarma.ac.id/index.php/binabahasa/article/view/50/33

Subiyatningsih. (2008). *Kaidah Sapaan Bahasa Madura* dalam *Identitas Madura dalam Bahasa dan Sastra*. Sidoarjo: Balai Bahasa Surabaya.

Sugirin. (2009). *Cross-Cultural Understanding: What Every EFL Teacher Should Know*. Yogyakarta: FS UNY.

Wardhaugh, R., & Fuller, J. M. (2015). *An Introduction to Sociolinguistics* (7th ed.). John Wiley & Sons.

Watts, R. J. (2009). *Politeness*. Cambridge University Press. Yule, G. (1996). *Pragmatics*. Oxford University Press.