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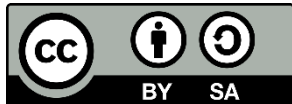
## Politeness Strategies in Context Use Represents in “A Dog’s Journey Movie”

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### Abstract

*The purpose of this study is to identify the politeness strategies in context used by the characters in A Dog’s Journey Movie Manuscript. This investigation is qualitative research. The information is spoken words that show the characters’ employment of politeness strategies. The manuscript and its movie serve as the data sources. The researcher employed documentation and observation techniques to gather the data. The data are analyzed using the data from Brown and Levinson (1987). According to the study’s findings, the characters use three different kinds of politeness techniques: bald on record (15%), positive politeness (22%), and negative politeness (10% percent). Of all the politeness methods employed by the characters in this film, the positive politeness strategy eventually become the most frequently shows. The use of language in this film is adjusted and influenced by the closeness of their relationship as well as by different social contexts.*

**Keywords: Politeness Strategy; Context Use Movie; Manuscript.**

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## INTRODUCTION

Language is a multifaceted tool that reflects not only our thoughts and emotions but also the intricate dynamics of our interactions. Exploring language within the context of the family environment holds a special significance, as it is within families that we develop our foundational communication skills. “A Dog’s Journey,” an American comedy-drama, offers a unique lens through which to examine these linguistic nuances. Centered around a reincarnated loyal dog, the film traverses a journey brimming with love, friendship, and unwavering devotion. Amidst this tapestry of emotions, the characters employ a variety of speech patterns, making it an intriguing endeavor to delve into the realm of politeness strategies. Given the familial context of the movie, investigating these strategies holds particular value.

Brown and Levinson (1987) elaborate on politeness as a tactical tool that speakers utilize to mitigate potential face-threatening actions towards the listener. This concept resonates deeply in a familial context, where maintaining harmonious relationships is paramount. Leech (1983:23) further extends the idea, defining politeness as a set of actions that not only foster amity but also preserve it. The politeness principle, as articulated by

Leech (1983:81), suggests that individuals should "maximize (other things being equal) the expression of polite beliefs" positively and "minimize (other things being equal) the expression of impolite ideas" negatively.

The dialogues within "A Dog's Journey" unfold with distinct directions, reflecting the varying nuances of different context uses. The characters' choices in employing politeness strategies to convey their messages provide a rich field of analysis. The multifaceted nature of context, as proposed by Mey (1993: 39–40), extends beyond mere setting; it imbues statements with layered meanings. Brown and Levinson (1987: 68–71) offer a framework of four politeness strategies—Bald on Record Strategy, Positive Politeness Strategy, Negative Politeness Strategy, and Off Record Strategy. Within the scope of this study, I will meticulously analyze the deployment of these strategies in tandem with contextual cues in "A Dog's Journey."

This study shares common ground with previous research in terms of exploring politeness strategies and identifying the most frequently used strategies in cinematic contexts. However, a distinguishing feature lies in the meticulous scrutiny of language within its contextual sphere. This nuanced analysis aims to enrich our understanding of the pragmatic underpinnings of cinematic discourse.

The significance of this research reverberates through multiple dimensions. It not only serves as a repository of knowledge for fellow researchers seeking to delve into the pragmatic domain but also opens a gateway to unravel the intricacies of movie scripts. Moreover, it underscores the pivotal role of effective communication tools in nurturing relationships and prepares individuals to wield a spectrum of socially appropriate politeness strategies.

## **RESEARCH METHOD**

The primary aim of this research is to systematically categorize the utilization of politeness strategies within the contextual framework of "A Dog's Journey" movie. This study adopts a descriptive qualitative approach, aligning with the assertion made by Bogdan and Biklen (1982) that qualitative research focuses on capturing the nuances of data through textual or visual means, rather than quantitative measures.

Drawing upon the cinematic and literary versions of "A Dog's Journey," this research sources its data from both the movie and its corresponding script. These complementary sources provide a comprehensive foundation for understanding the characters' linguistic choices and their application of politeness strategies. Employing methods of observation and documentation, the researcher initiates the data collection process by immersing themselves in the viewing of "A Dog's Journey."

Subsequently, the researcher delves into the film's script, meticulously reading and transcribing its contents. This sequential approach ensures a holistic grasp of the characters' interactions and dialogues. To identify instances of politeness strategies, the researcher employs a discerning eye, highlighting sections where characters employ manners techniques to communicate effectively.

To ensure rigor and validity, a triangulation of sources is undertaken. This involves cross-referencing and comparing data from both the cinematic and scripted formats. This

meticulous process bolsters the integrity of the findings and corroborates the identified politeness strategies.

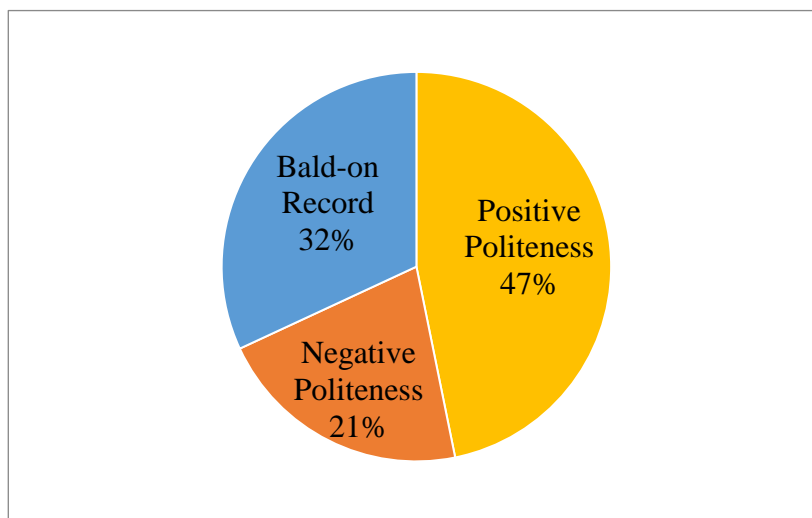
The heart of the analysis lies in the application of Brown and Levinson's (1987) theory, a well-established framework for understanding politeness strategies. This theoretical lens provides a systematic tool to dissect and interpret the characters' language choices within the film's context. Through this analytical framework, the researcher uncovers the intricate web of communicative dynamics that underscore the characters' interactions.

This research employs a carefully curated combination of qualitative methods, cinematic and script analysis, and theoretical frameworks. These elements converge to illuminate the nuanced utilization of politeness strategies within the cinematic realm, offering a deeper comprehension of the interplay between language, context, and interpersonal relationships in "A Dog's Journey."

## FINDING AND DISCUSSION

There are found 47 data of politeness strategies applied by the characters of A Dog's Journey Movie. The data were identified according to the desires used by the characters in A Dog's Journey Movie. The following pie chart below shows the outcomes of the characters' use of politeness strategies:

**Picture 1 Politeness Strategies Used by The Characters in A Dog's Journey Movie**



The results show that the characters in the movie A Dog's Journey use three different sorts of politeness methods, including bald on record strategies, positive politeness strategies, and negative politeness strategies. The study discovered 15 data bald on record strategy (32%), 22 data of positive politeness strategy (47%), and 10 data of Negative Politeness strategy (21%). It could be stated that: "the characters in the movie A Dog's Journey frequently use the positive politeness method while using the negative politeness strategy far less frequently."

The three types of Politeness Strategies in context use discovered in A Dog's Journey Movie. There are Bald On Record, Positive Politeness, and Negative Politeness will explain in this order.

**Table 1 Bald On Record**

Bald On Record; Threatening	
Shane	<b>Don't walk away from me!</b>
CJ	Whoa, <b>get off</b> . Shane!

The interaction occurred in the back room. CJ was disappointed with Shane for bringing her to the party, in which Shane traded drugs with his friend. It made CJ deal with the police officer. In this scene, Shane forces CJ to not go out there. CJ felt uncomfortable with Shane's attitude. By the data found, CJ expresses her feelings in a direct way without considering whether to avoid the FTA's.

**Table 2 Positive Politeness**

Positive Politeness; Concern with the hearer's condition, and be optimistic.	
Ethan	"Hey, buddy. Hi, Bailey."
Bailey	"Somehow, Ethan always knows when I want to take a car ride."
Ethan	<b>"Hey, Boss Dog. I want you to stay put, okay, buddy? Dr. Deb said we should just keep you comfortable. I can handle all the chores."</b>

The interaction above occurred at Ethan's house, after he came from the veterinarian. Ethan took Bailey to the veterinarian because Bailey got sick in his body. Ethan encourages Bailey to take a good rest by respecting his dog's feelings and needs and using an optimistic phrase to motivate the dog and make him feel at ease.

**Table 3 Negative Politeness**

Negative Politeness; Asking a question indirect way.	
Trent	"Hey, uh, my girlfriend is coming in next weekend. <b>Uh, maybe we could do a double date with you and your boyfriend?"</b>
CJ	Yeah, sure, we'd love that.

The interaction occurred in a certain room. CJ and Trent are back to meet again after several periods of living in different places. Trent's invites CJ to go on a double date with their own partner. The data displayed, Trent makes the request to CJ without imposition. And it certainly gives CJ freedom of choice whether to accept it or not.

The movie "A Dog's Journey" offers a diverse range of contextual settings, allowing for the examination of how characters tailor their linguistic choices based on the situational dynamics. The analysis of specific dialogues, as illustrated in the instances of bald on record, positive politeness, and negative politeness strategies, elucidates the nuanced ways characters interact with each other.

### **Bald on Record Strategy**

The bald on record strategy, characterized by its direct and unfiltered communication approach, becomes evident in moments when characters are driven by intense emotions or a sense of urgency, leading them to candidly express their thoughts without being overly concerned about potential face threats. This strategy finds manifestation in interactions such as that between Shane and CJ. In this particular instance, Shane employs the bald on record strategy to assert his authority over CJ, demanding that she refrain from leaving. The immediacy of the context, coupled with the unique relationship dynamics between the characters, plays a pivotal role in shaping Shane's choice of strategy. This interaction demonstrates how the situational backdrop can significantly influence the selection of communication strategies, highlighting the interplay between context and linguistic behavior.

### **Positive Politeness Strategy**

In "A Dog's Journey," the positive politeness strategy emerges as a prominent communicative approach, underpinned by the objective of forging connections and fostering solidarity. This strategy becomes particularly salient when characters seek to convey concern, empathy, or camaraderie. The exchange between Ethan and Bailey serves as an exemplar of the positive politeness strategy in action. Ethan's dialogue not only addresses Bailey with familiar and affectionate terms but also showcases his grasp of Bailey's emotional needs. Through this approach, Ethan employs positive politeness to not only maintain their bond but also provide emotional support to Bailey during a time of ailment. This highlights the strategic use of language to create rapport and emotional resonance in the interactions between characters.

### **Negative Politeness Strategy**

The negative politeness strategy, characterized by its indirect and deferential nature, becomes evident when characters aspire to respect the autonomy of others while sidestepping any potential imposition. Trent's invitation to CJ for a double date exemplifies the application of this strategy. Trent employs linguistic politeness markers and constructs his request in a non-intrusive manner, giving CJ the agency to either accept or decline the offer. This serves as a manifestation of Trent's consideration for CJ's autonomy while simultaneously conveying his interest. This strategy underscores the intricacies of interpersonal communication, where

linguistic choices are tailored to maintain social harmony and uphold the autonomy of individuals.

The exploration of politeness strategies within the framework of "A Dog's Journey" uncovers a spectrum of communicative approaches that characters employ in response to the diverse contextual scenarios they encounter. By delving into the dynamics of bald on record, positive politeness, and negative politeness strategies, a deeper understanding emerges of how language is strategically employed to navigate the complex terrain of human interactions. The interplay between context and linguistic choice serves as a lens through which the characters' communication strategies are illuminated, enriching the viewer's comprehension of their interactions within the movie's narrative.

## CONCLUSION

The prevalence of positive politeness strategies aligns with the overarching themes of love, friendship, and devotion in "A Dog's Journey." It underscores the significance of establishing and maintaining positive interpersonal relationships within the family and broader social contexts. The utilization of various politeness strategies sheds light on characters' efforts to navigate complex emotional landscapes and communicate effectively while considering the diverse social and emotional contexts in which they find themselves.

The research's implications extend beyond cinematic analysis, offering insights applicable to real-life communication. Incorporating the study's findings into language instruction can equip learners with a deeper understanding of pragmatics and enhance their ability to navigate social interactions. Educators, particularly English language instructors, can leverage the relatable dialogues from the movie to illustrate the importance of politeness strategies and encourage learners to practice them in various scenarios.

The analysis of politeness strategies within the context of "A Dog's Journey" unveils the intricate ways characters employ these strategies to negotiate social interactions. The movie serves as a microcosm of the broader intricacies of human communication, highlighting the adaptive nature of language in response to emotional, relational, and situational factors. This research contributes to the field of pragmatics by offering a nuanced understanding of how politeness strategies operate within the dynamic interplay of context and communication.

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