CHAPTER I

INTRODUCTION

1.1   Background of Study

In human communication, everyone tries to understand the intended meaning of the utterance and relates it to the context situation. Sometimes there are often misunderstanding between the speaker and the listener. This usually happens because the interlocutor is free to understand the speech. According to William (in Littlejohn & Foss, 2009) communication is effective when individuals are able to maximize understandings and minimize misunderstandings. In daily life, politeness is an important element in social life because by showing a polite attitude, people will be respected and liked by their social presence wherever they are.

People often think that politeness is simply a matter of saying please, sorry, excuse, and thank you. Politeness does have its own role. Being linguistically polite means speaking to people appropriately in the right place and the right time (Yunianti, 2021). There are some reasons why politeness is important. First, politeness is a sign of respect for other people who speak to us. Second, politeness shows that we are professionals. Politeness make listeners can respond appropriately to the speaker's questions and requests. Therefore, politeness strategy played an important role to relate with other people. Using Politeness strategies to make smooth communication and harmonious interpersonal relationship in communication (Ulfa, 2019).

Recently the areas of study about politeness strategy are not only in movie areas but also novel, where politeness is used not only in daily life but also in literary works that provide a language for people's interactions. One of the most famous fantasy novels by C.S Lewis is The Chronicles of Narnia. It is a series of seven high fantasy novels which The Voyage of the Dawn Treader is the third published series Written by Lewis between 1949 and 1954 and published by Geoffrey Bles in 1952.

In this novel, misunderstandings often arise between the characters as they do not understand how to build good relationships and communicate with each other. Some of the characters in the novel often find it difficult to communicate well

and get along with other characters because no one has the same opinion. However, some noble characters, very typical of this novel, explain how to communicate politely with others, so by the end of the story some previously mismatched characters become friends and have a very close relationship. There are many politeness strategies that can be found in this novel such as seeking agreement devoid of disagreement, exaggerating, apologizing, joke, give difference and so on.

This researched focused on the dialog between characters in C. S. Lewis's novel The Voyage of The Dawn Treader because the politeness strategy can be found in the conversational utterances of this novel. The main theory used the types of positive and negative politeness strategies by from Brown and Levinson. This research has the potential to develop literary research about pragmatics and types of positive and negative politeness strategies as well as the lack of research that further discusses of this novel especially on pragmatic studies. The researcher believes that by doing this research, people will be able to minimize misunderstandings, avoid unpleasant actions, Face Threatening Act, and better understand the intentions and purpose when speaking to others.

Based on the explanations above, the researcher is interested to choose this novel as a literary work to be investigated by using politeness strategies of pragmatics studies on the conversational utterances. Therefore, based on the study above, the researcher entitled this research "Positive and Negative Politeness Strategy in C. S. Lewis "The Chronicles of Narnia : The Voyage of The Dawn Treader"

1.2   Research Questions

1. What kinds of positive and negative politeness strategies are employed in C. S. Lewis "The Chronicles of Narnia : The Voyage of The Dawn Treader"?
2. Which character uses the most politeness strategy in C .S. Lewis "The Chronicles of Narnia : The Voyage of The Dawn Treader"?

1.3   Objective of the Research

1. To find out the positive and negative politeness strategies employed in C. S. Lewis "The Voyage of The Dawn Treader"
2. To find out the character uses the most pragmatic utterances of politeness strategy in C. S. Lewis "The Voyage of The Dawn Treader"

1.4   Significance of the Study

In this study, the research tries to find out the kinds of positive and negative politeness strategy and functions that are employed by the utterances in the novel. It is hoped this research will be useful to other authors and readers, both theoretically and practically. The theoretical significance is to share academic knowledge about positive and negative politeness strategies, kinds, and functions that influence the use of politeness strategies in the linguistics field. In practical significance, this research tries to fill the gap in the series of positive and negative politeness strategies. In addition, this research may also be necessary to increase the reader's knowledge so that the reader can understand how messages can be conveyed effectively, and also equips readers with valuable skills to make the diverse communication contexts, maintain harmonious relationships, and communicate effectively to keep a good relationship with others.