

Negative Politeness Strategies in “How To Train Your Dragon: Homecoming” Movie

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Abstract

This research aimed to discover the negative politeness strategies in “How To Train Your Dragon: Homecoming” movie. In this research, qualitative descriptive used as the research method. The researchers used the transcript of “How To Train Your Dragon: Homecoming” as the data source. In collecting the data, the method was observation and the technique was non-participant. Meanwhile, in analyzing the data, the method was identification and the technique was competence in comparing. The utterances from the transcript of the movie which were taken as the data were analyzed narratively. The researchers used the theory of (Brown & Levinson, 1987) to discover the negative politeness strategies. The researchers discovered 15 data of negative politeness strategies in the transcript of the movie that show be conventionally indirect; question, hedge; be pessimistic; minimize the imposition; give deference; and apologize, impersonalize S and H, state the FTA as a general rule and nominalize.

Keywords : Pragmatics; Politeness, Strategies

Abstrak

Penelitian ini bertujuan untuk mengetahui strategi kesantunan negatif dalam film “How To Train Your Dragon: Homecoming”. Dalam penelitian ini, deskriptif kualitatif digunakan sebagai metode penelitian. Peneliti menggunakan transkrip “How To Train Your Dragon: Homecoming” sebagai sumber data. Dalam pengumpulan data, metode yang digunakan adalah observasi dan teknik non partisipan. Sedangkan dalam menganalisis data, metodenya adalah identifikasi dan tekniknya adalah kompetensi membandingkan. Ucapan-ucapan dari transkrip film yang diambil sebagai data dianalisis secara naratif. Para peneliti menggunakan teori (Brown & Levinson, 1987) untuk menemukan strategi kesantunan negatif. Para peneliti menemukan 15 data strategi kesantunan negatif dalam transkrip film yang ditampilkan secara tidak langsung secara konvensional; pertanyaan, lindung nilai; bersikap pesimis; meminimalkan pengenaan; memberikan rasa hormat; dan meminta maaf, impersonalisasi S dan H, nyatakan FTA sebagai aturan umum dan nominalkan.

Kata Kunci : Pragmatik, Kesopanan, Strategi

1. Introduction

Conversation as the most basic instrument that individuals used to communicate with one other obviously depends on not just recognising the meaning of words in an utterance, but also determining what speakers intend in a given context. The study of recognising the interpretation from a speaker's utterances in a specific context from a conversation is known as "Pragmatics". (Yule, 2020).

In pragmatics, there are various elements that determine not just what we say but also how we are understood. In many situations, the interpretation extends beyond what we wanted to express and includes evaluations. Recognising the significance of such

evaluations makes it evident that more is transmitted than is said. The examination of such influence is usually conducted in terms of politeness (Yule, 1996).

Brown & Levinson (1987) define politeness as a way of behaving decently that considers the sentiments of persons being addressed. Holmes (2022) argues that politeness is concerned with how individuals use language successfully with their addressees. Simply said, being polite is not just saying 'thank you' or 'please' in the proper context, but also understanding how to use those words or the language appropriately (Hakim & Novitasari, 2022). The act of being courteous may be observed in everyday situations. How we treat

the elderly or senior citizens, make a request, respond to an order, or send emails all require civility, which reveals whether or not we have a pleasant personality.

Politeness may be noticed in a number of contexts as long as the interaction involves the speaker, interlocutor, and context. The movie is one method for exploring the phenomenon of politeness (Septaria & Ambalegin, 2023). It was discovered from the movie "How To Train Your Dragon: Homecoming".

Gobber: "Ta-ta-da, we're doomed."

Gobber's statement of pessimistic, " may be evaluated via the perspective of negative politeness techniques. Gobber questions the pageant's practicality. Gobber's gloomy comment may be interpreted as an attempt to avoid imposing clarity on the situation. By expressing uncertainty and predicting disaster, he reduces the burden on others by not compelling them to adopt an optimistic or hopeful attitude. This manner, if things go bad, he hasn't created false expectations, so safe guarding both his own and others' unfavourable image.

Some researchers have discussed politeness. Tantri & Afriana (2020) concentrated on one of the techniques, Seeking Agreement. In this study, the researcher employed a descriptive qualitative approach, expressing things using words, sentences, and even phrases. The researcher gets data using both observation and non-participatory approaches. The researcher uses the pragmatic identity technique to examine the data. The findings show that 15 data points from the character's utterances are in agreement with the speaker and the hearer.

Afriana et al., (2023) aimed to adopt a pessimistic politeness approach in the language of business letters from several enterprises in Batam, Riau Island, Indonesia. The researchers used a qualitative descriptive methodology to assess the data and an observational method to acquire it. The researchers revealed nine methods for pessimistic civility in the phrasing of business letters. Letter 1 from PT. Vancouver Manufacturing Company provides two pessimistic data points, Letter 2 from ABC Software Company contains four, and Letter 3 from Mass Airlines Company contains three pessimistic data points.

This research is comparable to prior studies. This research and the prior research were both about the same issue. This study and the preceding studies use different data sources. The researchers wish to examine this problem since politeness is increasingly crucial in

discourse analysis, which focusses on how language is used in communication. Understanding politeness helps with the examination of conversational structures, speech acts, and linguistic interactions. The researchers also anticipate that this discovery will provide advantages in the future.

2. Literature Review

Brown & Levinson (1987) define politeness as proper behaviour that considers the sentiments of persons being addressed. Politeness may be classified into two types: positive and negative politeness. Positive politeness addresses the listener's desire to be liked and approved of, whereas negative politeness addresses the hearer's wish not to be imposed or intruded upon.

Brown & Levinson (1987) define negative politeness as reducing the threat to the listener's negative face. Negative politeness seeks to prevent imposition while respecting the listener's freedom to behave freely. Be conventionally indirect; question, hedge; be pessimistic; minimize the imposition; give deference; and apologize are all included in negative politeness. The types of negative politeness:

2.1 *Be conventionally indirect*

In this strategy, a speaker faces two competing tensions: the desire to provide Hearer a 'exit' by being indirect, and the want to be on record. In this situation, it is resolved by a combination of traditional indirectness and the use of words and sentences with contextually clear meanings that differ from their literal interpretations (Brown & Levinson, 1987).

Example: "All starters, you've taken the joy out of eating. Every dish you served tonight has been some intellectual exercise rather than something you want to sit and enjoy." (Marfirah & Afriana, 2023)

2.2 *Question, hedge*

In the literature, a 'hedge' is a particle, word, or phrase that affects the degree of membership of a predicate or noun phrase in a set; it states of that membership that it is partial, or true only in particular ways, or that it is more true and full than could be anticipated (Brown & Levinson, 1987).

Example: "Would you prefer I made a joke?" (Julius & Ambalegin, 2021)

Example: "There is nothing to say."
 (Ambalegin & Sijabat, 2020)

2.3 *Be pessimistic*

This technique addresses H's unfavourable face by directly expressing uncertainty that the requirements for the acceptability of Speaker's speech act. (Brown & Levinson, 1987).

Example: "I just want to spend some time with you. I just want to spend a little time with you." (Anggraini et al., 2022)

2.4 *Minimize the imposition*

The speaker might reduce the perceived imposition by downplaying the request or highlighting the little nature of the favour being sought (Brown & Levinson, 1987).

Example: "He lied to you. I wouldn't kiss him. I don't even like him. The only reason I was there was because you insisted that we go." (Ambalegin & Sijabat, 2020)

2.5 *Give deference*

Showing respect includes using honorifics, titles, or other types of respectful language to acknowledge the listener's superior rank or authority (Brown and Levinson, 1987).

Example: "The memory of your face in the film, and seeing you again now haunts me." (Marfirah & Afriana, 2023)

2.6 *Apologize*

By apologising for conducting an FTA, the speaker might convey his unwillingness to intrude on the Hearer's negative face, and thereby partially rectify that (Brown & Levinson, 1987).

Example: "I'm sorry I lied to you." (Anggaini et al., 2022)

2.7 *Impersonalize S and H*

One method to show that S does not wish to infringe on H is to frame the FT A as if the agent were someone other than S, or at least not S alone, and the address was something other than H, or merely inclusive of H. This leads in a multitude of strategies to avoid the pronouns 'I' and 'you' (Brown & Levinson, 1987)

2.8 *State the FTA as a general rule*

One technique of dissociating S and H from the specific imposition in the FTA, and so expressing that S does not desire to infringe. It is to present the FTA as an example of a wider societal norm, law, or duty. As a result, pronoun avoidance occurs through the use of the first elements rather than the second in phrase pairs. (Brown & Levinson, 1987)

Example: "So, you hired her knowing she'd die." (Marfirah & Afriana, 2023)

2.9 *Nominalize*

This strategies strives to be courteous, formal, and less imposing on the listener. It entails converting verbs or actions into nouns to make a more impersonal and indirect statement. This method is typically utilised in formal contexts or when attempting to convey respect but avoiding directness (Brown & Levinson, 1987)

Example: "I am monster. No, was a monster and a whore" (Marfirah & Afriana, 2023)

2.10 *Go on record as a incurring debt, or as not indebteding H*

S might rectify FTA directly admitting his indebtedness to H, or by disclaiming any indebtedness of H, via the expressions of demands and offers (Brown & Levinson, 1987)

Example: "You haven't had to deal with her these last three years." (Ambalegin & Sijabat, 2020)

3. Research Method

The qualitative research method was used in this study. According to Litosseliti (2018), the qualitative technique employed words and utterances, whereas the quantitative method used numbers. The researchers looked at the text from the film "How to Train Your Dragon: Homecoming" to uncover the negative politeness. This study collected data using the observational approach and the Sudaryanto (2015) methodology. The processes in data collection include viewing the movie, listening to the speakers, and recognising negative politeness. Furthermore, this study employed a non-participant approach in which the

researchers were not participants. The researchers just paid attention to every phrase in the interview script. The qualitative method of analysis is carried out by identification, and the approach used is competency in comparing. The steps for analysing data by recognising negative politeness. Negative politeness was compared to the hypothesis. Finally, the qualitative approach research yielded a descriptive narrative essay (Taylor et al., 2016).

4. Results and Discussions

4.1 Results

The researchers discovered 15 of negative politeness based on the transcript of the movie that show: be conventionally indirect; question, hedge; be pessimistic; minimize the imposition; give deference; and apologize, impersonalize S and H, state the FTA as a general rule and nominalize:

4.2 Discussions

Data 1

Zephyr: "Tell me this... Are they giant?"

Explanation: The questions being asked ("Tell me this... Are they giant?", "Razor-sharp teeth?", "Breathe fire?") are somewhat indirect. Instead of bluntly asking "Do they have giant razor-sharp teeth and breathe fire?" the speaker breaks the questions down into smaller, less aggressive chunks. This step-by-step approach makes the questioning feel less forceful and more considerate, respecting the listener's comfort.

Data 2

Hiccup: "This has not aged well."

Astrid: "We may need to start from scratch."

Explanation: Astrid's suggestion to "start from scratch" is also a form of indirectness. She softens the imposition by using the word "may" instead of directly stating "We need to start over." She doesn't explicitly criticize their past work, but implies that it may no longer be useful.

Data 3

Hiccup: "Gobber, the pageant's tonight, so are you sure you're gonna be able to do this?"

Explanation: Hiccup avoids directly stating his concern or doubt about Gobber's ability to handle something. Instead, he softens the imposition by framing it as a question ("Are you sure you're gonna be able to do this?"). This gives Gobber the option to confirm or deny his ability without feeling directly criticized or doubted. Questions allow for more autonomy and reduce the potential for face-threat by making the listener part of the decision.

Data 4

Hiccup: "You know, it is, but, Gobber, think of the kids."

Explanation: Instead of directly telling Gobber what to do or issuing a command, Hiccup uses an indirect suggestion ("think of the kids"). This minimizes the imposition by avoiding a direct imperative like "You should do this" or "You need to change your mind." By framing it as an appeal to a shared value or concern (the well-being of the kids), Hiccup reduces the face threat, implying that Gobber, too, would care about this concern. This also provides an opportunity for Gobber to agree voluntarily, without feeling forced.

Data 5

Hiccup: "What if one shows up? What... That would be great! We love dragons."

Explanation: Hedging is present here because Hiccup doesn't say that a dragon will show up, but rather introduces the idea tentatively, reducing any face-threatening implications for being wrong.

Data 6

Gobber: "Ta-ta-da, we're doomed."

Explanation: From the utterance above, Gobber's expression of doubt" can be examined through the lens of negative politeness strategies. Gobber expresses doubt about the feasibility of the pageant.

Gobber's pessimistic statement can be seen as a strategy to avoid imposing certainty on the situation. By expressing doubt and predicting doom, he mitigates the imposition on others by not forcing them to adopt an optimistic or hopeful stance. This way, if things go wrong, he hasn't set up false expectations, thus protecting both his own and others' negative face.

Data 7

Gobber: "This isn't working."

Explanation: By stating "This isn't working," Gobber is making a pessimistic observation about the current situation. This is a relatively mild, indirect way of acknowledging failure or inefficiency, without pointing fingers or placing blame on anyone in particular. The pessimism here reflects Gobber's low expectation for success in the current situation, which signals to the listener that the issue is not easily solvable or beyond control.

Data 8

Hiccup: "Gobber, actually, I wanted to ask you about the whole Hiccup character in the story."

Explanation: Hiccup prefaces his critique by acknowledging Gobber's skill, minimizing the imposition of his request for changes to the script.

Data 9

Hiccup: "Gobber, think of the kids. We're doing this for them."

Explanation: By reminding Gobber of the purpose behind their actions, Hiccup shows respect and consideration for the shared goal, thus deferring to Gobber's role and effort.

Data 10

Gobber: "Aye Hiccup...Brilliant, as always."

Explanation: Gobber expresses admiration and respect for Hiccup's ideas, acknowledging his contributions positively.

Data 11

Gobber: "It pains me how the wee ones of this town have forgotten Stoick."

Explanation: Gobber shows respect for Stoick's memory and avoids directly blaming or criticizing the younger people. This helps to express his feelings politely and minimizes any potential offense.

Data 12

Gobber: "Oh, uh, that's nasty."

Hiccup: "This has not aged well."

Explanation: Gobber uses apologies to acknowledge that the old script is inappropriate. This helps to mitigate the face-threatening act (FTA) of presenting something that is outdated and potentially offensive.

Data 13

Gobber: "It was my deepest privilege to do so."

Explanation: Gobber uses respectful and vague language to avoid making the interaction too personal or putting any pressure on the listener. This helps keep the conversation polite and considerate.

Data 14

Gobber: "Let man and dragon be forever bonded in trust and love."

Explanation: Gobber makes a general, abstract statement about "man and dragon" to avoid focusing on himself or the listener personally. This makes the statement more about an ideal relationship rather than direct personal involvement.

Data 15

Hiccup: "We're doing this for them."

Explanation: Hiccup makes the action seem like a general, collective effort aimed at a broader goal. This approach reduces direct pressure on anyone and presents the situation as part of a bigger, more general purpose.

Tabel 1. Negative Politeness Strategies performed by the characters in "How To Train Your Dragon: Homecoming" Movie

| No. | Strategies of Negative Politeness | Total |
|-----|-----------------------------------|-------|
| 1 | Be conventionally indirect | 4 |
| 2 | Questioning, hedging | 1 |
| 3 | Be pessimistic | 2 |
| 4 | Minimize the imposition | 1 |
| 5 | Giving deference | 3 |
| 6 | Apologize | 1 |
| 7 | Impersonalize S and H | 2 |
| 8 | State the FTA as a general rule | 1 |
| | Total | 15 |

5. Conclusions

This research has discovered the negative politeness in "How To Train Your Dragon: Homecoming" movie. The research used the theory of (Brown & Levinson, 1987) as the guide in identifying and analyzing the data. This researcher used "How To Train Your Dragon: Homecoming" movie as the data source. The researchers discovered 15 data of negative politeness strategies in the transcript of the movie that show be conventionally indirect; question, hedge; be pessimistic; minimize the imposition; give deference; and apologize, impersonalize S and H, state the FTA as a general rule and nominalize.

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