

A LONGITUDINAL STUDY OF POLITENESS STRATEGIES IN CINDERELLA (2015) AND NOT CINDERELLA TYPE (2018)

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ABSTRACT

The paper aimed to explore the politeness strategies in movies Not Cinderella Type (2018) and Cinderella (2015) to know the difference over time. The paper investigated the use of politeness strategies in utterance of main characters of movies with the help of content analysis of movies' script. The study was based on mixed method for in-depth analysis of Politeness strategy using Brown and Levinson's theory of politeness as a theoretical framework. The results showed some disparity in the use of politeness strategies between Cinderella (2015) and Not Cinderella Type (2018). The results also explored that the frequently used strategy in NCT was bald on record that indicates the use of more FTA based on outrageous reaction of the main characters.

Keywords: Not Cinderella Type, Cinderella, Politeness strategies, longitudinal study, Face-saving strategies, Communication

Introduction:

Communication is compulsory for living a successful life, and it is a crucial element for the evolution of human beings and societies. For the transmission of a specific message, conversation plays an important part. It delivers the feeling and emotions of a person by communicating his/her thoughts using the medium of words, signs, and phrases. The use of these signs, words, and phrases can have negative and positive effects on people. To avoid the negative consequences during the conversation, one should save the face of the hearer. Politeness is a crucial element in communication. The polite conversation has more positive effects and makes the conversation more conclusive and successful. Language learners should be aware of politeness and its strategies to point out politeness within conversations to know the use of language within the given context. Communication between people who use more assertive phrases containing polite words has more positive affect (or consequences) than impolite. Such phrases are more pleasing (which makes the conversation more successful) and beneficial for both the speaker and listener. According to Brown and Levinson (1978), politeness is essential for human beings when interacting with each other in social circumstances. Every being has a certain public persona which is also called as the face or self-image of that person. During interaction on a social level, the role of every human being is to save the face of other people (by understanding another person) or the hearer to avoid the negative consequences. According to Goffman (1995), the face is a public self-image or reputation of any person (either positive or negative), and it provides insight into how people perceive the speaker. In the pragmatic study, we deal with various face-saving strategies to mitigate the effect of the face-threatening act (a kind of threat of losing face) to make the conversation more effective and successful. It plays a vital role in making an order and sequence of events during the conversation. If someone is polite, it means he/she is well aware of the face-saving act and strategies of politeness to respect someone's feelings. The use of suitable words according to the given context can make the purpose of the communication clear.

Problem Statement

The Not Cinderella Type movie genre is a romantic drama, and it is a film adaptation of the book written by Jenni James from "The Jane Austen's Diaries and The Jenni James Faerie Tale Collection" entitled "Not Cinderella Type". It is a kind of realistic view of a girl living like a servant in her relative's house facing disparaging situations until she accidentally met a kind-hearted boy who makes her realize her worth. The girl named "Indy" claimed to be unlike a Cinderella and doesn't like to be called by this name as this was just a nick that her mom gave her. The Not Cinderella-type is a kind of contemporary romantic feature film.

Aim and Objectives

The objectives of the current study is

1. To find out politeness strategies used by main characters in *Cinderella (2015)* and *Not Cinderella Type (2018)*.
2. To highlight the comparison between the use of politeness strategies in both movies *Cinderella (2015)* and *Not Cinderella Type (2018)*.
3. To find out the frequency of each strategy used by the main characters in the movie *Not Cinderella Type (2018)* and *Cinderella (2015)* to know the frequently used strategy in both movies.

Literature Review

Pragmatics

The real meaning of any person's utterance according to the context refers to the pragmatics in conversation. The pragmatic study is based on two aspects, the actual intended meaning conveyed by the one who is speaking and the listener's interpretation depending on the context or situation. (Yule, 1996, p 3). According to Carlzon (2017), one should know pragmatics to understand better and interpret the speaker's intention. The Study was based on how the dialogues of games like "New Vegas" play a role in communication and pragmatic understanding. The results revealed that the medium of the video game is very effective and exciting for students to understand the pragmatic concept in conversation. The dialogues used in the game are the more natural and best way to have the concept of actual and intended meaning according to the given context

Politeness

Universally, most people from different cultures desire to be treated politely (Lyon, 2018). Politeness is related to the regard and respect of each other. Being aware of each other's face and know the face wants are regarded as politeness. It depends on the social relationship with the person, which may be close or distant (Yule 1996, p 60).

- a) Hey Quratulain! Could you please share your meal?
- b) Hey, Annie, give me your food.

These two statements are clearly showing the social relationship of the speaker with the listener. The first statement (a) indicates that there is a distant relationship (colleague) between them. While the second statement (b) means there is some closeness between the speaker and listener.

Longitudinal Study

According to Cherry (2020), longitudinal study is a kind of study which aims to know the relationship between two elements or variables over time. By in-depth analysis of different variables, one can study "changes over time" and explore "how or why the developmental shifts takes place". Longitudinal Analysis can take place between same or different variables. Longitudinal analysis is a kind of correlational study that gives a unique overview of similarities and differences between variables. According to article *What is a Longitudinal Study?: Definition and Explanation* (n.d.), longitudinal study is done over a specific time to check the contrastive features of a variables. The researcher gave a comparative study between the British and Spaniards by using the medium of movies "Love Actually" and "Va a ser que Nadiees perfecto" to determine the difference between the two cultures. He observed a high use of more positive politeness by Spaniards while using negative politeness by British (Sinkeviciute, 2010).

Theoretical Framework

According to Brown and Levinson (1987), there are five strategies.

- i. Bald-on record

Bald on record is the direct statement with and without the redressive action. It threatens the face of the hearer by offensive words and being rude to the H. This strategy further gives rise to the PPS and NPS.

ii. Positive Politeness strategy

The strategy focuses on supporting the face of the person. It is followed by the redressive action from the H. The S like to be approved and involved with the H.

iii. Negative Politeness strategy

The strategy which satisfies or maintains the negative face of the hearer is known as Negative politeness strategy. The negative politeness strategy is followed by avoiding imposition on the H.

iv. Off-record

The off record strategy is the most indirect strategy that violates all four maxims of Grice.

Conceptual Framework:

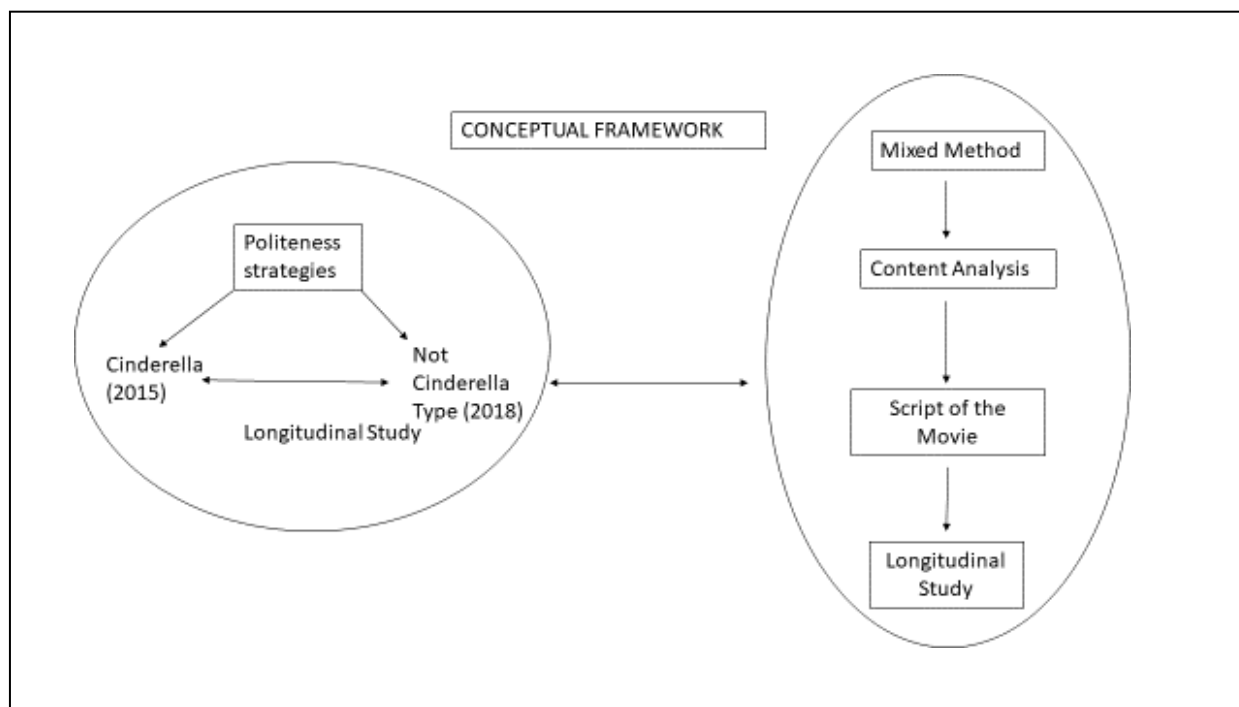


Table 1

The study is based on the mixed method as it consists of qualitative and quantitative analysis of content of movie’s script. The script of both movies *Not Cinderella Type* (2018) and *Cinderella* (2015) is analyzed using content analysis to study politeness strategies used in movies. It consists of longitudinal analysis of both movies to study difference in application of strategies over the period of time.

Research Methodology

The current study investigates the politeness strategies using mixed method to do in-depth analysis and evaluation of politeness strategies used in both movies *Not Cinderella Type* and *Cinderella*. According to Wisdom J. and Creswell J.W. (2013), a Mixed method is a kind of research based on the mixture of qualitative and quantitative data for investigation or analysis purposes.

Data Analysis

The present study is a longitudinal analysis of the politeness strategies in movie *Not Cinderella-type* and *Cinderella* (2015). The analysis is done by longitudinal study of politeness strategies in both movies in which transition of politeness strategies is evaluated over time. The study also explores the strategic use of politeness between the movie NCT ad *Cinderella*. The strategies used for analysis purpose is given by Brown and Levinson which includes positive politeness, Bald on-record, off-record and Negative politeness strategies. Furthermore, the descriptive-analytical method is used for statistical analysis to find out the frequently used strategy in the movie "Not Cinderella Type" by summarising the frequency of each strategy used by the main characters. The study will analyze the main strategies of politeness to demonstrate sociolinguistic competence.

I. Doing FTA

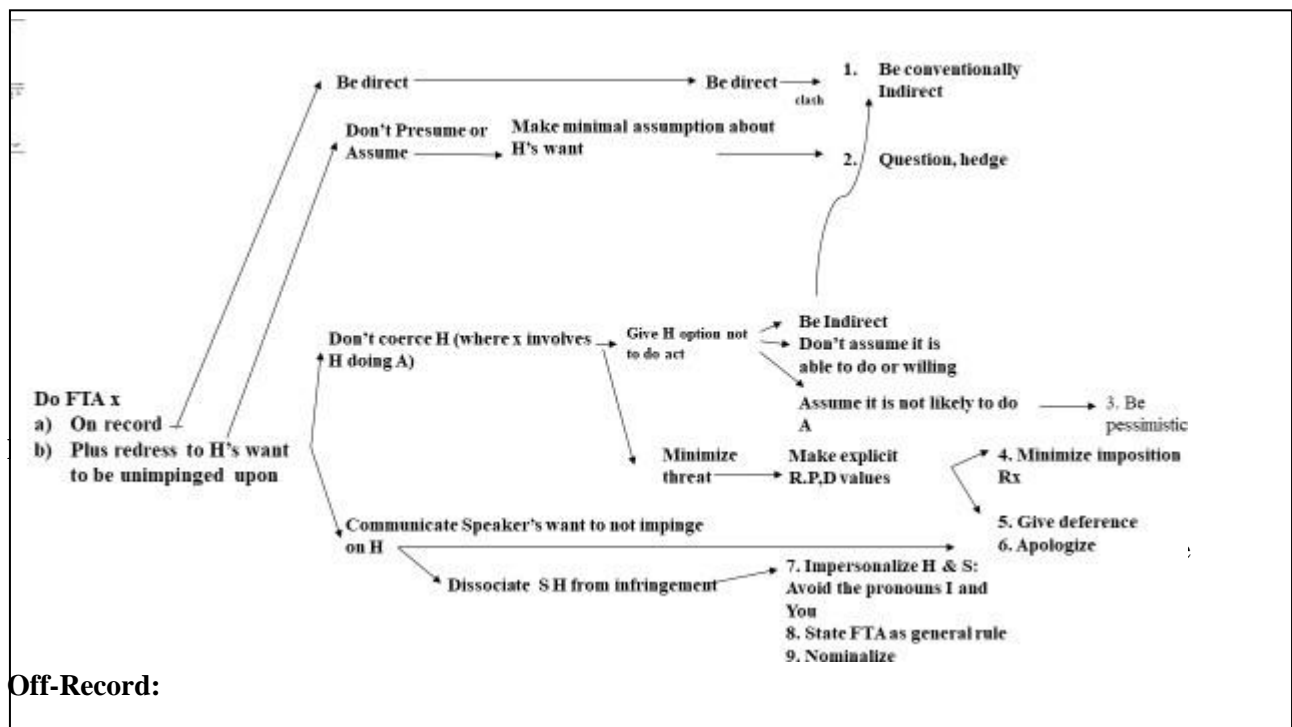
In case of doing FTA, there are two types of actions. The two conditions include FTA with redressive action (positive and negative) and non-redressive action (where there is no compensation of FTA).

II. Doing FTA

The strategy is the politest out of all the strategies that avoid threatening the face of others and try to maintain the hearer's face in any case.

Negative Politeness

The use of NPS is the respect or the action of redress to the negative face of the hearer who doesn't like to be imposed by any person (Brown & Levinson, 1987, p 130).



Off record is a kind of indirect face threatening to the hearer's face. This is done by giving a kind

of hint to the hearer by doing an indirect face-threatening act. According to Brown and Levinson, A person doesn't threaten other's face literally but to allow people to understand what we meant by inferences. By saying things indirectly person is paying regard to the other person. The person who uses the off-record strategy assumes that the hearer wants to be approved and does not like to insult the speaker. So the speaker shows his/her acknowledgment of the fact by saying indirect words to the hearer.

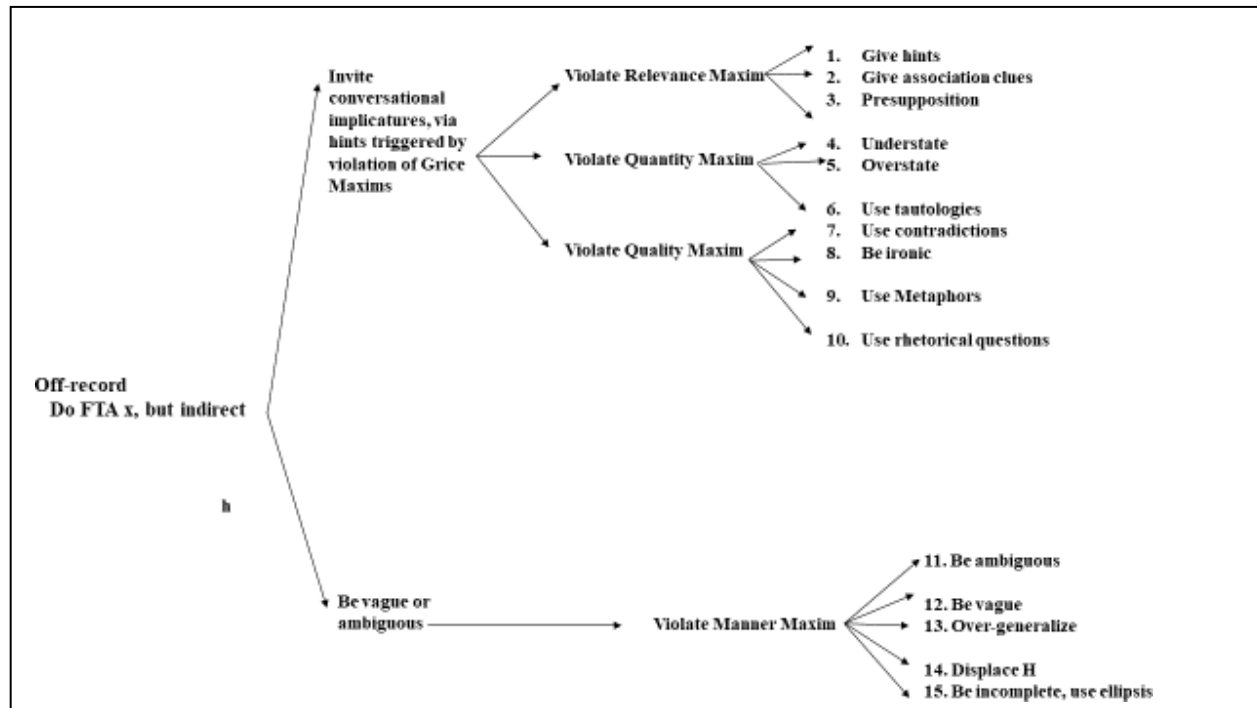


Figure 3; Off-record politeness sub-strategies

Note: Taken from Politeness. Some Universals in Language Use p, 214 by Brown and Levinson

Findings

The overall analysis of the dialogues used in the conversation categorized based on each utterance and the results are shown by giving the percentage of each strategy to show the frequencies.

	Bald on record Politeness	Off record Politeness	Negative Politeness	Positive Politeness
Indy	50%	50%	40%	60%
Bryant	-----	12.5%	40%	-----
Maxton	-----	12.5%	-----	20%
Clarise	37.5%	25%	-----	-----
Dr. Bailey	-----	-----	20%	20%

David	12.5%	-----	-----	-----
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Table 1; Overall Analysis of Brown and Levinson's Politeness Strategies in movie Not Cinderella Type (2018)

The above table shows that Indy frequently used strategy is positive politeness strategy in her utterance results also show that she used both polite and impolite strategies depending on the situation she faced throughout conversation. The least strategy used by Indy is negative politeness strategy that shows Indy doesn't care about the negative face of people and like to be approved by people having positive face. On the other hand, Bryant being a second protagonist, frequently used negative politeness in his utterance which shows he tries to save Indy's negative face by supporting her in all matters. Bryant killed Indy's cat and due to the fact of being a murderer he tries to save Indy's face.

	Bald on record Politeness	Off record Politeness	Negative Politeness	Positive Politeness
Ella	22.22%	75%	50%	50%
Kit	----	25%	----	16.66%
Ella's Father	11.11%	----	----	8.33%
Ella's Mother	11.11%	----	----	-----
Stepmother	44.44%	----	----	-----
Anastasia	11.11%	-----	25%	16.66%
Drizella	----	-----	25%	8.33%

Table 2; Overall Analysis of Brown and Levinson's Politeness Strategies in movie Cinderella Type (2015)

The above table shows that Ella frequently used off record strategy in her utterance which shows that she is the politest character in the movie, while the least strategy used by Ella is bald on record strategy which shows that Ella avoid FTA throughout her utterance in the movie. The overall analysis shows that the second protagonist, Kit also frequently used off record strategy in order to save avoid FTA in the conversation.

	Cinderella (2015)	Not Cinderella Type (2018)
Bald On Record	31.02%	34.61%
Positive Politeness	41.37%	19.23%
Negative Politeness	13.79 %	19.23%
Off-Record Politeness	13.79.%	26.92.%

Table 3; Overall Analysis of Brown and Levinson's Politeness Strategies in movie Not Cinderella Type (2018) and Cinderella (2015)

The above table shows that the results of the overall analysis. The most used strategy in the movie *Not Cinderella Type (2018)* is Bald on record strategy and in *Cinderella (2015)* is Positive politeness strategy.

Discussion

The content analysis of NCT and *Cinderella* indicates that the movie's main characters used four main strategies given by Brown and Levinson. These strategies includes positive politeness, negative politeness, bald on record and off record strategy. Each strategy consists of sub strategies that describe the speaker's situation or condition during the conversation. The main characters of movie *Not Cinderella Type* (Indy, Bryant, Maxton, Clarise, Dr. Bailey and David) frequently used bald on record strategy. Whereas the main characters of *Cinderella* (Ella, Kit, Ella's Father, Ella's Mother, Stepmother, Anastasia and Drizella) frequently used positive politeness strategy. The disparity can be further evaluated with the in depth analysis of sub-strategies.

Strategies	Positive Politeness strategy	Negative Politeness Strategy	Bald On record strategy	Off Record Strategy
Sub-Strategies	Intensify Interest to Hearer	Apologizing	Shock and Embarrass Hearer	Incomplete and Elliptical Sentences
	Give gifts to hearer	Questions	Great Urgency situation	Association Clues

	Offer Promise and	Minimization of imposition by speaker	Rudeness of speaker without the fear of being offended by hearer	Rhetorical Questions
	Seek Agreement	Be Pessimistic	Warning or sympathetic advise	Metaphor
	Exaggerate		Task Oriented	Be Ironic

Table 4; *NCT (2018) Sub-strategies:*

Conclusion

The current study is done by the analysis of the politeness strategy in movies *Not Cinderella Type (2018)* and *Cinderella (2015)* using Brown and Levinson's theory of politeness. The study is the content analysis of script of the movie based on mixed method for analysis purpose. The analysis is longitudinal study of politeness strategies which shows the contrast between two movies. The results ranges according to the research question given in the introduction part. Firstly, it is found that the four strategies are used in both movies, *Not Cinderella Type* and *Cinderella*, which include bald on record (with and without redressive action), Off the record, Positive Politeness (with redressive action) and Negative Politeness Strategies (with redressive action). These strategies are further divided into sub-strategies depending on the situation in the movie. Secondly, the analysis shows a little disparity in the use of politeness strategies in *Cinderella (2015)* and *Not Cinderella-type (2018)*. The analysis shows that the protagonist of *Cinderella Ella* frequently used positive politeness in her conversation and *Not Cinderella Type's* protagonist Indy frequently used off-record politeness strategy in her utterances. . The paper investigated the disparity in protagonist's actions in both movies, and there is also the difference in the use of strategies used by the main characters both characters being victims of emotional abuse face hard time, but their reaction to such cruelty makes a difference. The frequent use of bald on record indicates the use of least polite strategy in movie NCT and shows straight forwardness and more direct utterances.

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