AN ANALYSIS OF POSITIVE POLITENESS STRATEGIES IN SPIDERMAN: FAR FROM HOME MOVIE

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ABSTRACT

Communication is an inevitable aspect of human life, driven by our social nature and the need to interact with others through language. Politeness plays a crucial role in communication across all cultures. In this research, the researchers explore the positive politeness strategies depicted in the movie Spiderman: Far From Home. The aim of this research is to identify the various positive politeness strategies used by the characters., pin down the most dominant strategy, and investigate the elements influencing their utilization of positive politeness as proposed by Brown and Levinson. This research employs a qualitative approach. Scrutinizing dialogue data derived from scenes demonstrating positive politeness. The findings elucidate eight positive politeness strategies used by the characters in the movie, with "Observing, attending to the listener" as the most dominant strategy, contributing to 15.9% of the 37 instances. The data also revealed that there are two elements influencing the characters' use of positive politeness such as reward and specific circumstances, involving social distance, relative power, and the degree of imposition.

Keywords: Politeness Strategies, Positive Politeness, Pragmatics

A. INTRODUCTION

Communication is an act or a process of conveying information or a message to someone through various media so that the intended message is. Communication holds significant importance in both personal and professional aspects of life, including business, education, and various social interactions where people come across one another to start a good communication, one should know several ways to initiate communication with other humans. However, there are many people who have difficulty implementing polite language, when starting communication many people do not know yet how to communicate politely. In communication, certain actions can threaten to be resisted if they are done in such a way as to disfigure the face of the recipient or the wishes of the recipient. This means that the action is a threat faced by the action. As a strategy to avoid this threat, speakers can use positive politeness to meet facial demands listener (Servitia, 2017).

The advantage of learning language is that we can learn about the meaning of a person's speech about their opinions, goals, and types of actions. For example requests, their recommendations that arise when they talk to each other. One of the disadvantages of

studying pragmatics is that any human concept or theory is very difficult to analyze objectively. The definition and concept of language refers to the fact that to understand a speech, knowledge is needed through the meaning of the word, namely the relationship with the context in which it is used.

Pragmatics can be described as the exploration and analysis of goals in certain situations. Pragmatics is complementary, which means that the study of language is carried out either separately from the formal system of language or from a part that complements it (Geoffrey, 1993 as cited in Aristo, 2003). According to Crystal in (Mufidah & Islam, 2022)**,** the branch of linguistic pragmatics investigates numerous factors that determine language selection during interactions and how this choice impacts the communication partner. In this theory, individuals have the freedom to use words as they see fit. Instead, in practice we have social rules to follow. In a contrasting understanding, it is posited that pragmatics is a study of the science of significance correlated with the context of communication. As Leech (1993) said that pragmatics can be perceived as a method to address potential issues from the perspective of both the speaker and the listener. According to Levinson in (Rizki & Golubović, 2020), pragmatics is the study of language from a functional perspective. While, Yule (2006) defines pragmatics, as a linguistic branch, explores the significance of utterances conveyed by speakers and understood by listeners within the given context. Pragmatics is also the study of how listeners get implicit meaning from the speaker. Finally, pragmatics is a study that examines forms of expression according to relative social distance. The pragmatic function emphasizes the function of language to communicate in everyday life. A speaker must be able to choose and use language appropriately so that the meaning of an utterance can be understood by the speech partner.

The framework of politeness strategies as outlined by Brown & Levinson (1987) includes four broad behavioral trends that discourse participants can utilize: (1) Bald-on Record, (2) Positive politeness strategy, (3) Negative politeness, and (4) Off-record politeness strategy. For this research endeavor, the author particularly focuses on the application of the positive politeness strategy. This strategy can be characterized in the following manner:

Based on Brown and Levinson 1987 theory, this strategy is used when we want to talk to people who are less familiar but we want to show friendliness or familiarity to that person. so that the interaction can run smoothly and not be awkward, speakers try to show similarities to listeners to give the impression that they are considered to have the same desires. This method aims to reinforce the positive facade of the listener, where the wishes of the speaker are seen as a shared ambition between the two.Moreover, this strategy aims to foster smoother social interactions. By employing it, the speaker indicates a willingness to establish greater familiarity with the other person, leading to a more intimate relationship and enhanced group cohesion. The strategy seeks to diminish the distance between the speaker and the interlocutor by expressing care and camaraderie, ultimately reducing the likelihood of face-threatening acts (FTA).

Strategy 1: Pay attention to and consider the listener's interests, desires, activities, and belongings. This approach necessitates the speaker showcasing particular mindfulness towards the listener, which could be demonstrated by paying close attention to their pursuits, aspirations, and conduct. The speaker also takes notice of the hearer's current condition, including any physical changes and ownership of possessions, among other things.

Strategy 2: Amplification of interest, approval, and empathy towards the listener.The speaker amplifies their feelings of curiosity, agreement, and compassion for the listener.

Strategy 3: Intensification of interest towards the hearer.The speaker enhances their level of interest in the hearer. This strategy builds upon the previous one, and the feeling of interest towards the hearer can be further intensified through the use of compliments.

Strategy 4: Employing indicators of group affiliation. In this tactic, the speaker uses signs of shared identity or group membership. This is accomplished to create a mutual understanding and nurture a close bond between the person speaking and the one listening.

Strategy 5: Pursue concurrence. The speaker endeavors to find common ground and agreement with the hearer. This can be achieved by repeating parts of the hearer's speech to indicate alignment and adherence to the information conveyed.

Strategy 6: Evade disagreement. The speaker avoids expressing disagreement with the hearer. Contrary to the fifth strategy, this method is employed when the speaker genuinely disagrees with the listener. However, in order to maintain the listener's positive self-image, the speaker minimizes their dissent.

Strategy 7: Presuppose, assume, or assert shared beliefs or understanding. The speaker shows similarities with the hearer. When they want to offer assistance to a hearer, speakers sometimes show similarities with the hearer so that they don't seem to burden the speaker. On the other hand, when they want to ask for help from hearer, speakers sometimes look for similarities so that their requests for help are not too burdensome to hearer.

Strategy 8: Joke. Speakers use jokes. Jokes can be used to save face when the speaker wants to disrupt his good image.

Strategy 9: Affirm, presuppose, or enhance the speaker's awareness and consideration of the hearer's desires. The speaker shows that he understands the wishes of the speech partner. This strategy is usually used when you want to invite your speech partner to do something. The speaker tries to show that he understands the needs of his speech partner.

Strategy 10: Offer/Promise. The speaker makes an offer or promise to the speech partner. Promising is a pleasant action for the speech partner. Sometimes promises are also made when refusing the offer of the speech partner so that with that promise the face of the said partner is saved.

Strategy 11: Embrace optimism. The speaker displays a positive and hopeful demeanor. Demonstrating optimism from others contributes to portraying a favorable image of someone.

Strategy 12: Involve both the conversationalist and the listener in mutual tasks. The speaker seeks to involve the interlocutor in joint activities. The act of extending an invitation supports a positive perception of the other person, making them feel valued and respected.

Strategy 13: Provide or request explanations. The speaker offers or seeks reasons or considerations. Sometimes, to enhance one's sense of importance, it is necessary to inquire

about their opinions. By asking for the speech partner's input, the speaker conveys that their perspective is highly regarded.

Strategy 14: Presume or claim mutual exchange. The speaker offers a reciprocal action, that is, if the speech partner does X, the speaker will do Y. This strategy is also called reciprocity or repaying the good actions of others. Sometimes speakers are reluctant to accept help from speech partners. However, when the said partner shows that his action is a response to the speaker's kindness in the past, the speaker tends to be more accepting of this assistance.

Strategy 15: Offer the listener gifts (items, compassion, comprehension, collaboration). The speaker exhibits understanding towards the conversational partner, which cultivates a sense of gratitude in the listener.

According to Brown & Levinson (1987), there are two elements influence how speakers apply positive politeness tactics: rewards and situational factors, including relative authority, social gap, and the magnitude of intrusion.

1. Payoff: Speakers use positive politeness techniques to gain advantages. By assuring the listener of their affection and readiness to fulfill the listener's desires, the speaker lessens the danger to the listener's positive self-image, highlighting common interests. For instance, the sentence "Let's have dinner" demonstrates the speaker's involvement in the request, consequently reducing possible risks to the listener's self-image, referred to as Face-Threatening Acts (FTAs).

2. Relevant Circumstances: The importance of Face-Threatening Acts (FTAs) is also impacted by scenarios and sociological aspects, which decide the extent of politeness. Three factors determine this level: the power dynamic (P), social gap (D), and the degree of intrusion (R).

Power (P): The level of politeness tends to be higher when dealing with individuals who hold power or authority over us, compared to those who do not. Asymmetrical relationships between speaker and listener often occur in hierarchical settings like courts, military, or workplaces. For instance, it may be more polite to address a tardiness issue with your employer than with your brother, as your boss can impact your career positively or negatively.

Social distance (D): Social distance involves tangible psychological elements like rank, age, gender, and closeness level, which collectively determine the total respect level within a specific conversation. Symmetrical relationships between speaker and listener are involved here. For instance, with people we feel close to or know well, such as those of the same age or gender, we may use less polite speech when asking them to do something. Conversely, we are more likely to use polite speech when interacting with strangers or older individuals.

Size of imposition (R): The degree of intrusion pertains to the evaluation between one communicative act and another in a particular setting. For instance, asking to borrow a car in normal times could seem intrusive, but in an urgent situation, it becomes more tolerable. In the initial scenario, we tend to use courteous language, while in latter, courtesy might be overlooked due to the pressing nature of the situation.

Given the aforementioned description, the researchers were keen on exploring the use of positive politeness in one of the most renowned movies, namely Spiderman Far From Home and to find out how the characters in Spiderman: Far From Home use positive politeness. The reason for conducting this research is because positive politeness is an interesting discussion of all time because it can reflect the character of a person or group, then the Spiderman Far From Home film is a popular film and is watched by more than millions of people so that the film is phenomenal.

B. METHOD

In this study, the researchers used qualitative methods. Research using qualitative methods through observation, text analysis, interviews, etc. Recording and transcription. Qualitative methods are used to answer research questions with rich descriptions and in-depth analysis. This method is also called the ethnographic method, because this method was initially used more broadly in the study of cultural anthropology. The subjects of this study are the instances of positive politeness displayed by characters in *Spiderman: Far From Home movie (2019).* The data were collected by applying documentation by watching the *Spiderman: Far From Home movie(2019).* Then, taking note the data that contain scenes that show positive politeness. The method employed to analyze the data in this study is content analysis developed by Miles & Huberman (1994), incorporating components involving potentially offensive language.

1. Data Reduction
This phase entails the selection, concentration, simplification, abstraction, and transformation of raw data extracted from the Spiderman: Far From Home movie (2019).

2. Data Presentation
The process of organizing and presenting the data derived from the Spiderman: Far From Home movie (2019) involves structuring the information in a cohesive manner. This presentation serves to facilitate the extraction of conclusions and guide subsequent actions. Displaying the data serves the purpose of further enhancing comprehension of the cases and acting as a point of reference for informed decision-making stemming from data analysis.

3. Verification and Concluding Inferences
Summing up the conclusions on the data found in *spiderman far from home movie (2019)* that has been analyzed.

C. FINDINGS AND DISCUSSION

This research probes into the variety of politeness techniques used in "Spiderman: Far From Home" (2019), specifically focusing on the most employed positive politeness strategies, and the factors steering the characters' application of these strategies. The data for this study is evaluated through a three-step process; data condensation, data representation, and validation/conclusion (Miles & Huberman, 1994).

1. Positive politeness strategies

Out of the 37 instances identified within Spiderman: Far From Home (2019), there are 15 distinct positive politeness strategies in accordance with Brown &Levinson's model from

1987. Nonetheless, this research has pinpointed and concentrated on merely eight distinctive kinds of positive politeness strategies as can be seen in Table 1.

Table 1. Type of Positive politeness Strategy

No	Type of positive politeness strategy	Amount of data	Percentage
1.	strategy 1: Notice, attend to hearer	17	45,9%
2.	strategy 2: Exaggerate	4	10,8%
3.	strategy 3: Intensifly interest to the hearer	1	2,7%
4.	strategy 5: Seek agreement	1	2,7%
5.	strategy 8: Joke	2	5,4%
6.	strategy 9: Assert of Presuppose or raise S's knowledge and concern for H's wants	2	5,4%
7.	strategy 11: Be optimistic	9	24,3%
8.	strategy 15: Give gift to the hearer	1	2,7%
	Total	37	100%

From the analysis data above the conclusion is that there are 8 types of positive politeness strategies found in Spiderman: Far From Home movie (2019), namely strategy 1: Notice, attend to hearer (18 data) or 15,9%, strategy 2: exaggerate (4 data) or 10,8%, strategy 3: intensively interest in the hearer (1 data) or 2,7%, strategy 5: seek agreement (1 data) or 2,7%, strategy 8: joke (2 data) or 5,4%, strategy 9: Assert of Presuppose or raise S's knowledge and concern for H's wants (2 data) or 5,4%, strategy 11: be optimistic (9 data) or 24,3%, and the last strategy 15: give gifts to the hearers (1 data) or 2,7%.

Based on the table data provided, we see varying usage of different strategies. Strategy 1, which pertains to Noticing or paying attention to the hearer, emerges dominant with 45.9% or 17 instances. Strategy 2, Exaggeration, is observed 5 times and accounts for 10.8%. Strategy 3, Intensifying interest in the hearer, and strategy 5, Seeking agreement, are least used, both appearing just once and accounting for a mere 2.7%. The use of Strategy 8, Joking, and Strategy 9, Presupposing or raising S's awareness and regard for H's wants, is also limited to just 2 cases each, contributing 5.4%. Meanwhile, Strategy 11, being optimistic, seems relatively well-used with 9 instances or 24.3%. Finally, Strategy 15, giving a gift to the hearer, appears only once, accounting for 2.7%. From this, we conclude that Strategy 1: Noticing, attending to hearer is the most prevalent type of positive politeness strategy, with 17 instances or 45.9%.

2. Factor that influence the character used positive politeness strategy
There are some factors that influence the character in *Spiderman: Far From Home movie(2019)* uses positive politeness strategies. The statement below shows what factors the character uses in *Spiderman: Far From Home movie(2019)*

1. Payoff
Through the implementation of positive politeness strategies, speakers can attain several advantages. By convincing listeners that the speaker shares a common perspective and holds favorable regard for them, the speaker can mitigate the impact of face-threatening acts (FTAs) and portray a willingness to fulfill the listener's desires. Furthermore, this approach can also assist the speaker in sidestepping or reducing the potential repercussions associated

with FTAs, such as demands and obligations. The relationship between the roles of several characters in this film is also a factor contained in the data Data 5, The situation of the conversation above was when Peter Parker and aunt May they were talking on the phone, aunt May called Peter Parker because of the disaster that just happened, she notice and know that Peter Parker and his friends was attacked by the water monster. the factor that affects is payoff because May Parker can minimize threads (Face Threatening Act) by assuring Peter Parker that he wants to satisfy the hearer by fully filling what Peter Parker's needs.

2. Relevant circumstances

The weight of a Face Threatening Act (FTA) is determined by multiple factors - situational aspects, sociological variables, which in turn, shape the degree of politeness needed. There are three chief dimensions that dictate politeness levels according to Brown & Levinson (1987) - these being relative power (P), social distance (D) and the degree of imposition (R).

Power is a key determinant influencing our inclination to exhibit a higher degree of politeness with individuals who possess greater power or authority than us. This stems from the imbalanced relationship dynamics between the speaker and the listener. A case in point would be, when expressing the tardiness of your boss, you are likely to employ more courteous language than when sharing the same information with your peers. For example, in data 4, the situation of the conversation above was when the water monster attacking people, out of nowhere there's someone who attacking the monster back in the sky, seeing that, Peter Parker offered help to defeat the water monster. Since Quentint Beck has been very helpful toward the speaker, and Quentitn beck is someone who has high power, Peter expressed this utterance to show his respect.

Social distance (D)

Social distance can be construed as a combination of various psychological constituents (such as status, age, gender, and degree of closeness, among others). These elements jointly shape the total degree of reverence in any given communicative scenario. It derives from an equable relationship between the speaker and the listener. For example, when you want to ask your younger friend for help, you will speak casually or informally, but when you ask someone older than you for help, you will speak politely. In the data Data 1, the situation of the conversation above was Aunt May and Peter Parker were holding a charity event and when Aunt May gave a speech she felt a little stiff. Factor that influence Peter Parker uses positive poiteness strategy is social distance, because Peter Parker want to satisfy the May Parker because he aware that May Parker feel she's not good enaugh with her speech and she need compliment to make her feel better because she is his aunt and she is older than him.

Size of imposition (R)

The degree of compulsion can be determined by juxtaposing one speech act with another in a given context. Take for instance, if we desire to borrow money from someone we aren't particularly close to, it could lead to unease. However, if we're borrowing funds due to an exigency, it's perceived as normal. In the first instance, we typically resort to polite language, whereas in the latter scenario, the urgency of the situation lessens the necessity for politeness. The magnitude of imposition is discernible in the data..data 10, The situation of the conversation above was Nick Fury asked Peter Parker for help him and tim to kill the fire monster, but Peter can't help them, and then Nick Fury tell Peter to back to the hotel before his teacher become suspicious because Peter Parker not in the hotel. Nick Fury could just

asked Peter to leave but he said it politely cause he want Peter to help him, and change his mind.

In assessing the data, eight distinct styles of positive politeness strategies illustrated in the movie, the most noticeable one being the "Notice, attend to hearer" approach, which constituted 15.9% of the total 37 occurrences of positive politeness strategies. Alongside this, it was also revealed that there are two elements that affected the implementation of the positive politeness techniques amongst the characters in the movie - reward and circumstantial pertinence (Permadi, 2020). The factor of payoff includes the advantages a speaker garners by using positive politeness strategies such as easing the possibility of posing a threat to the listener's face and exemplifying a readiness to satisfy the listener's needs. Conversely, the factor of contextual relevance embodies aspects like social distance, relative power, and the degree of imposition in conversation.

Politeness holds a pivotal role in the sphere of human communication. It facilitates smooth and effectual interactions among people from varying backgrounds, interests, and aspirations. Thus, it can be inferred that how the film's characters apply diverse positive politeness strategies to forge good relationships, avert disagreements, and procure mutual comprehension. In other words, this study provides crucial insights into the application of positive politeness strategies within the framework of cinematic communication. The research underlines the role of civility in speech during social interplays. The author, by dissecting the dialogues in the film, demonstrates how characters employ such strategies to sustain agreeable relations with others. Moreover, the research delineates factors that steer the implementation of these strategies, including the reward aspect and circumstantial pertinence.

Positive politeness strategies such as "Notice, attend to hearer" are a way to demonstrate special attention to the listener by acknowledging their interests, desires, and actions. In this film, characters employ this strategy to strengthen positive relationships with others and maintain the listener's positive face. Other positive politeness strategies, such as "Exaggeration of interest," "Embrace optimism," and "Give gifts to the hearer," can also be observed in interactions among characters in the movie. The use of these strategies reflects how characters strive to uphold good relationships and maintain a positive image in communication. These strategies serve to mitigate potential threats to the listener's positive face, thus creating a more pleasant and open communication environment. By showing attention to the listener, characters in the film establish closer bonds and avoid unnecessary conflicts (Permadi et al. 2022).

The incorporation of the "Embrace optimism" strategy stands out as a significant aspect of this study. Within the communication context, adopting an optimistic demeanor contributes to fostering a positive ambiance and enhancing communication efficacy. As characters in the film portray optimism, they not only construct a favorable perception but also stimulate listeners to engage more openly and responsively. Optimism underscores a confidence in positive outcomes during interactions, thus facilitating avenues for cooperative endeavors and collective conflict resolution. This strategic optimism serves as a compelling tool to bolster the overall quality of communication exchanges (Permadi, 2020).

Aspects such as payoff and contextual relevance significantly govern the application of positive politeness strategies. The incentive structure provided by payoff prompts speakers

to use these strategies, thereby gaining communication benefits. Contrastingly, the notion of contextual relevance, factoring in elements like social distance, relative power, and the extent of imposition, steers the choice of suitable politeness degrees during interactions. For instance, using more polite language might be necessary when conversing with someone of higher power or authority. Payoff, or the benefits derived from employing positive politeness strategies, encourages speakers to create more harmonious and satisfying interactions. Speakers use these strategies to avoid conflicts that might arise due to differing goals or opinions. In the film, payoff manifests through friendly and responsive dialogues among characters.

In addition, the idea of contextual relevance emphasizes the significant role of elements like power dynamics, social separation, and the severity of infringement in influencing the selection and extent of courtesy used in conversation. The determination of a specific politeness level is rooted in the hierarchical dynamic between the speaker and the listener, as well as their degree of social familiarity. For instance, the application of more elevated positive politeness strategies could be prevalent when engaging with an individual possessing authority or occupying a higher position. This understanding emphasizes that the context plays a pivotal role in shaping communication strategies and etiquette. The interplay of these factors dictates the level of politeness required to navigate various social dynamics effectively, ensuring that interactions remain respectful and conducive to mutual understanding (Permadi et al. 2022).

Moreover, this research underscores the critical importance of understanding context when applying positive politeness strategies. The characters in the film are compelled to take into account the prevailing circumstances, the nature of their relationships, and the objectives of their communication when opting for suitable strategies. This insight mirrors the routine communication dynamics of the real world, wherein individuals must also judiciously select the most fitting politeness strategies to facilitate effective interactions with others. In essence, the context-driven approach highlights that communication is not a one-size-fits-all endeavor; it requires adaptability and sensitivity to the specific situation at hand. Just as the characters in the film tailor their politeness strategies to suit various scenarios, individuals in reality must also navigate a diverse array of social contexts with appropriate linguistic and behavioral choices. This interplay between context and communication strategies underscores the dynamic nature of human interaction. By recognizing the significance of context, individuals can enhance their communicative competence, forge stronger connections, and mitigate the risk of misunderstanding or conflict.

Overall, this research provides valuable insights into how positive politeness strategies are employed in interpersonal interactions. In the context of the film "Spiderman: Far From Home," characters use various positive politeness strategies to build good relationships, avoid conflicts, and create a positive communication environment. Factors like payoff and contextual relevance also influence the use of these strategies. This research demonstrates that positive politeness is not just a social convention but also a crucial tool in achieving effective communication goals. Through comprehension of the deployment of positive politeness tactics in conversation, we can enhance the quality of interactions and maintain positive relationships with others.

In summary, this research concludes that the use of positive politeness strategies is a crucial aspect in the communication among characters in the movie Spiderman: Far From Home (2019). This analysis provides insights into how positive politeness strategies are employed

in social interactions, especially in diverse situations. Furthermore, this research reaffirms that factors like payoff and contextual relevance influence the selection and implementation of positive politeness strategies. Overall, this study provides a deeper understanding of the importance of polite language in maintaining positive relationships in interpersonal communication.

D. CONCLUSION

This research uncovers multiple deployments of positive politeness methods used by character dialogue in "Spiderman: Far From Home," a 2019 film. The investigation pinpointed 37 instances of these methods within character engagements. These instances, drawn from the dialogues, were organized into five distinct classifications, based on Brown & Levinson's 1987 framework: Type 1, categorized as 'Notice, attend to hearer,' was most abundant, appearing 17 times within the analyzed sections. Type 2, categorized as 'Exaggerate,' materialized five times. Type 3, 'Intensify interest in the hearer,' was discovered only on one occasion. Equally, Type 5, 'Seek agreement,' surfaced just once. Type 8, tagged 'Joke,' was noted twice. Type 9, defined as 'Assert or presuppose knowledge and concern for the speaker's wants', occurred twice. Type 11, 'Be optimistic,' emerged in eight dialogues, whilst Type 15, 'Give a gift to the hearer,' appeared only once. When considering prevalence, 'Notice, attend to the hearer' was distinctly dominant, claiming nearly half of all occurrences. This was trailed by 'Be optimistic,' responsible for roughly a quarter of the instances. It's inferred that variables like rewards, relative power, social distance, and degree of imposition potentially prompted the film's characters to engage these positive politeness tactics.

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