An analysis of positive politeness
Strategy in the film entitled
“in good company”
(a pragmatics study)

THESIS

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AN ANALYSIS OF POSITIVE POLITENESS STRATEGY IN THE FILM ENTITLED “IN GOOD COMPANY” (A Pragmatics Study)

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“Sesungguhnya jika kamu bersyukur,
pasti Kami akan menambahkan (nikmat) kepadamu,
dan jika kamu mengingkari (nikmat-Ku) maka sesungguhnya azab-Ku sangat pedih.”
(Q.S Ibrahim: 7)

big is powerful
medium is wonderful
small is beautiful

To be an important person is good but to be a good person is more important.
(The Researcher)
CHAPTER I
INTRODUCTION

A. Research Background

Communication has an important role in our life. According to Gartside communication is the art of sharing anything. In its vital sense it means a sharing of ideas and feelings in a mood mutual understanding (1986:1). Thus, people can cooperate with each other when they communicate just as they do in any other shared activity. Communication is usually defined as conversation, namely for sending and receiving message. If the message cannot be received it means that communication does not work well. In order to make communication run in harmony, the hearer should know the speaker’s aim. Moreover, everyday we adapt our conversation to different situations. Among our friends for instance, we can easily say something that would be seen discourteous among strangers and we avoid over formally with our friends. In both situations above we try to avoid making the hearer embarrassed and uncomfortable.

People generally behave in accordance with their expectation concerning their public self-image or face wants to be respected. Face means public self-image of a person; it refers to the emotional and social sense of self that everyone has and expects everyone to recognize (Yule, 1996:60). Face has two aspects, positive and negative. An individual’s positive face is reflected in his or her desires to be liked, approved of, respected of and appreciated by others. While an individual’s negative face is reflected in the desire not be impeded or put upon, to have the freedom to act as one chooses (Thomas, 1995:169). Therefore, people in their relationship need to preserve both kinds of faces for themselves and the people they interact with the politeness utterances.

According to Brown and Levinson (1987:65), certain kinds of acts intrinsically threaten face, namely those acts that by their nature run contrary to the face wants of the hearer and / or of the speaker. For example, the hearer’s positive face will damage when the speaker insulting the hearer, and also the
hearer’s negative face will damage when the speaker order the hearer. It also
could damage the speaker’s own positive and negative face for example, when the
speaker admits that he has failed in his job and when the speaker offers help to the
hearer. FTAs are acts that infringe on the hearer’s need to maintain his or her self-
estee

estee

m and be respected, [http://en.wikipedia.org/wiki/pragmatics](http://en.wikipedia.org/wiki/pragmatics). In order to
avoid or minimize to reduce the possibility of damage to the hearer’s face or to
the speaker’s own face, he or she may adopt certain strategies.

Brown and Levinson sum up human politeness behavior in four strategies
among them are the bald on record strategy, the positive politeness strategy, the
negative politeness strategy, and bald off record strategy. For example:

a. Put your jacket away.

b. You must be hungry, it’s a long time since breakfast. How about some
   lunch?

c. I just want to ask you if I could use your computer?

d. It’s bit cold in here.

The example (a) is the example of bald on-record strategy, it shows that
the speaker does nothing to minimize threats to the hearer’s face. The example (b)
is the positive politeness strategy. It shows that the speaker recognizes the
hearer’s desire to be respected. It also confirms that the relationship is friendly
and expresses group reciprocity. The example (c) is negative politeness. It shows
that the speaker actually recognizes the hearer’s face but it also shows that the
speaker in someway imposes the hearer to borrow the computer. The last example
(d) is bald off record strategy, the speaker is trying to avoid FTAs by asking the
hearer to close the window. Instead the speaker expects the hearer to close the
window.

Considering the phenomena above, the speaker should be able to produce
the appropriate politeness strategy for being considered as a polite person.
Furthermore, the researcher is interested to analyze the politeness strategies based
on Brown and Levinson’s politeness strategy in a film. The film entitled “In Good
“Company” has a good solid story of a middle-aged man dealing with both supporting his family and keeping his job (bordering on a mid-life crisis), and a young man dealing with a new job, being alone, and finding what he actually wants to do with the rest of his life. The story puts the situation most in a workplace, where the different statuses such as friend, client, boss or the superior interact as the result there are many politeness strategy employed in this movie.

Since there are many employment of positive politeness strategy found in the dialogue in the film entitled “In Good Company”. The researcher tries to analyse them. To clarify the research background, the following example will give clear understanding about it.

Alex Foreman : Dad, I’m not gonna be a professional tennis player.

Dan Foreman : Well, look, *sweetheart*, being a writer is just as tough.

(Taken from “In Good Company”)

The example above shows that Dan as the speaker employs positive politeness strategy 4, namely uses in-group identity markers. Actually, Dan disagrees with Alex because he wants Alex to be a professional tennis player not a writer. Dan uses the word ‘*sweetheart*’ to address Alex in order to minimize the FTAs (advise). It is not only to consider the relative power or status difference between father and daughter to be small but also to soft the imperative by indicating that it is not a power back command. Thus, Alex positive face is saved because she has been appreciated by her father.

In order to understand more about positive politeness strategy and what factors influence the characters to employ the politeness strategy, the researcher
intends to conduct a research entitled An Analysis of Positive Politeness Strategy in the Film Entitled “In Good Company”

B. Problem Statement

Based on the research background above, the researcher propose the main problems as follows:

1. What kinds of positive politeness strategies are employed by the characters in the film entitled “In Good Company” based on Brown and Levinson’s politeness strategy?
2. What factors influence the characters to employ those strategies?

C. Research Limitation

There are four politeness strategies proposed by Brown and Levinson among them are bald on record, positive politeness, negative politeness, and off record. In this study, the researcher will limit the analyze focus in the positive politeness only.

D. Research Objectives

In line with the problem statement, the research objectives are:
1. To describe the kinds of positive politeness strategies employed by the characters in the film entitled “In Good Company” based on Brown and Levinson’s politeness strategy.

2. To explain the factors influencing the characters to employ those strategies.

E. Research Benefits

The result of this research is expected to give some benefits as follows:

1. To give further information for students about the employment of the positive politeness strategy in the film entitled “In Good Company” based on Brown and Levinson Politeness Strategy. Therefore, the research can help them deeper their understanding in study positive politeness strategy.

2. To make the readers understand about the positive politeness strategy and its purpose that actually they face everyday therefore they can apply this strategy appropriately in order to make their conversation run in harmony.

F. Research Methodology

In this research, the researcher uses a descriptive qualitative method because the collected data are in the form of sentences. This type of study is done by collecting the data, classifying the data, analyzing the data, and then drawing the conclusion. The source of the data is the dialogs in the film entitled “In Good Company” showing positive politeness strategy. A further explanation of research methodology will be clarified in Chapter III.

G. Thesis Organization

The thesis organization is arranged systematically as follows:


CHAPTER III : RESEARCH METHODOLOGY, covering Type of Research, Data and Source of Data, Sample and Sampling Technique, Instrument of the Research, Research Procedures, Technique of Analysing Data, Technique of Coding Data.

CHAPTER IV : DATA ANALYSIS

CHAPTER V : CONCLUSION AND SUGGESTION

DEDICATION

I wholeheartedly dedicate this thesis to:
My beloved Mom and Dad
My beloved brothers and Sisters
All of the people who always support me

PRONOUNCEMENT

Name : Ani Septyaningsih
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This is to declare that the thesis entitled An Analysis of Positive Politeness Strategy in the Film Entitled “In Good Company” (A Pragmatics Study) is originally made by the researcher. It is neither a plagiarism, nor made by
others. Any information related to other people’s works are written in quotations and included within the bibliography.

If this pronouncement is proven incorrect in the future, the researcher is ready to accept academic sanction in the form of the withdrawal of the academic title.

Surakarta, 6th February 2007

The Researcher

Ani Septyaningsih

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Surakarta, 6\textsuperscript{th} February 2007

Ani Septyaningsih

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ABSTRACT


The research studies the use of positive politeness strategy in the film entitled “In Good Company”. It is conducted to find out the kinds of the positive politeness strategies employed by the characters and the factors influencing the characters to employ those strategies in relation to Brown and Levinson’s politeness strategy.

This research deals with Pragmatics approach. It is a descriptive qualitative study, and it employs purposive sampling as the sampling technique. The data are all the dialogs containing positive politeness strategy which have significant relationship with the problem statements. There are 29 data found in the film. The data are then identified by using Brown and Levinson’s politeness strategy to answer the kinds of positive politeness strategy employed by the character. The
researcher uses Brown and Levinson’s politeness scale to find out the factors influencing the characters to employ those strategies.

The result of the analysis shows that there are 15 strategies of positive politeness employed by the characters in the dialogs of film entitled “In Good Company”. Among them are notice, attend to the hearer (4 data), exaggerate (1 datum), intensify interest to the hearer (1 datum), use in-group identity markers (4 data), seek agreement (1 datum), avoid disagreement (5 data), presuppose / raise / assert common ground (2 data), joke (4 data), assert or presuppose the speaker’s knowledge and concern for the hearer’s wants (1 datum), offer / promise (1 datum), be optimistic (1 datum), includes both the speaker and the hearer (1 datum), give (or ask for) reasons (2 data), assume or assert reciprocity (1 data) and give gifts to the hearer (1 datum). Thus, all kinds of positive politeness strategies are employed by the characters.

There are two factors influencing the characters when they employ this strategy, namely payoff and relevant circumstances. Concern with payoff, when the speaker employs positive politeness strategy, he can get any advantages. He can minimize the FTA by assuring the hearer that he considers himself to be the same kind, that he likes the hearer and wants to fulfil the hearer’s wants. This is found in the entire of the data. Meanwhile, the circumstances includes three factors, among them are social distance (D), power rating (P) and the size of imposition (R). Most of the data are found when the participants have known each other well so it shows that they have close relationship. However, there are some data (data 7 and 12) found between participants who have not known each other well or between strangers. Likewise, power rating is not only found when the speaker has power lower than the hearer but also found when the speaker has power higher than the hearer. It is because positive politeness strategy is not only used as a FTA redress but also as the social accelerator which indicates that the speaker wants to get closer to the hearer. Concern with the size of imposition, it depends on the situation that potentially lead to the threat of the hearer’s positive face and the second factors above. It can be seen in datum 16.

In conclusion, it is expected that this research will be useful for future researchers who are interested in studying more about politeness based on Brown and Levinson’s politeness strategy, especially positive politeness strategy. It is suggested that other researchers not only take a look at the use of the strategy from a different kind of angle e.g. bald on record, negative politeness, and bald off record, but also pay intention in combining politeness strategy with other issues, for example the use of positive politeness strategy by children. Finally, the employment of positive politeness strategy by people in daily conversations will make the conversations between them run smoothly. Therefore, a harmonious relationship between one to another will be created in the society.
CHAPTER II
LITERATURE REVIEW

Chapter II contains some theories and references, which are related to the research. Since the research about politeness strategy, to carry out this research, pragmatics approach is taken as the way of analysis. Therefore the references related to pragmatics are necessary to guide the researcher to interpret and to describe the meaning of the data.

A. Pragmatics

Pragmatics according to Levinson (1985:21) is the study of the relation between language and context that are basic to an account of language understanding. He also states that pragmatics is the study of relation between language and context that are grammaticalyzed, or encoded in the structure of a language (1985:9). In studying language, one cannot ignore the situation which is the speech is uttered. There is close relation between an utterance and situations. Thus, pragmatics includes the relevant context or situation, instead of the language usage.

Meanwhile, Yule (1996:3) states that pragmatics is the study of contextual meaning. According to him, pragmatics is concerned with the study of meaning as communicated by a speaker (or a writer) and interpreted by a listener (or a reader) so that it involves the interpretation what people mean in the particular context and how the context influences what is said. Similarly Leech (1983) gives a
definition that pragmatics can be usefully defined as the study of how utterances have meanings in situations. From his definition, it can be seen that pragmatics is a study, which understands the meanings of utterances by looking at the situation when the utterances happen.

Based on the definition above, it can be said that pragmatics is the study of meaning contained the utterance in context. Therefore in pragmatic view, to appreciate and to interpret the meaning of a statement or an utterance, one must consider the relation between language and context in which the situation is uttered.

B. Context

Context is an important aspect in interpreting the meaning of an utterance. According to Leech, context deals with relevant aspect of physical or social settings of an utterance. It is the background knowledge, which is shared by the speaker and the hearer in understanding their utterance (1983:13). Therefore, context has many contributions in spoken and written language. It functions to help the speaker and the hearer or the writer and the reader deliver and understand the meaning of utterance.

Meanwhile, Levinson points out the importance of context, which is included in the definition of pragmatics, as the study of the ability of language user to pair sentences with the context in which they would be appropriate (1985:24). It means that the role of context in language is studied in pragmatics, it is necessary to pay attention to the context that is surrounding the happening of the conversation.
Moreover, Malinowski states that there are two notions of context, context of situation and context of culture. Context of situation is the situation in which the text is uttered. It is an environment of the text. Context of culture is the cultural background or the history behind the participants. In order to understand the meaning of any utterance, one should know and understand the cultural background of the language. It can include the participants, or people who are involved in speech, time, social environment, political condition etc (Halliday and Hasan, 1985:6).

From the statement above, it can be concluded that speech context of linguistics research is a context in all physical aspect or social background related with the speech, time, place, social environment, political condition, etc. Thus, context is a set of propositions describing the beliefs, knowledge, and commitments and so forth of the participants in a discourse to in order to understand the meaning of an utterance.

C. Presupposition

According to Yule (1996:25), presupposition is something the speaker assumes to be the case prior to making an utterance. What the speaker assumes is true or is known by the hearer can be described as a presupposition. When the speaker uses the referring expressions like this, he, or Shakespeare, in normal circumstances, it means that the speaker is working with an assumption that the hearer knows which referent is intended.

The presuppositions can be shown in the examples below:
1. “Your brother is waiting outside for you”.

xx
2. “Why did you arrive late?”

3. “When did you stop smoking cigars?”

The example 1 shows that there is an obvious presupposition that you have a brother. The example 2 shows that you did arrive late. In addition, if you are asked the question like in example 3, it shows that there are at least two presuppositions involved. In asking this question, the speaker presupposes that you used to smoke cigars, and that you no longer do so.

From the definition above, it can be said that presupposition is assumptions underlying a statement, which remains in force even though the statement itself is denied. It is regarded as a concept to determine the truth of sentence or utterance.

**D. Implicature**

The concept of implicature is developed by Grice (in Gazdar, 1978:38). It is a theory about how people use language. He states that implicature is a proposition referring to the meaning suggested or implied from an utterance rather than meaning of what is said. He also states that implicature is a proposition based on the interpretation of the language use and its context of communication.

The participant can interpret what the implication of an utterance in a different way from what the speaker actually says (Grice, 1975:156). For example, a teacher utterance of “This class is so quiet!” may implicate that the teacher not only states that he feels the class is quiet, but more than he wants the students to be more active during the class.
E. Speech Act

1. The Definition of Speech Act

The idea of speech act is stated firstly by an English philosopher John L. Austin (in Levinson, 1985:236). Austin notices the fact that when a speaker says something, he is doing something. In every utterance, the speaker performs an act such as stating a fact or opinion, confirming or denying something, giving advice, asking a question, thanking, greeting, etc. The condition of doing something in saying something is what the expert calls as speech act.

Meanwhile, according to Yule (1996:47) “People perform action through utterances when they attempt to express themselves. Actions performed through utterances are generally called speech act action”. He also states that the term of speech act covers ‘action’ such as ‘requesting’, ‘questioning’, and ‘performing’ (1996:100).

Based on the opinions above, speech act is the action people actually do through language. It covers promise, offer, etc. In other words it can be concluded that speech act is the action performed by producing an utterance.

2. The Classification of Speech Acts

Austin (in Levinson, 1985: 236) proposes three basic acts in saying an utterance. Among them are locutionary act, illocutionary act and perlocutionary act.

a. Locutionary act (producing an utterance)
Locutionary act is the utterance of a sentence with determines its sense and reference. It is performing the act in saying something.

b. Illocutionary act (doing something in the utterance)

Illocutionary act is the making of a statement, offer, promise, etc. in uttering a sentence by virtue of the conventional force associated with it.

c. Perlocutionary act (doing something to the hearer by producing the utterance)

Perlocutionary act brings about of effects on the audience by means of uttering a sentence, such effects being special to the circumstance of utterance.

In short, locutionary act is the actual words uttered. Meanwhile, illocutionary act is the force or intention behind the words. Finally, perlocutionary act is the effect of the illocution on the hearer. In order to make the definitions above more clear, the example below may help to clarify:

Dan : “Janna, would you pass the pizza?”

Carter : “I got it.”

(Taken from “In Good Company”)

The act of saying “Janna, would you pass the pizza?” is the locutionary act. Dan requesting Janna to pass the pizza is the Illocutionary act, while the act of passing or giving the pizza by Carter to Dan is the perlocutionary act as a consequence of the locutionary and perlocutionary acts.

Based on the definitions above, this research will use the illocutionary act. Since the Illocutionary act is the real actions, which are performed by the utterance, and where saying and doing are conducted at the same time, such as
in betting, warning, ordering, etc. Furthermore, those utterances will be analyzed based on politeness approach.

**F. Politeness Strategy**

Politeness is a system of interpersonal relations designed to facilitate interaction by human interaction by minimizing, potential conflict and confrontation inherent in all human interchange (Yule, 1996:106). In communication, politeness can be defined as the means to show awareness of another person’s face. Face means public self-image of person. It refers to that emotional and social sense of self that every person has and expects everyone else to recognize (Yule, 1996:134).

According to Fasold (1996:160), face means something that is emotionally invested. It can be lost, maintained, or enhanced, and must be constantly attended to in interaction. According to Brown and Levinson (in Fasold, 1996:160), face has two aspects, namely ‘positive’ and ‘negative’.

a. Negative face

Negative face is the desire to have freedom of action, freedom of imposition, and not to be impeded by others.

b. Positive face

Positive face is the need to be appreciated and accepted, to be treated as the member of the same group, and to know that his or her wants are share by others.

Brown and Levinson in Thomas (1995:169) state that certain speech act is liable to damage or threaten another person’s face; such as known as Face Threatening Acts. In order to reduce the FTAs Brown and Levinson sum up four
main types of politeness strategy, namely bald on record, negative politeness, positive politeness, and bald off record. (http://en.wikipedia.org/wiki/pragmatics).

(a) Bald on record strategy

Bald on record strategy do not attempt to minimize the threat to the hearer’s face. This strategy is most often utilized by the speakers who closely know their audience. With the bald on record strategy there is a direct possibility that the audience will be shocked or embarrassed by the strategy. For example, a bald on record strategy might be to tell your sister to clean the dishes “Do the dishes. It’s your turn”.

(b) Positive politeness strategy

The second strategy is positive politeness and this strategy attempts to minimize the threat to the hearers face. This strategy is most commonly used in situations where the audience knows each other fairly well. Quite often hedging and attempts to avoid conflict are used. For example, a positive politeness strategy might be the request “I know that you’ve been really busy lately, but could you do the dishes?”

(c) Negative politeness strategy

The third strategy is negative politeness, which presumes that the speaker will be imposing on the hearer. The potential for awkwardness is greater than in bald on record strategy and positive politeness strategy. Negative face is the desire to have freedom of action. Thus, a request without consideration of the hearer’s negative face might be uncomfortable, for example “I need $5” is awkward if five dollars is outside the recipient to the question’s financial capabilities. But if the speaker, knows that the hearer wants to maintain his autonomy, adds an out for the listener like “I know you’ve been kinda strapped for cash, but could I borrow $5?”, the hearer is more likely to give him that money because the request showed a respect for his ability to maintain autonomy.
(d) Bald off record strategy

The final politeness strategy outlined by Brown and Levinson is the bald of record strategy. This strategy uses indirect language and removes the speaker from the potential to being imposing. For example, a speaker using the indirect strategy might merely say “Wow, it’s getting cold in here” insinuating that it would be nice if the hearer would get up and turn up the thermostat without directly asking the hearer to do so.

Based on the theories above, the researcher will use the second strategy, positive politeness strategy, because the story put the situation most in a workplace, where the different statuses such as friend, client, employees, employer or boss interact each other. Nevertheless, their relationship is fairly well. As the result there are many positive politeness strategies employed in this movie.

G. Positive Politeness Strategy

According to Brown and Levinson (1987:70) positive politeness is oriented toward the positive face of the hearer, the positive self-image that he claims for himself and his perennial desire that his wants (or the action/acquisition/values/ resulting from them) should be thought of as desirable (1987:101). Positive politeness utterances are not only used by the participants who have known each other fairly well, but also used as a kind of metaphorical extension of intimacy to imply common ground or to sharing of wants to limited extent between strangers. For the same reason, positive politeness techniques are usable not only for FTA redress, but in general as a kind of social accelerator for the speaker in using them indicates that he wants to ‘come closer’ to the hearer.
Positive politeness strategy involves fifteen strategies, namely: notice, attend to the hearer (his interest, wants, needs, goods); exaggerate (interest, approval, sympathy with the hearer); intensify interest to the hearer; use in-group identity markers; seek agreement; avoid disagreement; presuppose / raise / assert common ground; joke; assert or presuppose the speaker’s knowledge and concern for the hearer’s wants; offer / promise; be optimistic; include both the speaker and the hearer in the activity; give (or ask for) reasons; assume or assert reciprocity; and give gifts to the hearer (goods, sympathy, understanding, cooperation).

**Strategy 1: Notice, attend to hearer (his interest, wants, needs, goods)**

In general, this output suggests that the speaker should take notice of aspect of the hearer’s condition (noticeable changes, remarkable possession, anything which looks as though the hearer would want the speaker to notice and approve of it).

For example:

Dan : “What were you worried about?”
Alex : “No, not really”.
[sighing]
Dan : “Cause, uh, you know if--if you are worried about something you can always talk to me about anything.

(Taken from “In Good Company”)

The example above shows that the speaker (Dan) has satisfied the hearer’s (Alex) positive face. Dan knows that his daughter is worrying about something. Then, he offers help. It indicates that he notices his daughter’s condition. Thus, Alex feels satisfied because her father has approved of her wants to be noticed by others.

**Strategy 2: Exaggerate (interest, approval, sympathy with hearer)**
This strategy is often conducted with exaggerate intonation, stress, and other aspects of prosodic, as well as with intensifying modifiers.

For example:

Dan : What, to NYU?
Alex : Yeah.
Dan : That's fantastic. But what about the SUNY and the tennis team?

(Taken from “In Good Company”)

The example above shows that the speaker (Dan) has satisfied the hearer’s (Alex) positive face. Actually, Dan wants Alex to stay in SUNY. However, he understands his daughter’s desire, and then he tries to claim ‘common ground’ with her by saying “That's fantastic...”. The word ‘fantastic’ indicates the exaggeration. Thus, Alex is satisfied because Dan gives sympathy to Alex by exaggerating his utterance. It shows that Dan likes Alex’s wants or desires.

**Strategy 3: Intensify interest to the hearer**

In this strategy, there is another way for the speaker to communicate to the hearer that he shares some of his wants to intensify the interest of his own (the speaker) contribution to the conversation, by making a good story. The speaker uses the vivid explanation or description, therefore it can pull the hearer’s right into the middle of the events being discussed, even by using metaphorically at any rate, thereby increasing their intrinsic interest to him.

For example:

Carter : “Did anyone know that, uh, one of our sister companies is Krispity Krunch?”
Dan : “So?”
Carter : “So we talk to our brothers and sisters over at Krispity Krunch. We make a deal where we supply sports factoids to their boxes.”
So that when Joe Couch Potato is sitting there, he's, uh, snacking, he looks down, and what does he see?

*Sports America Krispity Krunch sports factoids.*

*He's definitely buying more Krispity Krunch and not Krunch 'n Krackle which, by the way, looks and tastes exactly the same*. (*Taken from “In Good Company”*)

The example above shows that the speaker (Carter) intensifies interest to the hearer (Dan). Carter convinces Dan that their company will get profit from sport factoids that were put on Krispity Krunch’s boxes. His great explanation makes Dan interested in the discussion. It shows that Carter has saved Dan’s positive face because he has made Dan involves in the discussion. Dan feels satisfied because he has been appreciated, accepted and treated as the member of the same group.

**Strategy 4: Use in-group identity markers**

A strategy by using any of the innumerable ways to convey in-group membership, the speaker can implicitly claim the common ground with the hearer that is carried by that definition of the group. This strategy includes in-group usages of address forms, use of in-group language or dialect, and use of jargon or slang. For example:

Alex Foreman: “Dad, I’m gonna be a professional tennis player”.

Dan Foreman: “Well, look, *sweetheart*, being a writer is just as tough”.

(*Taken from “In Good Company”*)

The example above shows that the speaker (Dan) employs positive politeness by using in-group identity markers. Actually, Dan disagrees with Alex because he wants Alex to be a professional tennis player not a writer. Dan uses the word *‘sweetheart’* to address Alex in order to minimize the FTAs (advise). It is
not only to consider the relative power or status difference between father and
daughter to be small but also to soft the imperative by indicating that it is not a
power back command. Thus, Alex positive face is saved because she has been
appreciated by her father.

**Strategy 5: Seek agreement**

Another characteristic of claiming common ground with the hearer is to seek ways in which it is possible to agree with him. There are two ways: safe topics and repetition (Brown and Levinson, 1987:112).

a. The raising of ‘safe topics’ allows the speaker to stress his agreement with the hearer that the hearer’s opinion is right. The speaker corroborates in his opinions and therefore to satisfy the hearer’s positive face. For example, if your neighbour comes home with a new car and you think that it is hideously huge and pollution producing, you might still be able to say sincerely “Isn’t your new car a beautiful color!”. Hence, your neighbour’ positive face is safe because we do not tell him about his dreadfull car.

b. Agreement may also be stressed by repeating a part or what the entire preceding the speaker has said in a conversation. It is not only used to demonstrate that one has heard correctly what was said but also used to stress emotional agreement with the utterance (or to stress interest and surprise).

For example:

**Carter**: “It's like... It's me.

I have an agenda.

And you're gonna learn this about me. I’m a machine.”

xxx
What was I saying about the...”

Alicia : “An agenda”.

Carter : An agenda, I have an agenda.

[sighing]

(Taken from “In Good Company”)

The example above shows how Alicia uses agreement by repeating part of what her boss has said. It is used to show her cooperation with her boss. Thus, her boss feels satisfied because Alicia appreciates him.

**Strategy 6: Avoid disagreement**

There are four ways to avoid disagreement namely by means of token agreement, pseudoagreement, white lies, and hedging opinion.

a. For instances of ‘token’ agreement are the desire to agree or appear to agree with the hearer leads also to mechanism for pretending to agree (Brown and Levinson, 1987:113). The remarkable degree to which speakers may go in twisting their utterances so as to appear to agree or to hide disagreement-to respond to a preceding utterances with ‘Yes, but...’ in effect, rather than ‘No’.

For example:

Adam : What is she, small ?

Bryan : *Yes, yes, she’s small, smallish, um, not really small but certainly not very big.*

(Taken from Brown and Levinson, 1987:114)

The example above shows that Bryan avoids disagreement. In this case, the Bryan disagrees with the Adam’s opinion. In order to minimize FTA,
Bryan chooses to say ‘yes’ rather than ‘no’. Therefore, the Adam’s positive face is fulfilled because he feels that his opinion is not wrong.

b. Pseudoagreement is found in English in the use of then as a conclusory marker, an indication that the speaker is drawing a conclusion to a line of reasoning carried out cooperatively with the addressee (Brown and Levinson, 1987:115).

For example:

Dan : “All right”.
Alex : “I’ll see you then”.
Dan : “I love you”.
Alex : “I love you, too”.

(Taken from “In Good Company”)

The example above shows that Alex avoids disagreement. Alex actually wants to end the conversation with her father. She says “I’ll see you then” and it can mean that she does not want to talk to her father. However, she does not want to threaten her father’s positive face. The word ‘then’ points to a conclusion of an actual agreement between the speaker and the hearer. Therefore, their conversation ends well.

c. White lies ways happen when a speaker confronted with the necessity to state an opinion, wants to lie rather than to damage the hearer’s positive face. It is also used to avoid confrontation when refusing a request by lying, pretending there are reasons why one cannot comply (Brown and Levinson, 1987:115).

For example:

Teddy K : “Well, that's the flagship. What happened to your eye?”
Mark : “Yeah, what happened there?”
Carter : “I fell---fell asleep at my computer.

Just kind of banged right into the monitor”.
Teddy K : “Those things can be dangerous”.

[all laughing]

(Taken from “In Good Company”)

The example above shows both the speaker (Carter) and the hearers (Mark and Teddy K) may know that Carter’s answer is not true, but the hearer’s face is saved when Mark and Teddy K questions are answered by the speaker with lying. In this case, actually Carter, Mark and Mr. Kalb know about what has happened to the Carter’s eyes. It is not because he banged right into the monitor. Carter lies because he is shy. In order to save Mark and Mr. Kalb positive face, he answers their question rather than not giving any answer at all.

d. Hedging opinion occurs when the speaker may choose to be vague about his own opinions, so as not to be seen to disagree (Brown and Levinson, 1987:116). Normally hedges are a feature of negative politeness, but some hedges are a feature of positive politeness function as well.

For example:

Dan : Are--are you saying I’m fired?
Colon : No, no, not yet. I mean not yet, Dan

(Taken from “In Good Company”)

The example above shows that actually Colon wants to say ‘yes’ because as the matter of fact Dan will be fired. In order to safe Dan’s positive face Colon responses Dan’s question by hedging his opinion. Colon
chooses to be vague about his own opinion so that it is not seen that he disagrees with Dan.

**Strategy 7: Presuppose / rise / assert common ground**

This strategy includes three ways among them are gossip or small talk, point of view operations and presupposition manipulation.

a. Gossip or small talk, the value of speaker’s spending time and effort on being with the hearer, as a mark of friendship or interest him. It gives rise to the strategy of redressing FTAs by talking for a while about unrelated topic before leads to the real topic (Brown and Levinson, 1987:117). For example, actually the speaker wants to request something to the hearer, thereby he can stress his general interest with the hearer and indicates that he has not come to see the hearer simply to do it even though his intent might be obvious by his having brought gift to the hearer.

b. Point of view operations by means of deixis. It is used for reducing the distance between the speaker and the hearer’s point of view.

1) Personal-center switch: the speaker to the hearer. This where the speaker speaks as if the hearer were the speaker, or the hearer’s knowledge were equal to the speaker’s knowledge (Brown and Levinson, 1987:119).

For example, when the speaker gives directions to a stranger, unfamiliar with the town “It’s at the far end of the street, the last house on the left, isn’t it”.

2) Time switch, the use of ‘vivid present’, a tense shift from past to present tense (Brown and Levinson, 1987:120). The vivid present
functions to increase the immediacy and therefore the interest of the story. For example, “John says he really loves your roses”.

3) Place switch, the use proximal rather than distal demonstrative (here, this, rather than that, there), where either proximal or distance would be acceptable, seems to convey increased involvement or empathy (Brown and Levinson, 1987:121).

For example:

Dan : *Uh, this is my boss, Carter Durvea.*

(Taken from “In Good Company”)

The word ‘this’ shows positive politeness strategy, place time.

c. Presupposition manipulation means that the speaker presupposes something that it is mutually taken for granted. (Brown and Levinson, 1987:122).

1) Presuppose knowledge of the hearer’s wants and attitudes.

Negative questions, which presume ‘yes’ as an answer, are widely used as a way to indicate that the speaker knows the hearer’s wants, tastes, habits, etc., and thus partially to redress the imposition of FTAs. For example, “Wouldn’t you like a drink?”

2) Presuppose the hearer’s values being the same as the speaker’s values. For example, the use of scalar prediction such as ‘tall’ assumes that the speaker and the hearer share the criteria for placing people (or things) on this scale.
3) Presuppose familiarity in speaker-hearer relationship. The use of familiar address forms like *honey* or *darling* presupposes that the addressee is ‘familiar’.

4) Presuppose the hearer’s knowledge. The use of any term presupposes that the referents are known to the addressee. For example, “*Well I was watching High Life last night*”. The speaker assumes that the hearer does know the program even though the hearer indeed does not know about the TV program. However, it may operate as an expression of good intentions, indicating that the speaker assumes that the speaker and the hearer share common grounds.

**Strategy 8: Joke**

Jokes may be used as an exploitation of politeness strategies as well, in attempts to reduce the size of the FTA. For instance the speaker may joke in order to minimize an FTA of requesting. Jokes are also used as a basic positive politeness technique for putting the hearer ‘at ease’, for example in response to a faux pass of hearer’s. For example:

Carter : No, I’m sorry. You okay?
Dan : I’m fine. It was all my fault.
   Uh, you okay?
Carter : *Yeah, uh, no broken bones. No harm, no foul.*

*(Taken from “In Good Company”)*

The example above shows that Carter employs a joke. When Dan asked about Carter’s condition, Carter just responses by joking, “*Yeah, uh, no broken bones. No harm, no foul*”. Carter gives response to Dan’s *faux pas* when Dan
bumps him. Thus, Dan does not embarrass and it means that his positive face has been satisfied. It also can lead to solidarity between the participants.

**Strategy 9: Assert or presuppose speaker’s knowledge and concern for the hearer’s wants**

This strategy is done by asserting or implying knowledge of hearer’s wants and willingness to fit one’s own wants with them.

For example:

Dan :  *I know we definitely had our moments.*  
*But I think you’re a good manager and a good salesman.*  
*And I want you to come here and be my second-in-command.*

Carter :  Wow, Dan.

(Taken from In Good Company)

The example above shows the cooperation stressed by the speaker (Dan). He indicates his knowledge of Carter. He knows that Carter is a good person and most important, that he is an excellent salesman. Dan asserts or implies knowledge of Carter’s wants and willingness to fit, in this case keep working for Sport America. Thus, Carter’s positive face has been satisfied because he has been appreciated and accepted by Dan

**Strategy 10: Offer, promise**

In order to redress the potential threat of some FTAs, a speaker may choose to stress his cooperation with the hearer in another way. The speaker may claim that whatever the hearer wants, the speaker will help to obtain the hearer’s wants. Offers and promises are natural outcomes of choosing this strategy even if they are false. They just demonstrate the speaker’s good intentions in satisfying the hearer’s wants.
For example:

Morty : I’m gonna cry
Dan : *Don’t. I’ll call you. Take care Morty.*

(Taken from “In Good Company”)

The example above shows that the speaker (Dan) tries to convey the hearer (Morty) that they are coworkers. The cooperation is stressed by indicating Dan’s knowledge of and sensitivity to Morty. Dan stresses his cooperation that he really wants to help Morty not to be fired from Sport America. He promises to call Morty to show solidarity that they are friends. Thus, Morty’s positive face has been fulfilled because Dan has appreciated him and treated as the member of the group.

**Strategy 11: Be optimistic**

In this strategy, the speaker assumes that the hearer wants to do something for the speaker (or for the speaker and the hearer) and will help the speaker to obtain the goals because it will be in their mutual shared interest.

For example:

Smith : Dan. Do you want to go get some air?
Dan : *Yeah.*

*Be back in a bit.*

(Taken from” In Good Company”)

The example above shows that Dan asks permission to Carter as his boss before he leaves the concert. Dan assumes that Carter must allow him to leave the concert. He assumes that Carter will cooperate with him. It may carry tacit claim because it will be their mutual shared to improve their company. Thus, Dan conveys that both Carter and him have cooperated in the relevant activity for their goals to reach agreement with Mr. Smith. It shows that Dan has considered and
appreciated Carter as the member of group. As a result Carter’s positive has been fulfilled by Dan.

**Strategy 12: Include both the speaker and the hearer in the activity**

This strategy uses an inclusive ‘we’ form, when speaker really means ‘you’ or ‘me’, he can call upon the cooperative assumptions and thereby redress FTAs. An inclusive ‘we’ often use with the word let’s.

For example:

“Let’s stop for a bite”.

(Taken from Brown and Levinson, 1987:127)

The example above shows that actually the speaker wants the hearer to stop because the speaker wants for a bite. The speaker’s request uses inclusive ‘we’ form (let’s). It makes the request more polite because it indicates the cooperation between the speaker and the hearer that the goals not only for the speaker but also for both speaker and the hearer.

**Strategy 13: Give (or ask for) reasons**

In this strategy, the speaker including the hearer in the speaker’s practical reasoning and assuming reflexivity that the hearer wants to the speaker’s wants. This strategy can be used for complaining or criticizing by demanding reasons ‘why not’, and assuming that if there are no good reasons why the hearer should not or can not cooperate he will cooperate, for example complaining past action. Thus, the indirect suggestion which demands rather than gives reasons is a conventionalized positive politeness form.

For example:

Dan : *Why don't you just say, “Fire them”?*

Carter : Because it sounds better.
The example above shows that Dan disagrees with Carter’s utterance “let them go” when Carter wants to fire their employer. He wants Carter to use the word ‘fire’ directly because it sounds better. In order to keep Carter’s positive face, Dan prefers asking reason than suggestion. It is more polite because giving suggestion can damage the hearer’s positive face.

**Strategy 14: Assume or assert reciprocity**

In this strategy, the speaker may say, in effect, ‘I’ll do X for you if you do Y for me’, or ‘I did X for you last week, so you do Y for me this week’ (or *vise versa*). By this strategy, the speaker may soften his FTA by negating the debt aspect and / or the face threatening aspect of speech act such as criticism or complaints.

For example:

Petey : Hmm. *Cross-promotional idea. I buy a certain amount of Jamaican rum, boom. You get a discount on running shoes.*

*Done.*

Carter : Yeah, sounds like a great fit. Get a lot of drunk people running around.

(Taken from “In Good Company”)

The example above shows that Petey’s utterance “*Cross-promotional idea. I buy a certain amount of Jamaican rum, boom. You get a discount on running shoes. Done*” has saved Mr. Smith’s positive face by pointing to reciprocal right (or habit) of doing FTAs each other. Petey requests Mr. Smith to buy his product. However, he offers that he will buy Mr. Smith’s product. Hence, Petey may soften FTA by negating the debt aspect of speech act such request Mr. Smith to cooperate with him.
Strategy 15: Give gifts to the hearer (goods, sympathy, understanding, cooperation)

The last strategy, the speaker may satisfy the hearer’s positive face want (that the speaker wants to the hearer’s wants, to some degree) by actually satisfying some of the hearer’s wants. Hence we have the classics positive politeness action of gift giving, not only tangible gifts but also human relation wants such as admired, listened, understood, etc.

For example:

Carter : Mark. Mark, you’re taking me with you. Tell me you are taking me with you.
Mark : Carter, I’m gonna take that place and whip its fat ass into shape. And...
Carter : And?
Mark : *I want you to come run ad sales at Sports America*
Carter : I knew it. I knew it.

(Taken from “In Good Company”)

The example above shows that Mark decides to redress directly Carter’s face by fulfilling Carter’s wants, to join in Sport America magazine. Mark has fulfilled Carter wants to be the ad sales manager at Sport America magazine.

H. Factors Influencing the Use of Positive Politeness Strategy

The employment of politeness strategy is influenced by several factors. According to Brown and Levinson (1987:71) there are two factors that influence the speaker to employ positive politeness strategy. The factors are payoff and circumstances.
1. **Payoff**

   The speaker employs the positive politeness strategy because they can get any advantages. The speaker can minimize the FTA by assuring the hearer that he likes the hearer and wants to fulfill the hearer’s wants. Thus, the hearer positive face is not threatened by the speaker because it can be seen for their mutual shares.

   For example:

   “Let’s get on for dinner.”

   *(Taken from Brown and Levinson, 1987:114)*

   The example above shows that the speaker minimizes the FTA (request) to the hearer by including the speaker himself equally as the participant.

2. **Relevant Circumstances**

   The seriousness of an FTA is also influenced by the circumstances, sociological variables, and thus to a determination of the level of politeness.

   According to Brown and Levinson in Rahardi (2005:68) there are three dimensions to determine the level of politeness. Among them are relative power (P), social distance (D) and size of imposition (R).

   1. **Relative Power**

      Power (P) is the general point is that we tend to use a greater degree of politeness with people who have some power or authority over us than to those who do not. It is based on the asymmetric relation between the speaker and the hearer. These types of power are most found in obviously hierarchical settings, such as courts, the military, workplace.

      For example, you would probably be more polite about conveying to
your employer because she or he always arrives late, than in conveying to your brother. This is because your employer can influence your career in a positive way (reward power) or negative way (coercive way).

2. **Social Distance**

Social distance (D) can be seen as the composite of psychologically real factors (status, age, sex, degree of intimacy, etc) which together determine the overall degree of respectfulness within a given speech situation. It based on the symmetric relation between the speaker and the hearer. For example, you feel close to someone or you know him well because he is similar in terms of age or sex, then you will get closer to him and the distance rating will get smaller. As a result you will not employ polite utterance when you ask him to do something. On the contrary, you will employ polite utterance when you interact with person whom you have not known well, such as person who is older than you.

3. **Size of Imposition**

*Size of imposition (R) can be seen from the relative status between one-speech act to another in a context. For example, borrowing a car in the ordinary time will make us feel reluctant, but in urgent situations it will natural. Thus, in the first context we will employ polite utterance. Meanwhile, in the second context it is not necessary to employ polite utterance because the situation is urgent.*

I. **Theory of the Film**

A film is being essential as a means of entertainment. It is the illusion of the reality in visual media. Film presents the audience images in illusory motion, which is represented on the screen, acted by the stars, has its own style, genre, and
certain events. The study of film cannot be separated from the society as stated by Allen and Gomery as follows:

Furthermore, however indirectly and obliquely, movies are social representations. That is, they derive from images and sounds, themes, and stories ultimately from the social environment. In functional film, characters are given attitudes, gesture, statements, motivations and appearance that are in part at least, based on social roles, and on general motions about how policeman, factory worker, debutante, mother or husband is ‘supposed’ to be. (Allen and Gomery, 1993:158).

A fiction film, as a kind of favorite film, presents imaginations, beings, places, or events. All of the characters in this film are not real or never exist, and the activities in this film never take place. Yet, it does mean that a fiction film is completely unrelated to the reality.

“In Good Company”, for example, presents a story of tolerance, prejudice, compassion, understanding, and finally it is a story of middle-aged man dealing with both supporting his family and keeping his job, and a young man dealing with a new job, being alone and finding what he actually wants to do with the rest of his life. Although the events and the characters of this film are not real, the uneasy relationships between partners are real in a company and the locations are real too. Fictional film is tied to actuality in another way since it often comments on the real world.

It can be concluded that a film is a visual medium that is assumed to be a reflection of real life. Briefly, a film is a social representation in which the characters are supposed to act on their social roles as if they are in the society.

J. Synopsis of the Film
“In Good Company” is a drama comedy film directed by Paul Weitz. It is the story of Dan Foreman (Dennis Quaid) and Carter Duryea (Thoper Grace) who work in the same company. Dan Foreman was headed for a shakeup. He was demoted from the head of ad sales for a major magazine when the company he worked for was acquired in a corporate took over.

His new boss, Carter Duryea, was half his age-business school prodigy who preached corporate synergy. Dan developed clients through handshake deals and relationship. Carter cross-promoted the magazine with the cell phone division and Krispity Krunch, an indeterminate snack food under the same corporate umbrella. Both Carter and Dan are going through turmoil at home.

Dan has two daughters, Alex age 18, and Jana age 16. He was shocked when his wife told him that she’s pregnant. Carter, in the meanwhile, was dumped by his wife of seven months just as he got his promotion. Dan and Carter’s uneasy friendship was thrown in jeopardy when Carter fell for and began an affair with Dan’s daughter, Alex.

**K. Review of Related Study**

A study having relationship to this present research is entitled *The Use of Compliments as a Positive Politeness Strategy in Speeches of Men and Women’s Characters in The Film “Notting Hill”*. This research was conducted by Galih Endah Nurhajanti (2000). It described the compliments of women and men, the topics of compliment expressions and the function of compliment as the positive politeness strategy.
The results of the study covered by the findings of women receiving more compliments than men as their positive politeness strategy in language use. Therefore women are linguistically more polite than man. There are three topics; appearances / possession, performance / skills / abilities, and personality traits / friendliness topics and the function are to increase and consolidate solidarity between the interlocutor, to ease communication, to express positive evaluation / admiration and to replace other speech act formulas.

Comparing with the study above, this study aiming at describing the positive politeness strategy is actually not fusing three issues; compliment, gender and positive politeness but focus more in describing the kinds of positive politeness strategy based on Brown and Levinson’s theories employed in the movie through the conversation between characters. It also describes the factors influencing the characters to employ this strategy.

CHAPTER III
RESEARCH METHODOLOGY

In this chapter, the researcher would like to present the research methodology. It covers with the type of research, data and source of data, sample and sampling technique, instrument of the research, research procedures, technique of analyzing data and technique of coding data.

A. Type of Research

This research belongs to a descriptive qualitative method. It means that this research employs the descriptive and qualitative method of analysis. Bodgan
and Taylor define qualitative research as a research that presents the descriptive data in the form of written or oral words of people and behavior which can be observed (in Moleong, 2001:3) as stated by Miles and Huberman (1992), “...the data concerned appear in words rather than in numbers”.

Meanwhile, this research uses a descriptive method. Surakhmad (1994:139) states that descriptive method is a kind of research method using technique of searching, collecting, classifying, analyzing the data, interpreting them and finally drawing conclusion. The conclusion in descriptive method is conducted without making generalizing. It is also stated by Hadi (1983:3), he states that qualitative method is a kind of method, which is conducted by collecting the data, analyzing the data, and drawing conclusion without making generalizing. The objective is to describe phenomena from the data analysis in which a research conclusion will be drawn.

From some views above, it can be pointed out that in a descriptive qualitative research, the researcher just collects the data, organizes them, classifies, then makes the interpretation on data, and at last, the researcher draws conclusion based on the data analyzed. By using descriptive method, the researcher tries to describe the facts concerning the object of the research, namely the positive politeness strategy. Therefore, the researcher collects the data, analyzes and interprets them, and draw conclusion about the kinds of positive politeness strategy, and the factors influencing characters to employ this strategy.
F. Data and Source of Data

Source of data refers to the subject from which the data are obtained (Arikunto, 2002: 107). Data themselves may appear in the form of discourse, sentences, clauses, phrases or words which can be obtained from magazines, newspapers, books, etc (Subroto, 1992: 7).

In conducting this research, the researcher employs the film entitled “In Good Company” directed by Paul Weitz and the transcript of the film as the source of the data. The film is chosen since the characters employ many kinds of positive politeness strategy. Besides, the characters represent the people in real life, the social and situational contexts are like in the characters in the real world. Data in this research contain the positive politeness strategy expression spoken by the characters in the film entitled “In Good Company”.

G. Sample and Sampling Technique

Sample is part of the population investigated, while sampling is the activity of collecting the samples. Concerning with the nature of qualitative study, the sampling technique adopted in this research is purposive sampling or criterion based on the purpose of the research (Hadi:1983).

Meanwhile, Moleong (2001:165) states that sampling technique for a qualitative research is different from that of a quantitative one. Samples in a qualitative research are related to the context, namely each datum is treated based on the context. He also clarifies that qualitative research does not explore random
sampling but purposive sampling. Consequently, the choice of the technique is appropriate to this research.

In this purposive sampling technique, the selection of sample is from the source of data having connection with the problem analyzed. The samples are chosen based on certain criteria set up by the researcher. The criteria of choosing the samples are based on Brown and Levinson’s classification of positive politeness strategy. The samples of this research are the character’s dialogs that employ positive politeness strategy in the film entitled “In Good Company”.

D. Instrument of the Research

Instrument in a research is equipment or facility used by the researcher to collect the data so the research can be conducted easier, and the result can be more accurate, complete and systematic (Arikunto; 2002:136). In a qualitative research, instrument of the research is the researcher herself with or without the help of other people (Moleong; 2001: 4). However, in conduction this research, the researcher herself needs some supporting instruments. The use of those instruments will be explained as follows:

1. VCD player.
   A VCD player is used to play the VCD of the movie, to rewind, to repeat, and to focus on particular scenes of the film entitled “In Good Company”.

2. Television.
   The researcher needs a television to display the picture of the film entitled “In Good Company”.

3. Transcript.
The transcript is taken from the internet. It is used to check the dialogues of the film entitled “In Good Company”.

**E. Research Procedures**

The research procedure functions to set up the direction in conducting the research. Surakhmad (1994: 140) states that in obtaining the maximum result, a researcher generally tries to explain each step of the descriptive research in accuracy and detail. This research is conducted in the following steps:

1. Replaying the film entitled “In Good Company” several times in order to understand the whole story.

   
   (http://www.script-o-rama.com.net)

3. Comparing the transcript taken from the internet with dialogs in the movie.

4. Underlining the dialogs in the transcript containing the positive politeness strategy as data.

5. Numbering each datum.

6. Analyzing and interpreting data to answer the problem statements.

7. Drawing conclusion from the result of the analysis.

**F. Technique of Analyzing Data**

The collected data are analyzed by using Pragmatic approach. After data collection, the specific steps to do by the researcher in this research are as follows:

1. Classifying data from the dialogs in the film entitled “In Good Company” which containing positive politeness strategy.
2. Describing the distribution of the use of positive politeness strategy in the film entitled “In Good Company”.

3. Analysing and interpreting each datum based on Brown and Levinson’s positive politeness strategy which consists of 15 strategies, namely: notice, attend to the hearer (his interest, wants, needs, goods); exaggerate (interest, approval, sympathy with the hearer); intensify interest to the hearer; use in-group identity markers; seek agreement; avoid disagreement; presuppose / raise / assert common ground; joke; assert or presuppose the speaker’s knowledge and concern for the hearer’s wants; offer / promise; be optimistic; include both the speaker and hearer in the activity; give (or ask for) reasons; assume or assert reciprocity; give gifts to the hearer (goods, sympathy, understanding, cooperation).

4. Analysing the factors influencing the characters to employ the positive politeness strategy based on Brown and Levinson’s politeness scale which consists of relative power, social distance and absolute ranking of imposition.

5. Drawing conclusion from the data analysis and giving suggestions.

G. Technique of Coding Data

In order to make easier the classification and analysis of data in the research, each datum is marked by a code. The coding of data in this research can be seen through the following ways:

1. The number of each datum.

2. The number of disk in the film entitled “In Good Company”.

3. The title of the film entitled “In Good Company” is abbreviated into IGC.
4. The type of the positive politeness strategy employed by the characters consists of 15 strategies.

To make clear the coding, an example will be presented:

(01 / 1 / IGC / 8)

It means the datum is number 01. It is found in the first disk of the film entitled “In Good Company”. The characters employed the eighth strategy, namely Joke.

CHAPTER IV
DATA ANALYSIS

A. Introduction to Data Analysis

As mentioned in the previous chapter, the aims of the study are to show the kinds of positive politeness strategies employed by the characters and to describe the factors influencing the characters to employ those strategies in the film entitled “In Good Company”.

The researcher employs Brown and Levinson’s politeness strategy to describe the kinds of positive politeness strategies. It is used to describe how the characters in the film entitled “In Good Company” deliver those strategies to minimize or redress the FTAs. Then, in order to describe the factors influencing the characters to deliver each of positive politeness strategy, the researcher analyzes it by considering factors that influence the use of positive politeness strategy based on Brown and Levinson.
Context is a very important matter in determining the appropriate linguistic form. By understanding the context in which an utterance is uttered, the situations influencing the use of each strategy could be identified.

In the film entitled “In Good Company”, the researcher found 29 data containing 15 strategies of positive politeness.

B. Data Analysis

Datum 01 / I / IGC / 15

Carter : Mark, Mark, you’re taking me with you. Tell me you are taking me with you.
Mark : Carter, I’m gonna take that place and whip its fat ass into shape. And...
Carter : And?
Mark : *I want you to come run ad sales at Sports America*
Carter : I knew it. I knew it.
The magazine's a cash cow.
It’s the cornerstone.

Relevance to context situation

The conversation takes place at Globe Com company. The participants are Carter and Mark. Globe Com company is a big international company. It has many affiliated firms. A billionaire media magnate, Teddy K, is the owner of this company. Mark and Carter are employees of Globe Com Company. Mark is the marketing manager of Globe Com Company and Carter is the assistant of the marketing manager.

Carter presented the new cell phone products. After Carter finished the presentation, Mark made an announcement that Teddy K had just bought a
company, the Sport America magazine. Mark also said that Teddy K asked him to run the marketing. Mark’s announcement closed the meeting at once. Mark walked out from the meeting room and went to his office. When he was walking, Carter followed him. Carter asked Mark that he wanted to be invited to join in Sport America magazine. Then, Mark responded to Carter by saying “I want you to come run ad sales at Sports America”.

**Data interpretation**

The conversation above shows that Mark employs positive politeness strategy. When Mark informs Carter that he will run the new branch of Globe Com Company, Sport America magazine, Carter is interested. Because the Sport America magazine is one of the best magazines in America, it becomes more interesting for Carter to be able to work there. Carter asks directly to Mark to invite him. He highly expects that Mark will take him to Sport America. Mark and Carter have cooperated for a long time in Globe Com Company. They are good partners. Their relationship is close enough because they have known each other well. Carter looks full of enthusiasm when he expresses his wants. It makes Mark understand with what Carter wants. As a result, Mark invites Carter to join in Sport America magazine and gives him a position as the ad sales manager.

The explanation shows that Mark has saved Carter’s positive face. He decides to redress directly Carter’s positive face by fulfilling Carter’s wants, to join Sport America magazine. According to politeness theory, this fits with strategy 15, namely giving gifts to the hearer (goods, sympathy, understanding, cooperation). Mark has fulfilled Carter’s wants to be the ad sales manager at Sport America magazine.
Mark employs this strategy because he is influenced by some factors. The first is payoff. Mark wants to satisfy Carter’s positive face, in some respect as partner. Mark and Carter are good partners. Carter is credible. When he wants to work in sport America magazine, Mark fulfills it. The second is the power rating between the participants. Mark is the boss and Carter is the assistant. Although their statuses are different, their relationship is close enough. They have worked together for a long time. In addition, the situation is informal. The conversation between Mark and Carter happens while they are walking from the meeting room into their each office.

From the explanations above, it can be concluded that the speaker, Mark, has applied the positive politeness strategy, namely the strategy 15, giving gifts to hearer (goods, sympathy, understanding, cooperation). In this case, Mark understands with Carter’s need and fulfills his wants to join in Sport America magazine.

**Datum 02 / I / IGC / 1**

Alex : Couldn't sleep.
Dan : Can't sleep? *What, were you worried about something?*  
[sighing]  
'Cause, uh, you know if-- if you are worried about something you can always talk to me about anything.

**Relevance to context situation**

The conversation takes place in Alex’s room. The participants are Dan and Alex. Dan is 51 years old. He is a good husband and father in his family. He works as the head of ad sales in Sport America magazine. Alex is Dan’s daughter. She is 18 years old and studies at SUNY.
Dan had just returned home from his office at 3 a.m. He entered into his house through the backdoor. He opened the door quietly and walked slowly because he did not want to wake up his family. When he passed Alex’s room, he felt a little strange. Then, he turned back to Alex’s room. He knocked on the door, calling her name slowly. Alex answered her father’s call because she had not slept yet. Dan opened the door and entered into her room. Alex was lying on her bed. Her body was almost covered with her blanket except her eyes that were staring at the ceiling of her room. Dan asked Alex whether she worried about something or not. Dan moved closer to his daughter and he sat on her bed. He looked at her face while saying, “Can't sleep? What, were you worried about something? [sighing]’Cause, uh, you know if--if--if you are worried about something you can always talk to me about anything”

Data interpretation

The conversation above shows that Dan employs positive politeness strategy 1, namely notice, and attend to the hearer’s need. Dan offers some help by saying, “Can't sleep? What, were you worried about something? [sighing]’Cause, uh, you know if--if--if you are worried about something you can always talk to me about anything”. It indicates that Dan notices Alex’s conditions. He knows that his daughter cannot sleep moreover the time shows 3 a.m. As a father, Dan, knows that his daughter is facing a problem. It can be seen from her face since she looks sad. Besides, she cannot go to sleep soon. Dan offers Alex some helps. He says that he can help her by listening to her problems. He also reminds her to fulfill their promise that they will be honest to each other.
The explanation shows that Dan understands Alex’s needs well. Alex really needs attention from others to help her to solve the problem. Actually, Dan wants Alex to tell him the problem but he does not force her to do it. It can be seen from his utterance “’Cause, uh, you know if--if--if you are worried about something you can always talk to me about anything”. It indicates that Dan recognizes Alex’s conditions. He conveys his attention by offering some help.

Dan employs this strategy because he is influenced by some factors. The first is payoff. Dan wants to minimize the FTA from request to offer Alex while assuring her that he considers himself to be equal. The second is power rating. Although their relationship is close, they still have a distance between father and daughter. In order to minimize the distance, Dan tries to employ this strategy by noticing Alex’s condition. Thus, she feels better because her positive wants has been approved of by his notice. Dan can also get closer to his daughter. The last is the size of imposition. At the time Alex looks like she has a serious problem. Hence, Dan asks her slowly by noticing her condition. The situation of the conversation is informal since it happens in their house and use informal language.

From the explanations above, it can be concluded that the speaker, Dan, has applied the positive politeness strategy, namely the strategy 1, notice, and attend to the hearer’s need. In this case, Dan understands with Alex’s need and fulfills her wants by noticing her problem.

Datum 03 / I / IGC / 6

Alex    : I’m kind of tired.
Dan     : Hmm. Okay.
Alex : We still gonna hit tomorrow?
Dan : Yeah, sure.
Alex : *All right. I’ll see you then.*

**Relevance to context situation**

The conversation still takes place in Alex’s room. Dan was still waiting for Alex if she wanted to tell the problem. Dan looked at her pale face. She behaved as if she was okay. She had not already to tell him the truth yet. She knew that her father had just come back from his office so that he must be tired. She just said that she was tired. Her answer made Dan disappointed. It could be seen from his face. Dan thought that his daughter did not trust him anymore. Alex tried to save Dan’s positive face by saying “*We still gonna hit tomorrow? …All right. I’ll see you then*”

**Data interpretation**

The conversation above shows that Alex employs positive politeness strategy 6, namely avoid disagreement, pseudoagreement. Alex actually does not want to tell the problem to her father because it is not the appropriate time to do it. She does not want to burden her father who has just come back from the office. However, Dan highly expects that she will tell him. Alex knows that her father is disappointed with her. In order to avoid her father becoming disappointed, she avoids disagreement with his father by pseudo-agreement “*All right. I’ll see you then*”. The word ‘then’ uses as a conclusory marker. It indicates that Alex is drawing conclusion to a line of reasoning carried out cooperatively with Dan. It is used in pointing a fake to prior agreement, that Alex will tell her problem to Dan. The explanation above indicates that Dan’s positive face has been fulfilled.
Although she refuses to tell the problem, she makes good conclusion by saying that she will tell him tomorrow.

Alex employs this strategy because she is influenced by some factors. The first is payoff. Alex wants to satisfy her father. She could minimize the threat by assuring her father that she considers herself to be ‘of the same kind’, that she likes his wants. Alex can minimize FTA. Actually she wants to ask him to leave her alone because she does not tell him at that time. Hence, she can ask her father to leave her by saying that she will tell him tomorrow. As a result, her father will not feel disappointed. The second is the circumstances which include power rating and size of imposition. The power rating between participants shows that the relationship between father and daughter can make a distance even though their relationship is close. The size of imposition, at the time Dan shows that he really wants to help his daughter so that Alex as a daughter must be polite to her father.

From the explanations above, it can be concluded that the speaker, Alex, has applied the positive politeness strategy, namely the strategy 6, avoid disagreement, pseudoagreement. In this case, Alex does want to be seen that she refuses to tell the problem to her father, Dan. She pretends to agree with him by saying that she will tell the problem tomorrow. Thus, the hearer’s positive wants has been fulfilled and satisfied.

**Datum 04 / I / IGC / 6**

Dan : Are--are you saying I’m fired?
Colon : No, no, not yet, I mean not yet, Dan
      I’m... I can't predict the future. Um, the thing is, Dan, you're not the head of ad sales anymore. Carter Duryea is.

**Relevance to context situation**
The conversation takes place in the office, exactly in the Dan’s office. The participants are Dan and Colon. Dan is the head of ad sales of Sport America magazine. Enrique Colon is Dan’s partner in ad sales division. He is a little tricky. He wants to replace Dan’s position. Actually, he had known about the company that has been sold to Globe Com Company and Dan will be fired. Colon was in Dan’s office. Colon and Dan were talking about their business. Dan was sitting on his desk. Colon was standing near the window and looking outside. He said vaguely that Dan would be fired. Dan heard it.

**Data interpretation**

The conversation above shows that Colon employs positive politeness strategy 6, namely avoid disagreement by hedging opinions. Colon says something vaguely when he is standing close the window and seeing outside. He does not realize that Dan pay attention to him. Dan asks Colon what he has said. Colon is shocked. He prefers saying ‘no’ than to ‘yes’. Then, continues with ‘not yet’. Colon wants to claim a common opinion to avoid disagreement with Dan.

The explanation above shows that Colon wants to say ‘yes’ because as the matter of fact Dan will be fired. In order to safe Dan’s positive face, Colon responds to Dan’s question by hedging his opinion. Colon shows vague opinion so that it is not obvious that he disagrees with Dan.

Colon employs this strategy because he is influenced by some factors. The first is payoff. Colon wants to minimize the FTA. By hedging his opinion, Dan’s positive face is saved. He could minimize the threat by assuring Dan that he
considers himself to be ‘of the same kind’, that he likes his wants. Thus, it can minimize the tension between them. The second is the circumstances. The social distance between participants is not close. Although they have cooperated for a long time their relationship is not too good. In order to keep the relationship, Colon responds to Dan in a polite way by hedging his opinions although he disagrees with Dan. The power rating between them is different. Dan is the head of ad sales while Colon is Dan’s subordinate, thus Colon responds to Dan in a polite way. The size of imposition is great enough because at the time Dan is angry at Colon.

From the explanations above, it can be concluded that the speaker, Colon, has applied the positive politeness strategy, namely the strategy 6, avoid disagreement, hedging opinions. In this case Colon, does want to be seen that he disagrees with Dan. He pretends to agree with him by hedging his opinion. Thus, the hearer’s positive wants has been fulfilled and satisfied.

**Datum 05 / I / IGC / 4**

Dan : My sales team works incredibly hard.
     I’m not gonna put up with this.
Colon : Well, you have to put up with it.

............

They’re not looking for guys like you who make a decent salary.
Hey, buddy, I am as pissed off about this as you are.

**Relevance to context situation**

The conversation still takes place in Dan’s office. The participants are Dan and Colon. The conversation is the continuation of the previous conversation (datum 3). Dan would be fired and his position would be replaced by Carter Duryea from Globe Com Company. He felt that it’s impossible because he had worked for this
company for years. Moreover his team had worked hard for the company. He said that he would not put up with that condition. Colon perceived Dan by describing what actually happen outside and he gave sympathy to Dan “Hey, buddy, I am as pissed off about this as you are.”

Data interpretation

The conversation above shows that Colon employs positive politeness strategy 4, namely using in-group identity marker. Colon shows his attention to Dan’s condition if he will be fired from Sport America. His utterance shows that he really cares about Dan. The word ‘buddy’ which is used to address Dan indicates that Colon implicitly claims the common ground with Dan. It is used to claim the group solidarity. Thus, Colon has saved Dan’s positive face to be appreciated. Colon’s sympathy actually is less polite because it could damage Dan’s positive face. Using address form could minimize it because shows solidarity.

Colon employs this strategy because he is influenced by some factors. The first is payoff. Colon could minimize the threat by assuring Dan that he considers himself to be ‘of the same kind’, that he likes him. Thus, he can avoid tension that might happen between them. The second is circumstances that include power rating, social distance and size of imposition. They have different statuses as a boss and subordinate. Dan is the head of ad sales and Colon is Dan’s is employee so that Colon is more polite to Dan. Concern with social distance between them, the address form used by Colon can minimize their distance since their relationship is not close. The situation at the time shows that Dan is fed-up with Colon’s behavior. It makes the size of imposition be great enough.
From the explanations above, it can be concluded that the speaker, Colon, has applied the positive politeness namely the strategy 4, using in-group identity marker. In this case, Colon wants to give sympathy to Dan. He wants to get closer by using group identity marker. He addresses Dan with 'buddy’. Thus, the hearer’s positive wants has been fulfilled and satisfied because he feels more intimate.

Datum 06 / I / IGC / 6

Dan : So then why are you smiling?
Colon : I’m not smiling.
Dan : Yeah, your lips are curling up.
Colon : They do that naturally, Dan. [sighing]

Relevance to context situation

The conversation takes place in Dan’s room. The participants are Dan and Colon. Colon had just talked about the issue of the company. He also said that he worried about his company and Dan’s position. However, Dan thought that Colon just pretended. It can be seen from his face that looked happy with the situation in the company. Colon gave sympathy to Dan while curling up his lips. Dan saw it and he got angry at Colon. Colon did not realize that Dan watched him. He was shocked when Dan asked him why he was smiling. In order to hide his mistake, Colon answered by saying “They do that naturally, Dan”.

Data interpretation

The conversation above shows that Colon employs positive politeness strategy 6, namely avoid disagreement, white lies. Actually Colon is happy with the issue that Dan will be fired. He thinks that it is the opportune time for him to reach a higher position. Colon does not like Dan because they have ever competed
to get the position as the head of ad sales. Colon pretends to give sympathy to Dan. He shows his smile to express his sympathy. Dan knows it and asks to Colon why he smiles. Colon denies it. Colon lies when he gives answer to Dan’s question. He says that his curling up lips is natural. Both Dan and Colon have known that it a lies. Dan watches clearly when Colon is smiling. Likewise Colon feels that Dan knows if he smiles at him. In order to save Dan’s positive face, Colon lies. It is better than he does not answer at all. Colon’s answer indicates that he puts a respect to Dan as his superior.

Colon employs this strategy because he is influenced by some factors. The first is payoff. Colon wants to minimize the threat when he answers Dan’s question. The second is the circumstances. The social distance between Dan and Colon shows that their relationship is just a colleague in Sport America magazine so that they are not close. The power rating between them shows that they have different statuses. The size of imposition influences the employment of this strategy because the conversation happens in Dan’s office and Dan looks angry with Colon. Hence, those factors influence Colon to be more polite to Dan as his superior.

From the explanations above, it can be concluded that the speaker, Colon, has applied the positive politeness strategy, namely the strategy 6, avoid disagreement, white lies. In this case Colon wants to hide his mistake by lying to Dan. Thus, the hearer’s (Dan) positive wants has been fulfilled and satisfied.

**Datum 07/ I / IGC / 8**

Carter : No, I’m sorry. You okay?
Dan : I’m fine. It was all my fault.
Uh, you okay?
Carter : *Yeah, uh, no broken bones. No harm, no foul.*
Dan     : Terrific.

**Relevance to context situation**

The conversation takes place at the Sport America’s office, exactly in front of the receptionist. The participants are Carter and Dan. Carter came to the office for the first time. He had not known his new office yet. He walked to the receptionist. He wanted to ask the direction to his office. In the opposite direction Dan walked quickly. He did not see Carter stood in front of him. Carter and Dan bumped. Both of them were shocked and then they apologize to each other. Dan felt guilty because Carter looked hurt. Then, Carter responded by saying “*Yeah, uh, no broken bones. No harm, no foul*”.

**Data interpretation**

The conversation above shows that Carter employs positive politeness strategy 8, namely joke. Carter and Dan have not ever met yet. They meet for the first time when they bump in front of the receptionist. It is common between two people who meet for the first time to be kind to each other. In this case, Carter is the new employee in this company. Otherwise, Dan feels guilty when he bumps Carter.

Dan asks about Carter’s condition, Carter just responds to Dan’s question by joking, “*Yeah, uh, no broken bones. No harm, no foul*”. Carter employs this strategy to claim common ground with Dan. His utterance is used to save Dan’s positive face to be approved. Since jokes are based on mutual shared background knowledge and values. Joke is used for putting hearer ‘at ease’. In this case,
Carter responds to Dan’s faux pass when he bumps Carter. Carter employs joke so that Dan will not embarrass. It can lead to solidarity between the participants.

Carter employs this strategy because he is influenced by some factors. The first is payoff. Carter wants to minimize the FTA by assuring Dan. He considers himself to be of same kind that he likes Dan and wants to fulfill Dan’s wants (does not embarrass). The second is the circumstances. The social distance between the participants shows that their relationship is not close because they are strangers. It is just exactly on account of that, Carter tries to be polite to Dan and does not want to make Dan feels uncomfortable.

From the explanations above, it can be concluded that the speaker, Carter, has applied the positive politeness strategy, namely the strategy 8, namely joke. In this case Carter wants to save Dan’s positive face. Thus, Dan will not embarrass with his mistake.

**Datum 08/1/IGC/2**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Dan</td>
<td>Yeah.</td>
</tr>
<tr>
<td>Alex</td>
<td>Well, I got in.</td>
</tr>
<tr>
<td>Dan</td>
<td>What, to NYU?</td>
</tr>
<tr>
<td>Alex</td>
<td>Yeah.</td>
</tr>
<tr>
<td>Dan</td>
<td><em>That’s fantastic. But what about the SUNY and the tennis team?</em></td>
</tr>
</tbody>
</table>

**Relevance to context situation**

The conversation takes place at the tennis field. The participants are Dan and Alex. Alex is capable in tennis and she becomes athlete in her university. She usually comes to her father’s company and plays tennis with him. After played tennis, they sat at the side of the field to take rest. Suddenly, she said to her father
that she had got to NYU. Dan was so surprised and praised her by saying “That fantastic. But what about the SUNY and the tennis team?”

Data interpretation

The conversation above shows that Dan employs positive politeness strategy 2, namely exaggerate (interest, approval, sympathy with hearer). Alex tells her father that she has succeeded transfer to NYU. She highly expects to study at NYU. She tells her father while expecting that he feels happy too with the news. Dan understands his daughter expectation to study at NYU. It indicates that they belong to some set person who shares specific wants. Dan wants Alex to get the best education for her future but he wants Alex to stay at SUNY. Then, he asks her about it. Dan knows his daughter well, he claims ‘common ground’ with Alex. Dan perceives by saying “that’s fantastic...” The word ‘fantastic’ indicates the exaggeration. It shows that Dan saves Alex’s positive face. It can minimize his threat because he does not fully agree with her to study at NYU.

Dan employs this strategy because he is influenced by some factors. The first is payoff. Dan wants to satisfy his daughter. He wants to minimize the FTA by assuring Alex. He considers himself to be of same kind that he likes her and wants to fulfill her wants. The second is circumstances. Concerns with social distance, it shows that they have close relationship. Dan is a father so that he does not want to hurt his daughter. In order to make her daughter feel happy, he exaggerates his sympathy. Dan and Alex are father and daughter. It supports Dan to employ the positive politeness so that Alex will not be disappointed. Power rating between them shows that they have different statuses. As a result Dan as father wants to make their distance smaller. He wants to get closer to his daughter.
From the explanations above, it can be concluded that the speaker, Dan, has applied the positive politeness strategy, namely strategy 2, exaggerate (interest, approval, sympathy with hearer). In this case Dan wants to save Alex’s positive face to be appreciated. Thus, the hearer’s (Alex) positive wants has been fulfilled and satisfied.

**Datum 09/ I / IGC / 4**

Dan : But what about SUNY and the tennis team?
Alex : Dad, I’m not gonna be a professional tennis player.
Dan : **Well, look, sweetheart, being a writer is just as tough.**
     *You're living in the city and I don't-- I don't--I don't like that idea.*

**Relevance to context situation**

The conversation still takes place at the tennis field. The participants are Dan and Alex. Actually, Dan was unwilling to permit Alex to NYU. He worried to let his daughter live in a big city like New York. He could not let her to live alone and far from her family. Dan tried to convince her not to go NYU. He asked Alex about her education and tennis team at SUNY. However, she said that she would not become professional tennis player but a writer. Dan just gave her advice.

**Data interpretation**

The conversation above shows that Dan employs positive politeness strategy 4, namely using in-group identity markers. Alex and Dan have different opinions. Alex wants to study at NYU, while Dan wants Alex to stay at SUNY. Dan gives advice to his daughter by saying “**Well, look, sweetheart, being a writer is just as tough.**” The word ‘sweetheart’ can be used as the positive politeness strategy. Dan’s advice indicates that Dan wants to soften his FTA by advising her.
According to positive politeness, it is used to claim in-group membership with the hearer. The speaker claims implicitly the common ground with the hearer that is carried by the definition of group, using the address form. Dan uses “sweetheart” to address Alex. It indicates that Dan wants to make the relative power between them become smaller. Dan tries to soften the imperative by indicating that it does not the power back command or forces to her. The use of address form shows that Dan has saved Alex’s positive face. He has appreciated his daughter.

Dan employs this strategy because he is influenced by some factors. The first is payoff. Dan can minimize the threat by assuring Alex that he considers himself to be ‘of the same kind’, that he likes her wants. The second is power rating between the participants. Since their relationship is between father and daughter, Dan’s status power is higher than Alex. However, Dan wants their status as father and daughter to be small. Thus, their relationship will look more intimate.

From the explanations above, it can be concluded that the speaker, Dan, has applied the positive politeness strategy 4; namely by using in-group identity marker. In this case Dan wants to advice Alex. He wants to get closer by using group identity marker. He addresses her with ‘sweetheart’. Thus, the hearer’s positive wants have been fulfilled and satisfied.

Datum 10/1/IGC/8

Dan : May I help you?
Carter : Oh, I’m sorry. This is your office.
Dan : Yeah.

lxix
Dan : You're Carter Duryea?
Carter : That's, uh, that's quite a... [chuckling] *That's quite a kung-fu grip you got there, Dan.*
Dan : Oh, well. So, ..... 

Relevance to context situation

The conversation takes place in the Dan’s office. The participants are Dan, Carter and Colon. The office will become Carter’s office later. Colon invited Carter to Dan’s office. He showed the room while gave a little information about Dan. Carter excited with the office. Then, Colon permitted to go to the little room and left Carter alone. Suddenly Dan opened the door when Carter sat on Dan’s desk chair. Carter was shocked and introduced himself to Dan. When they shook hands, Dan took hold of Carter’s hand tightly.

Data interpretation

The conversation above shows that Carter employs positive politeness strategy 8, namely joke. Carter employs this strategy to claim common ground with Dan. Carter and Dan met when they bump in front of the receptionist. This time they meet again in different situation, exactly in Dan’s office. Dan opens the door when Carter sits on Dan’s desk chair. Carter can recognize Dan because he has already known that he is in the Dan’s office. He extends his hands and introduces himself to Dan. Dan confuses because suddenly there is a man in his room. Dan realizes that the man is Carter Duryea. The man who will replace his position as the head of ad sales. Carter has come. It means that Dan will lose his position. Dan feels unpleasant with Carter so he takes a hold of Carter’s hand tightly. Carter does not realize it before. When he realize it, he just responds by joking, “*That's, uh, that's quite a... That's quite a kung-fu grip you got there, Dan.*”
Carter’s utterance is used to save Dan’s positive face. Since jokes are based on mutual shared background knowledge and values. A joke can be used for putting hearer ‘at ease’. In this case, Carter responds to Dan’s faux pass when Dan holds Carter’s hand tightly. Carter employs a joke so that Dan does not embarrass with his behavior. Dan hates Carter because Carter will replace his position. Carter realizes it. Nevertheless, Carter saves Dan’s positive face to lead the solidarity between them.

Carter employs this strategy because he is influenced by some factors. The first is payoff. Carter wants to minimize the FTA by assuring Dan. He considers himself to be of same kind that he likes Dan and wants to fulfill Dan’s wants. Dan does not want Carter to know his feeling that he does not like Carter come to his office. Carter knows his position so that he is not angry when Dan holds his hand tightly. He just employs joke so that Dan does not embarrass with his mistake. Then, their business will run smoothly. The second is circumstances. The social distance between the participants shows that their relationship is not close because they are strangers. It is exactly on account of that, Carter tries to be polite to Dan and does not want to make Dan feels uncomfortable.

From the explanations above, it can be concluded that the speaker, Carter, has applied the positive politeness strategy, namely the strategy 8, joke. In this case, Carter has saved Dan’s positive face. Dan does not embarrass with his mistake.

**Datum 11/1 / IGC / 1**

Colon : Oh, well, this is...This is great. You two have met.
Carter: Are you kidding me? We are old buddies by now. Dan, it was a pleasure to meet you.

Colon: *Pleasure. Um, Dan, you want this door closed? Or...*

[clearing throat]

Dan: Yeah, you can go, um, go ahead and close it.

[door closing]

**Relevance to context situation**

The conversation still takes place in Dan’s office. The participants are Dan, Carter and Colon. Dan and Carter had just introduced to each other. Dan asked about Carter’s experience in running the advertisement sales magazine. Unfortunately, Carter has no experience. It made their conversation unpleasant. Then, Colon entered the office. He was shocked and felt uncomfortable with the situation because he had invited Carter to Dan’s office. He invited Carter to leave the office soon. Dan sat in his desk, pretending that he was busy. Before Colon left the office, he offered Dan some help to close the door by saying “*Pleasure. Um, Dan, you want this door closed? Or...*”

**Data interpretation**

The conversation above shows that Colon employs positive politeness strategy 1, namely notice, attend to the hearer (his needs). Colon knows Dan’s condition. Dan is not the head of ad sale for Sport America magazine anymore. Carter will replace his position. Dan is disappointed with Colon because Colon has invited Carter to his office without his permission. He wants Colon and Carter to leave his office soon. Colon understands with Dan’s wants so that he offers Dan some help to close the door. Colon offers Dan some help for showing good manner because he does not want to threat him. Although their relationship is not too good, Colon still respects him as his partner. Colon offers Dan some help to
close the door by saying “Pleasure. Um, Dan, you want this door closed? Or...”

His utterance indicates that Colon notices to Dan’s needs.

Colon employs this strategy because he is influenced by some factors. The first is payoff. Colon wants to satisfy Dan needs by minimizing the FTA by assuring Dan. He considers himself to be of same kind that he likes Dan and wants to fulfill Dan’s wants. In this case, Colon offers some help to Dan to close the door and invites Carter to leave the office soon. He knows that Dan dislikes their coming. Thus, Colon can avoid a tension with Dan. The second is circumstances. The social distance between the participants shows that the relationship between Dan and Colon is just as a colleague. Their relationship is not close because they have ever competed. In order to satisfy Dan’s want, Colon notices him by leaving his room. It is just exactly on account of that, Colon more polite to Dan because Dan is superior to him. Thus, it is not only influenced by social distance but also influenced by the power rating between participants. The size of imposition also influences the employment of this strategy because at the time Dan looks angry at Colon’s behavior.

From the explanations above, it can be concluded that the speaker, Colon, has applied the positive politeness strategy, namely the strategy 1, notice, attends to the hearer’s need. In this case, Colon understands with Dan’s wants. Dan wants Colon and Carter to leave him soon.

**Datum 12/1/IGC/5**

Dan : It’s like...It's me. I have an agenda. And you're gonna learn this about me. I’m a machine. What was I saying about the...

Alicia : *An agenda*

Carter : An agenda, I have an agenda.
Relevance to context situation

The conversation takes place in the meeting room. The participants are Carter and Alicia. It was the first time for Carter to present his business planning in Sport America. He also introduced himself to their employee at once. He entered into the room nervously. Moreover, he had a problem with his wife who had left him last night. He was tired so that he could not concentrate well. He tried to explain his business planning slowly. However, he forgot the word that he had said. Alicia tried to help him by saying the word ‘agenda’.

Data interpretation

The conversation above shows that Alicia employs positive politeness strategy 5, namely seek agreement, repetition. Carter explains his idea that he will improve the company. When he says that he has an agenda, he forgets the word that he has said because he is nervous while thinking about his problem. Alicia who sits in front of him takes a notice to what Carter’s said. She reminds him to the word that he has forgotten.

From the explanation above, Alex claims ‘common ground’ to Carter by indicating that they belong to some set persons who share some specific wants. She has fulfilled Carter’s positive face. She respects him when she reminds him the word. She repeats the part of his preceding utterances in the conversation. In addition to demonstrate that she has heard correctly what Carter’s said, she emphasizes emotional agreement with the utterance.

Alicia employs this strategy because she is influenced by some factors. The first is payoff. She wants to satisfy Carter’s positive face. She considers
herself to be of same kind that she likes Carter and wants his wants. The second is circumstances. The social distance between the participants shows that Carter and Alicia have just known. The power rating between the participants is different. In order to respect him as the boss, Alicia seeks agreement by repeating his utterance. It can minimize their distance. Hence, they can get closer because their relation has become more intimate. The size of imposition influences this employment because at the time there is a meeting so that Alicia should seek agreement with her boss.

From the explanations above, it can be concluded that the speaker, Alicia, has applied the positive politeness strategy, namely the strategy 5, seek agreement, repetition. In this case, Alicia understands with Carter’s wants that he wants somebody to help him. Alicia helps Carter to remind the word, it shows that she appreciates Carter. Thus, Carter’s positive wants has been fulfilled.

Datum 13/ I / IGC / 3 & 12

Carter : *Let's--let's take advantage of that, like, uh...Like...Krispity Krunch* → 12 Did anyone know that, uh, one of our sister companies is Krispity Krunch?

Dan : So?

Carter : *So we talk to our brothers and sisters over at Krispity Krunch. We make a deal where we supply sports factoids to their boxes. So that when Joe Couch Potato is sitting there, he's, uh, snacking, he looks down, and what does he see? Sports America Krispity Krunch sports factoids. He's definitely buying more Krispity Krunch and not Krunch 'n Krackle which, by the way, looks and tastes exactly the same. But guess what? No sports factoids.* → 3

Relevance to context situation

The conversation still takes place in the meeting room. The participants are Carter and Dan. This time Carter’s confidence had recovered so that he
explained his planning well. He was very psyched. He was really sure that his idea would success. However, Dan felt that Carter’s idea is impossible for their magazine. It was not a new magazine but it had been existed for long time. Carter tried to explain in detail in order to convince Dan. Thus, Dan will be interested with his idea.

**Data interpretation**

The conversation above shows that Carter employs two kinds of positive politeness strategy. Those strategies are strategy 12, namely includes both the speaker and the hearer in the activity and strategy 3, namely intensify interest to hearer. Carter explains his idea to their employee consciously. Dan is well experienced in magazine business so that he is not interested with Carter’s idea. He thinks that it is impossible to improve profits into 8 percents. Carter perceives Dan’s opinions calmly. He asks Dan to take look at the advantages of their company as one of the biggest multimedia companies in the world by saying “*Let's--let's take advantage of that, like, uh...Like...Krispity Krunch*”. His utterance indicates that he employs positive politeness strategy 12. He tries to convey that both Dan and himself are cooperating in the relevant activity and also including him to take a look the benefit of their company. It can minimize the FTA (request) to Dan. Hence, Dan is satisfied because Carter has appreciated him.

Besides, Carter employs strategy 3 in order to claim common ground with Dan. He delivers this strategy by explaining his opinions briefly. It is completed with the real example so that Dan will be interested and involved in the discussion deeply. It shows that Carter shares some of his wants. He intensifies the interest of
his own contribution to the conversation by making good story and brief explanation. He tries to convince Dan that his planning must succeed. Thus, Dan will listen to his explanation. He will be interested and involved into the middle of the events being discussed.

Carter employs those strategies because he is influenced by payoff and circumstances. Concern with payoff, Carter wants to satisfy Dan’s positive face. He considers himself to be of same kind that he likes Dan and wants to fulfill Dan’s wants. It can minimize the FTA to Dan so that he feels satisfied. Thus, Carter’s goals succeed to convince Dan. Concern with circumstances, the social distance between participants at the time is not close. Carter is the new boss who replaces Dan’s position. Concern with power rating, Carter and Dan have different status as the boss and the employee. However, Carter wants to get closer to Dan so that he employs those strategies.

From those explanations above, it can be concluded that the speaker, Carter, has applied two positive politeness strategies, namely the strategy 12, includes both the speaker and the hearer in the activity and strategy 3, intensify interest to the hearer. In this case, Carter intensifies Dan with his opinion so that Dan will involve in the discussion more deeply. It indicates that Carter appreciates him when he invites Dan to involve in the discussion.

Datum 14 / I / IGC / 8

Mark : Didn’t we decide to let him go?
Carter : Uh, no, we let Enrique Colon go instead. Remember
Mark : Yeah. That’s right.
Carter : Did a little colon cleansing. Get it?
[both laughing]

lxxvii
Relevance to context situation

The conversation takes place in Carter’s office. The participants are Carter and Mark. It was a Sunday and Carter invited the ad sales division team to go to the office. They would talk about some business development ideas. He sat on his desk while waiting for his team’s coming. He was looking outside the window when Mark entered into his room. Carter was shocked by Mark’s coming. Mark asked him what he was doing on Sunday. Carter informed that he was waiting for his team for meeting. He invited Mark to meet Dan. Mark was shocked because he thought that Dan had been fired. Carter told him that it was not Dan but Colon who got fired. Mark doubted it. Carter’s face got pale because he afraid that he had made a mistake with his decision. Mark considered Carter’s feeling so that he tried to make the situation tenuous by employing joke “Did a little colon cleansing. Get it?”

Data interpretation

The conversation above shows that Mark employs positive politeness strategy 8, namely joke. Mark delivers his joke in order to save Carter’s positive face. Mark and Carter are partners. Since they are in a group or member group, Mark shows his solidarity to him. Mark is Carter boss. He trusts Carter as his second hand. He does not want to hurt Carter’s feeling by embarrassing him because Carter has made wrong decision. Carter has fired Colon. It should be Dan.

Mark responds to Carter faux pass by making joke that he has just done ‘colon cleansing’. Mark considers that Colon as a real colon. Colon in a real meaning refers to lower part of the large intestine. As a result, Carter and Mark
laugh with that joke. Mark as Carter’s boss chooses to employ joke strategy rather than to complaint Carter’s decision. It is used to redress or minimize the FTA to Carter. It also shows solidarity since they are partners for long time.

Mark employs this strategy because he is influenced by some factors. The first is payoff. Mark wants to minimize the threat by assuring Carter that he considers himself to be ‘of the same kind’, that he likes him and wants to fulfill Carter’s wants. The second is circumstances. The social distance between participants shows that their relationship is close enough. It supports them to share their background knowledge in making a joke. Mark has power rating higher than Carter. He employs this strategy to claim common ground with Carter as his second hand so he can get closer to Carter.

From the explanations above, it can be concluded that Mark, has applied the positive politeness strategy, namely the strategy 8, joke. In this case, Mark wants to save Carter’s positive face. Thus, Carter does not embarrass with his mistake.

Datum 15/ I / IGC / 1

Carter : How about you, Dan? You want to, uh, grab a drink or something? [grunting]

Dan : It’s Sunday. I have to go home and have dinner with my family. You want to have dinner with my family?

Carter : Oh, yeah! Are you...Let me, uh, let me just grab my stuff. Wait.

Relevance to context situation

The conversation takes place in the office. The participants are Carter and Dan. Carter ordered his employee to come to the office on Sunday. They would talk about the business development of their company. The meeting was run until
the afternoon. Therefore, they were look tired. Carter stood close the door where his employee passed. He said thanks for them one by one while invited them to go with him. No one accepted his invitation until Dan offered him to have dinner with his family by saying “You want to have dinner with my family?”

**Data interpretation**

The conversation above shows that Dan employs positive politeness strategy 1, namely notice, attend to the hearer (his interest, wants, needs, goods). Dan understands with Carter feeling that he needs a friend to entertain him. It can be seen from his invitation that he has invited their partner one by one. When Carter invites him, Dan refuses because he has dinner with his own family. However, Dan offers Carter to go with him. It indicates that Dan has claimed common ground with Carter. He shares his wants with Carter. He conveys Carter’s wants that it is interesting or admirable him too. Thus, Carter’s positive face is fulfilled. Dan offers Carter to have a dinner with his family. Dan offers Carter directly by saying “You want to have dinner with my family?” It does not matter since they have close relationship and the situation is informal.

Dan employs this strategy because he is influenced by some factors. The first is payoff. Dan can minimize FTA by assuring Carter that he considers himself to be ‘of the same kind’, that he likes him and wants to fulfill Carter’s wants. The second is circumstances. It includes social distance and power rating. The social distance between the participants shows that their relationship is not too close as partner. Carter is the boss and Dan is his second hand. However, he
wants to minimize their distance so that they can get closer to each other. The power rating between the participants is different. Consequently, Dan utterance is polite when he offers Carter to have dinner with him.

From the explanations above, it can be concluded that the speaker, Dan, has applied the positive politeness strategy, namely the strategy 1, notices, attends to the hearer (his interest, wants, needs, goods). In this case, Dan wants to save Carter’s positive face. Dan understands with Carter’s need and fulfills his wants. Dan appreciates Carter when he invites him to have dinner with his family.

Datum 16 / I / IGC / 4

Carter : *You have to run that stuff by me, man.*
Dan : Run it by you?

Relevance to context situation

The conversation takes place in the Carter’s office. The participants are Carter and Dan. Carter called Dan to go to his office. He said that he would form the sales team for the company basketball league. He also said that he would go with Dan to meet the guy from Rums Jamaica. The guy from Rums Jamaica was Dan’s client before Carter worked for Sport America. Actually, Dan wanted to meet his client without Carter. Carter convinced that Rums Jamaica was his client too because he worked for Sport America. It was under Globe Com Company. Carter ordered Dan to go with him by saying “*You have to run that stuff by me, man*”.

Data interpretation

The conversation above shows that Carter employs positive politeness strategy 4, namely using in-group identity markers, an address forms. Carter
wants to meet the guy from Rums Jamaica. Dan should not go without Carter because the guy is Sport America’s client. Sport America is Globe Com Company’s branch. Therefore, Carter deserves to go with Dan. Carter orders Dan to run the stuff by him by saying “You have to run that stuff by me, man”. He uses the imperative in a polite way. He uses the address form ‘man’ to address Dan. The use of the address form indicates that Carter considers their distance to be small. Their statuses are boss and employee. Carter as the boss can order his employee as he wants. However, he does not use his authority to do it. He chooses to order his employee indirectly by addressing such as, man, pal, mac, etc. Thus, Carter softens the imperative by indicating that it is not a power-backed command. It more indicates the claiming in-group solidarity.

Carter employs this strategy because he is influenced by some factors. The first is payoff. Carter could minimize the threat by assuring Dan that he considers himself to be ‘of the same kind’, that he likes him. Thus, he can avoid tension that might happen between them. Carter uses address form ‘man’ in order to make their distance smaller. Thus, Dan will do his order easily. The second is circumstances. It includes social distance and power rating. Social distance between the participants shows that their relationship is not close enough since they are new partners. Dan is older than Carter. Likewise, Carter appreciates and respects him as his partner. The last is power rating. Dan and Carter have different statuses. Carter is the boss and Dan is the second hand. Besides, the situation is informal. It can minimize their distance. As a result, their relationship will more intimate.
From the explanations above, it can be concluded that the speaker, Carter, has applied the positive politeness strategy, namely the strategy 4, using in-group identity markers, an address form. In this case, Carter wants to minimize order to Dan. He wants to get closer by using group identity marker. He addresses Dan with ‘man’. Thus, the hearer’s positive wants have been fulfilled and satisfied.

**Data 17 / I / IGC / 13**

Dan : *Why don't you just say, ‘Fire them’?*
Carter : Because it sounds better.

**Relevance to context situation**

The conversation still takes place in Carter’s office. The participants are Dan and Carter. After they talked about their planning to invite their clients to go to concert, Carter continued by conveying Dan that their company would increase the advertisement column into 18 pages. If their planning did not succeed he would fire some of the member team of ad sales. Carter informed Dan with a low tone since Dan would disagree with his decision. Carter used the polite utterance to fire his employees. However, Dan disagreed with him way by saying “**Why don't you just say, “fire them”?**

**Data interpretation.**

The conversation above shows that Dan employs positive politeness strategy 13, namely ask for reason. Carter wants to fire some of his employees because the target to improve the advertisement sale is not success. Carter respects Dan as his partner so that he tells him about his decision but Dan disagrees with him. He does not want Carter to fire the employees. However, the
target is not success, so that the company must fire some of the employees. Dan disagrees with Carter’s utterance “let them go”. He wants Carter to use the word ‘fire’ directly because it sounds better. Dan as his second hand gives respect to Carter. As the boss, Carter has the right to make the decision. In order to keep Carter’s positive face, Dan prefers asking reason to ask suggestion by saying “Why don't you just say fire them”? It is more polite because give suggestion can damage hearer positive face.

Dan employs this strategy because he is influenced by some factors. The first is payoff. Dan wants to minimize FTA by assuring him that he likes Carter and wants to fulfill Carter’s want. The second is the circumstances. The social distance between the participants shows that their relationship is close enough since they are partners. The power rating shows that they have different statuses. They are the boss and the second hand. Dan as the second hand tries to be polite to Carter as his boss. Consequently, he does not give suggestion Carter directly because he respects Carter as the boss.

From the explanations above, it can be concluded that the speaker, Carter, has applied the positive politeness strategy, namely the strategy 13, ask for reason. In this case, Dan asks reason rather than gives Carter suggestion because sometimes suggestion can damage hearer’s positive face. Thus, the hearer’s positive wants have been fulfilled and satisfied.

**Datum 18/1/IGC/7**

Carter : Want you guys to meet my colleague. *This is Petey from K-Jam Sneakers.*

Petey : Hey, hey.

**Relevance to context situation**
The conversation takes place in a club where the concert of Dead is held. The participants are Carter and Petey. Petey is from K-J Sneakers. It is a shoes company and also Sport America client. Actually, Dan had chosen to watch the Knicks Game to entertain the client. However, Carter changed it with the Dead concert. Carter and Petey were enjoying the concert while they waited Dan. Finally, Dan and Mr. Smith came to the concert to discuss about their business. Carter introduced Petey to Dan and Mr. Smith. He introduced by saying “This is Petey from K-Jam Sneakers.”

**Data interpretation**

The conversation above shows that Carter employs positive politeness strategy 7, namely assert common ground. Carter introduces Petey to Dan and Mr. Smith. Carter and Petey are close friends. They have already known each other for long time. Petey have become Carter’s clients before Carter join with Sport America Magazine. When Carter introduces Petey, he uses the word ‘this’ rather than ‘here’. It shows that Carter’s utterance is polite to Petey. It is related with the use of proximal and distal demonstrative. The word ‘this’ is proximal and ‘that’ is distal demonstrative. The first is more polite than the second one. In this case, Carter safes Petey’s positive face. He respects and appreciates him as a client.

Carter employs this strategy because he is influenced by some factors. The first is payoff. Carter wants to minimize FTA by assuring him that he likes Petey and wants to fulfill Petey’s want. Carter employs this strategy to show his respect to Petey as his clients. Hence, Carter uses the polite utterances because at the time he will introduce Petey to his important client. However, they will talk about business with his new client so that Carter uses polite utterance. The second is
circumstances. The power rating between participants shows that they have different statuses. Carter is the sales of advertisement and Petey is Carter’s client. Consequently, their relationship is close enough.

From the explanations above, it can be concluded that the speaker, Carter, has applied the positive politeness strategy, namely the strategy 7, namely assert common ground. In this case, Carter wants to save Petey’s positive face. Thus, the hearer’s positive wants have been fulfilled and satisfied because he feels that he has been respected or appreciated by the speaker.

Data 19/ I / IGC / 14

Carter : Yeah, sounds like a great fit. Get a lot of drunk people running around. [laughing]

Relevance to context situation

The conversation still takes place in a club. Actually, both Mr. Smith and Petey would be offered to enter their advertisement in Sport America magazine. Carter and Dan expected that they could increase the advertisement column into 8 pages to save their company. On the other side, Petey also offered Mr. Smith to cooperate with his company. He asked that he would buy the product of Mr. Smith’s company if he buys his product

Data interpretation

The conversation above shows that Petey employs positive politeness strategy 14, namely assume or assert reciprocity. Carter introduces Petey to Dan and Mr. Smith. Therefore, they know each other. Petey thinks that it does not matter to offer Mr. Smith his product. Moreover, it is the opportune time to make
a deal with him. Actually, Carter and Dan invite them to make agreement about Sport America advertisement.

The existence of the cooperation between Petey and Mr. Smith is claimed or urged by giving evidence of reciprocal rights or obligation obtaining between them. It is indicated by Petey’s utterance “Cross-promotional idea. I buy a certain amount of Jamaican rum, boom. You get a discount on running shoes. Done”.

From the explanation above, Petey has saved Mr. Smith’s positive face by pointing to reciprocal right (or habit) of doing FTAs each other. Petey may soften FTA by negating the debt aspect of speech acts such request Mr. Smith to cooperate with him.

Petey employs this strategy because he is influenced by some factors. The first is payoff. Petey wants to minimize the FTA by assuring Mr. Smith that he considers himself to be the same kind, that he likes him and wants his wants. The second is social distance between the Petey and Mr. Smith. They have just known each other so that their relationship is not close. Petey wants to get closer to Mr. Smith. Thus, they can cooperate for further business.

From the explanations above, it can be concluded that the speaker, Petey, has applied the positive politeness strategy. The applied strategy is the strategy 14, namely assume or assert reciprocity. Petey (speaker) wants to cooperate with Mr. Smith (hearer). He uses reciprocal rights because it can soften the FTAs (request the hearer to cooperate) so that the hearer’s positive face has been fulfilled.

Datum 20/ I / IGC / 8

Carter: *Yeah, sounds like a great fit. Get a lot of drunk people running around.*
[laughing]

**Relevance to context situation**

The conversation still takes place in the club. The participants are Carter and Petey. Carter had just introduced Petey to Dan and Mr. Smith. Suddenly, Petey offered his product to Mr. Smith. However, Mr. Smith’s face changed, he was confused with Petey. Dan and Carter invited Petey and Mr. Smith to get advertisement column from their company. Carter did not want to make their business fail. He tried to melt the situation by delivering joke “*Yeah, sounds like a great fit. Get a lot of drunk people running around.*”

**Data interpretation**

The conversation above shows that Carter employs positive politeness strategy 8, namely joke. Sport America magazine is facing problem so that it needs to increase the selling of advertisement column. Dan and Carter are trying to do it. They invite Petey and Mr. Smith. They meet in a club to talk about their business. Carter and Dan try to make their clients feel comfortable. However, one of their clients, Petey, just makes a mistake when he tries to offer his product. It makes him embarrass so that Crater tries to save his face. Petey is Carter’s client before Carter joins with Sport America magazine. Actually, Petey does not need to do it because Mr. Smith is not his client.

In order to save his face, Carter delivers a joke “*Yeah, sounds like a great fit. Get a lot of drunk people running around.*” His utterance can change the meaning of Petey’s utterance so that Petey’s mistaken or faux pass is hidden. From the explanation above, Carter has shared background knowledge with Petey.
He has employed joke for putting the hearer ‘at ease’. In this case, Carter responds Petey’s faux pass so that Petey is not embarrassed.

Carter employs this strategy because he is influenced by some factors. The first is payoff. Carter could minimize the threat by assuring Petey that he considers himself to be ‘of the same kind’, that he likes him and wants to fulfill Petey’s wants. Carter wants to minimize Petey’s faux pass. When Petey’s positive face is saved, Carter’s planning will run well. The second is the circumstances. The social distance between the participants shows that Carter and Petey have good relationship since they have cooperated for long time. The size of imposition is great enough because it happens when they talk about business so that Carter tries to save Petey’s positive face.

From the explanations above, it can be concluded that the speaker, Carter, has applied the positive politeness strategy, namely the strategy 8, joke. In this case, Carter wants to save Petey’s positive face. Thus, Petey does not embarrassed with his mistake.

Datum 21 / I / IGC /11

Smith : Dan. You want to go get some air?
Dan : *Yeah. Be back in a bit.*

Relevance to context situation

The conversation still takes place in the club. The participants are Dan and Carter. The Dead’s concert was still going on. The situation was very noise. It was suitable for young man like Carter and Petey but it makes Dan and Mr. Smith feel uncomfortable. They used to enjoy watching games during talk about their business. Mr. Smith invited Dan to get some air. He wanted to come out from the
concert to talk about business. Dan agreed with him. Dan permitted to Carter as his boss before he left. Dan said that he would back soon.

**Data interpretation**

The conversation above shows that Dan employs positive politeness strategy 11 namely be optimistic. Dan will leave the club but he asks Carter first by saying “Yeah. Be back in a bit”. Dan goes with Mr. Smith in order to reach agreement with him. They can discuss it freely in outside. Dan asks permission to Carter as his boss before he leaves the concert. He promises that he will come back soon. In this case, Dan assumes that Carter wants to fulfill his wants to reach agreement. Carter will help to obtain Dan’s wants to leave the concert. Dan assumes Carter will cooperate with him. It may carry tacit claim because it will be their mutual shared. They want to reach agreement for their company.

Dan employs this strategy because he is influenced by some factors. The first is payoff. Dan employs this strategy to show his respect to Carter as his boss. It indicates that Dan appreciates Carter. Thus, Carter permits Dan to manage their business. The second is circumstances. The social distance between the participants shows that heir relationship is close enough as partners. The power rating shows that they have different status as the boss and the second hand. Dan’s behavior is polite to his boss. He asks permission when he will do something.

From the explanations above, it can be concluded that the speaker, Dan, has applied the positive politeness strategy, namely the strategy 11, be optimistic. In this case, Dan assumes that Carter wants to fulfill his wants for their company advantages.
Dan : Well, I’ve been here for years. My salary's bigger than theirs. Why don't you just fire me?
Carter : Do you want me to fire you? Because I could, Dan.

Relevance to context situation

The conversation takes place in the Carter’s office. The participants are Carter and Dan. Carter talked to Dan that they must increase their sales into 8 pages. If the sale did not increase, some of employees would be fired. In a fact, the ad sale cannot increase. As the consequence, Carter must fire his employees who work in account division. The potential choices were Louie and Morty, because their salaries were big. Dan was shocked and did not agree with Carter decision. Then, he said, “…Why don't you just fire me?”

Data interpretation

The conversation above shows that Dan employs positive politeness strategy 13, namely giving (or ask for) reason. Dan and Carter are cooperatively involved in the relevant activity. They talk about Morty and Louie’s discharge. Actually, Carter does not want to fire them. However, it has become the decision, so that Carter must fire them. Carter explains Dan carefully that he to do it. Dan does not agree with Carter. He feels that it is not fair if the consideration just on their salary. Dan says that his salary is bigger than them. Thus, he says Carter “Why don't you just fire me?”. His utterance shows that he employs politeness strategy. He prefers asking reason to giving suggestion. From the explanation above, it indicates that Dan has fulfilled Carter’s positive face. Dan respects Carter as his boss who has authority to fire his employee. However, he also suspects with Carter’s decision that fires some of his ad sales team are fired.
Dan employs this strategy because he is influenced by some factors. The first is payoff. Dan employs this strategy to respects his boss. He can minimize the FTA by assuring Carter. He considers himself to be of same kind that he likes Carter and wants to fulfill Carter’s wants. It indicates that Dan appreciates Carter. Thus, Carter will consider Dan’s opinion. The second is the circumstances. Social distance between the participants shows that their relationship is close enough since Dan has become Carter’s second hand. Dan does not want to make Carter feels guilty. Power rating between participants shows that their statuses are boss and second hand. Dan’s utterance is polite when he suggests his boss to do something. Size imposition, Dan suggests Carter not to fire their employees but he asks reason to Carter. Dan’s wants is risky because it involves company’s decision. Thus, Dan expresses his wants in a polite way.

From the explanations above, it can be concluded that the speaker, Dan, has applied the positive politeness strategy, namely the strategy 13, giving (or ask for) reason. In this case, Dan asks reason to Carter, so that Carter does not feel that he has been suggested by Dan because suggestion can damage the hearer’s positive face.

Datum 23/ II/ IGC /10

Morty : I’m gonna cry
Dan : Don’t. I’ll call you. Take care Morty.

Relevance to context situation

The conversation takes place in the Dan’s room. Dan called Louie and Morty. He would fire Morty and Louie since the company was facing a financial problem. There was no choice except to fire them. Actually, Carter himself did
want to fire them but he should do it. Dan asked Carter that he would do it. He thought that it would be better because Morty and Louie were his subordinates. When they entered the room, Dan was rather nervous. He invited them to sit down and they sat side by side. Both of them were curious with Dan. Finally, Dan told them that they had been fired. However, he conveyed their discharge implicitly. It made Louie did not understand. Then, Morty explained to Louie that Dan had fired them. Louie was angry and leaved them. Morty could accept that he was fired.

**Data interpretation**

The conversation above shows that Dan employs positive politeness strategy 10, namely offer or promise. Dan feels that he has responsible to Louie and Morty because they have work together for a long time. However, Dan has to fire them. He says that he will try to save them if his position still as the head of ad sales. Unfortunately, he is not in that position anymore. He tries to ensure them that it is not his wants. It is under his authority. When Morty wants to exit from Dan’s room, Dan says, “Don’t. I’ll call you. Take care Morty”. From the explanation above, Dan tries to convey that they are cooperator. He redresses theirs positive-face wants. This cooperation is stressed by indicating his knowledge of and sensitivity to Morty. In this case Dan stresses his cooperation with them by promising that he really wants to help him not to be fired from Sport America. He promise that he will call Morty to show that they are still friends.

Dan employs this strategy because he is influenced by some factors. The first is payoff. Dan can minimize the FTA by assuring him. He considers himself to be of same kind that he likes Morty and wants to fulfill Morty’s wants. Dan
employs this strategy to appreciate his friend. Thus, Morty does not angry with him. The second is circumstances. Social distance between participants shows that they have good relationship since they have cooperated for long time and worked in one division. Power rating between participants shows that they have different status. Dan has power higher than Morty. Dan employs this strategy to get closer with him. Size of imposition is great. At the time Morty needs attention to entertain him because he is sad. He has just lost his job.

From the explanations above, it can be concluded that the speaker, Dan, has applied the positive politeness strategy, namely the strategy 10, offer or promise. In this case, Dan promises that he tries to help Morty and Louie. It indicates that Dan appreciates them.

Datum 24 / II / IGC /4

Dan      : *You go ahead, sweetheart. I’m going to check the mailbox.*
Janna    : Okay. Cool

Relevance to context situation

The conversation takes place in front of Dan’s house. The participants are Dan and Janna. They had just arrived in their house. Janna got down from the car and then Dan parked his car. Actually, Janna had known about the plan. Ann, Alex and Dan’s friends would give some surprise to Dan because it was his birthday. Janna saw them behind the curtain when she waited for her father parked his car. They waited for Dan and prepared a big surprise to welcome him. Dan begun suspicious when he looked at his house. He asked Janna to enter the house first. He pretended that he would check the mailbox.

Data interpretation

xciv
The conversation above shows that Dan employs positive politeness strategy 4, namely using in-group identity markers. Dan gives command to his daughter by saying “You go ahead, sweetheart. I’m going to check the mailbox.” The word ‘sweetheart’ can be used as the positive politeness strategy. According to positive politeness, it is used to claim in-group membership with the hearer. The speaker can claim implicitly the common ground with the hearer. It is carried by the definition of group, using the address form.

In this case, Dan orders Janna to enter the house by using the word ‘sweetheart’. It indicates that Dan wants to soften his FTA when he gives command to his daughter. It also indicates that Dan considers the relative power between him and his daughter to be small. Thus, Dan makes the imperative to be soft by indicating that is not a power backed-command but request. It is better when he gives request rather than command to her. The use of the address form indicates that Dan have saved Janna’s positive face. Her father has appreciated her.

Dan employs this strategy because he is influenced by some factors. The first is payoff. Dan could minimize the threat by assuring Janna that he considers himself to be ‘of the same kind’, that he wants to satisfy her positive face. Dan addresses his daughter ‘sweetheart’ in order to safe her positive face. Thus, he is not seen that he gives command to her. The second is circumstances. Concern with power status between the participants, it shows that they have different status. Their status is father and daughter. Actually, father has a power to give command to their children. In this case, Dan asks his daughter to enter the house. However, he uses the word “sweetheart” so that he can soft the FTA. He prefers
to request rather than command her daughter. It indicates that his status as a father to be small and Janna will comfortable with him. Meanwhile, social distance and size of imposition are not influenced. Their relationship is close and the context situation is informal.

From the explanations above, it can be concluded that the speaker, Dan, has applied positive politeness strategy, namely the strategy 4, using in-group identity markers. In this case, Dan has appreciated his daughter.

**Data 25/ II / IGC / 6**

Teddy K: What happened to your eye?  
Mark: Yeah, what happened there?  
Carter: *I fell--I fell asleep at my computer.*  
*Just kind of banged right into the monitor.*  
Teddy K: Those things can be dangerous.  
[all laughing]

**Relevance to context situation**

The conversation takes place in a meeting room. Teddy K had just come back from his traveling business. The participants are Carter, Mark and Teddy K. Sport America magazine’s employees were busy with the Teddy K’s coming. They came to the meeting room together to attend Teddy K’s speech. Mark and Teddy K entered the room and then Carter greeted them. One of Carter’s eyes was still not well yet. Moreover, his swollen eye becomes clear. Both Teddy K and Mark looked at Carter and they asked about his eyes. Carter answered by saying, “*Just kind of banged right into the monitor*”.

**Data interpretation**

The conversation above shows that Carter employs positive politeness strategy 6, namely avoid disagreement, white lies. According to positive
politeness theory the participants share some set of persons who share some specific wants. Teddy K and Mark want to know what happen with Carter’s eyes. They are really curious so that they ask Carter. Actually, Carter does not want to answer because he does not want other people to know about it. Moreover, it is embarrassing experience for him. Dan had hit him because he had affair with his daughter. Carter finally answers their question but not the truth answer. He answers that his eyes just bang right into the monitor. From the explanation above, it indicates that Carter has saved the hearer’s positive face. He chooses to answer rather than not to answer at all. By answering the question the hearers’ wants have been fulfilled, appreciated and respected. It means that the hearers’s positive face has been satisfied.

Carter employs this strategy because he is influenced by some factors. The first is payoff. Carter wants to satisfy Mark and Carter need by minimizing the FTA by assuring them. He considers himself to be of same kind that he likes and wants to fulfill their wants (to answer the question). Carter employs this strategy to respect his boss. It indicates that Carter appreciates his boss. Thus, he expects that it will not influence his carrier. The second is the circumstances. The power rating shows that their statuses between them are different. Teddy K was his boss then Mark is Teddy K’s second hand therefore Carter employs the politeness to them. The social distance shows that the relationship between them is not close, mainly between Carter and Teddy K. The size of imposition is great so that Carter answer their question to show his respect.

From the explanations above, it can be concluded that Carter has applied positive politeness strategy, namely the strategy 6, namely avoid disagreement,
white lies. In this case, Carter fulfills Teddy K and Mark wants so that their wants have been satisfied.

**Datum 26 / II / IGC/ 7**

Dan : *Uh, this is my boss, Carter Duryea.*
Carter : It's a pleasure to meet you, Mr. Kalb.
        You have a really awesome company here.
        You...it’s a really awesome, awesome--

**Relevance to context of situation**

The conversation takes place in the Mr. Kalb office. The participants are Mr. Kalb, Dan and Carter. Dan and Carter were trying to get client for Sport America magazine advertisement. Both, Carter and Dan were in dangerous position because Mark would fire them. Therefore, they came to Mr. Kalb’s office to offer him the advertisement column. Dan and Mr. Kalb had known each other because Mr. Kalb was a Dan’s client. Dan introduced Carter to Mr. Kalb by saying “*Uh, this is my boss, Carter Duryea*”.  

**Data interpretation**

The conversation above shows that Dan employs positive politeness strategy 7, namely presuppose / rise / assert common ground. Dan and Carter are partners. It indicates that Dan and Carter belong to some set of person who shares some specific wants, including goal and value. In this case, Dan and Carter cooperate at the same company, Sport America magazine. They want to save their company so that they go to Mr. Kalb’s office. Dan introduces Carter to Mr. Kalb by saying “*Uh, this is my boss, Carter Duryea*.” The word ‘this’ shows positive politeness strategy, place time. The speaker uses proximal (this) rather than distal
demonstrative (there), it indicates that Dan appreciates Mr. Kalb as his client. Thus, he introduces Carter to Mr. Kalb and he uses the word ‘this’ rather than ‘here’. It is used to increase involvement or empathy to Mr. Kalb.

Dan employs this strategy because he is influenced by some factors. The first is payoff. Dan wants to satisfy Mr. Kalb’s positive face by using polite utterance. Thus, Mr. Kalb will be comfortable and it can influence their business. The second is circumstances. Power rating between participants shows that they have different statuses. Dan as the sales and Mr. Kalb is his client (advertisers). In addition, the situation is formal because they are in the Mr. Kalb’s office to talk about their agreement.

From the explanations above, it can be concluded that the speaker, Dan, has applied the positive politeness strategy, namely the strategy 7, presuppose / rise / assert common ground. In this case, Dan wants to save Mr. Kalb’s positive face. Thus, the hearer’s positive wants have been fulfilled and satisfied because Mr. Kalb feels that he has been respected or appreciated by Dan.

**Datum 27 / II / IGC/ 6**

Mr. Kalb : No, no, no, please, please. I’m--I’m--I’m rather curious.
Dan : *Why did I hit him?*
*He called me a dinosaur.*
*He said I was out of date.*
*That I’d better step in line.*
Mr. Kalb : So you slugged him?
Dan : It was a fair fight.
Mr. Kalb : Hmm?

**Relevance to context of situation**
The conversation takes place in Mr. Kalb’s office. The participants are Dan and Mr. Kalb. Dan introduced Carter to Mr. Kalb. Carter praised Mr. Kalb’s company because he had an awesome company. Mr. Kalb just laughed at his praise. Mr. Kalb paid attention to Carter’s face and then he said that he was too young to be Dan’s boss even he’s looked like Dan’s nephew. However, Mr. Kalb saw one of Carter’s eyes was blue. He was curious with it. Then, he asked Carter to tell him about it. Carter just kept silence. Dan said to Mr. Kalb that it was one of the things Carter had learned from him. Mr. Kalb became more curious with it and he asked Dan for what actually happen. Finally, Dan gave the answer to Mr. Kalb’s question.

Data interpretation

The conversation above shows that Dan employs positive politeness strategy 6, namely avoid disagreement, white lies. Actually, Dan does not want to respond Mr. Kalb’s question but he answers by saying “Why did I hit him? He called me a dinosaur. He said I was out of date”. Dan’s utterance indicates that he wants to avoid disagreement with Mr. Kalb. Dan prefers to answer Mr. Kalb’s question rather than not to answer at all although it is a lie. According to positive politeness theory, both speaker and hearer belong to some set persons who share specific wants. In this case, Mr. Kalb wants Dan to answer his question. Dan does not want to make Mr. Kalb disappointed with him. Therefore, Dan fulfills it by answering Mr. Kalb’s question eventhough not the truth answer. It is more polite to answer the question rather than not answer at all. Thus, Dan has saved Mr. Kalb’s positive face. He appreciates and respects Mr. Kalb so that he answers his question.
Dan employs this strategy because he is influenced by some factors. The first is payoff. Dan employs this strategy to satisfy Mr. Kalb positive face, to be approved and appreciated. He considers himself to be of same kind that he likes Mr. Kalb and wants his wants (find out what happen to his eyes). Thus, it can support his business with Mr. Kalb run well. The second is the circumstances. The power rating between the participants shows that they have different statuses. Dan is the sales and Mr. Kalb is his client (advertisers). In order to respect his clients, Dan employs the strategy so that Mr. Kalb satisfies with Dan’s answer. The social distance between participants is close enough. The size of imposition is great because Dan not only must respect Mr. Kalb as his consumer but also Carter as his new partner.

From the explanations above, it can be concluded that the speaker, Dan has applied the positive politeness strategy. The applied strategy is the strategy 6, namely avoid disagreement, white lies. In this case, Dan wants to save Mr. Kalb’s positive face to be appreciated. Thus, the hearer’s positive wants have been fulfilled and satisfied because Mr. Kalb feels that he has been respected or appreciated by Dan.

Datum 28 / II / IGC/ 1

Dan : How have you been the last month?
Carter : I’ve been good. Really good.
It’s a little weird, uh, not having to get up, go to work in the morning.
Dan : *That’s why I want to talk to you.*
*I want to offer you a job*

Relevance to context situation

The conversation takes place in the Dan’s office. It was Carter’s office before he left Sport America magazine a month ago. The participants are Dan and
Carter. Carter went to Dan’s office since he was not work there anymore. He came to the company alone. He wore a casual dress and black hat. He’s looked so different, a young executive and well dressed. Carter arrived in Dan’s office and they greeted each other. Dan was shocked with Carter’s condition then he offered him a job.

**Data interpretation**

The conversation above shows that Dan employs positive politeness strategy 1, namely notice, attend to the hearer (his needs). Dan offers a job to Carter by saying “That’s why I want to talk to you. I want to offer you a job”. His utterance indicates that Dan notices to what Carter needs. Before Dan offers a job to Carter, he asks about Carter’s activity last month. He thinks that Carter has found another better job. However, Carter says that he does not have job. Dan knows Carter’s condition since he does not work for Sport America magazine anymore. Dan offers him a job directly because they have known each other well. In this case, Dan understands with Carter who wants to have a job because he is unemployment. It indicates that Dan take notice to Carter. Thus, Carter’s positive wants have been fulfilled.

Dan employs this strategy because he is influenced by some factors. The first is payoff. Dan can avoid or minimize the debt of FTAs because he offers Carter a job. Dan wants to satisfy Carter needs. He minimizes the FTA by assuring Carter that he considers himself to be of same kind that he likes Carter and wants to fulfill Carter’s wants (to have job). The second is circumstances that relate to social distance between them. They have close relationship. Dan understands Carter well. He knows what Carter’s needs that Carter is looking for a job.
From those explanations above, it can be concluded that the speaker, Dan, has applied the positive politeness strategy, namely the strategy 1, namely notice, attend to the hearer’s need. In this case, Dan understands with Carter’s need and fulfills his wants by offering him a job.

**Data 29/ II / IGC/ 9**

Dan : *I know we definitely had our moments.*  
*But I think you’re a good manager and a good salesman.*  
*And I want you to come here and be my second-in-command.*

Carter : Wow, Dan.

**Relevance to context situation**

The conversation still takes place in the Dan’s office and the participants are Dan and Carter. Dan tried to offer Carter a job because Carter did not have a job. Actually, Dan wanted to help Carter. Moreover, he did not doubt Carter’s ability. Carter had proved it when he for Sport America as the head of ad sales. He was good manager and salesman so that Dan offered him to be his second in command of ad sale.

**Data interpretation**

The conversation above shows that Dan employs positive politeness strategy 9, namely assert or presuppose the speaker’s knowledge of and concern for the hearer’s wants. Dan wants Carter to join with him again. Dan offers Carter a job and then requests Carter to be his second hand. It means that Dan and Carter have cooperated for same goals. Dan conveys his wants to ensure Carter works for him. He has potentials to put pressure Carter to cooperate with him. Dan asserts or presupposes of Carter’s wants and willingness directly “*I know we definitely had our moments. But I think you’re a good manager and a good salesman. And I*
want you to come here and be my second-in-command”. It does not matter because they have known each other. Their relationship is close because they have become partners. In this case, Dan has fulfilled Carter’s positive face by conveying his wants ensure Carter works for him. As a matter of fact Carter wants to have a job too.

Dan employs this strategy because he is influenced by some factors. The first is payoff. Dan can avoid or minimize the debt of FTAs because he requests Carter to be his second hand. Thus, they can cooperate again. The second factor is circumstances. The social distance between the participants shows that they still have good relationship even though they are not partner anymore since Teddy K has sold his company. Thus, it can minimize their distance. The size of imposition of Dan’s request is great enough that he request Carter to be his second hand.

From the explanations above, it can be concluded that the speaker, Dan, has applied the positive politeness strategy, namely the strategy 9, assert or presuppose the speaker’s knowledge of and concern for hearer’s wants. In this case, Dan understands with Carter’s wants and fulfills Carter’s wants by offering Carter a job.

B. C. DISCUSSION

In this subchapter, the result of the data analysis will be discussed comprehensively to find out the whole results of the analysis. This will include the employment of positive politeness strategy covering 15 strategies and the factors influencing the characters to employ this strategy of the 29 data which has been previously analyzed in the data analysis.
1. The Kinds of Positive Politeness Strategy

- **Strategy 1:** Notice, attend to the hearer (his interest, wants, needs, goods).
  Based on the data analysis above, there are 4 dialogs that fit with strategy 1 among them are data 2, 11, 15, and 28. The fulfillment of the first strategy is oriented to the notice of the speaker to the hearer. The speaker should notice and approve the hearer’s condition. Hence, the hearer’s positive face is fulfilled because he feels that the speaker have paid attention to him.

- **Strategy 2:** Exaggerates (interest, approval, sympathy with the hearer).
  Based on the data analysis above, there is one dialog that fits with strategy 2 among. It is found in datum 8. The fulfillment of this strategy is often conducted with exaggerate prosodic sympathy by the speaker, for example, fantastic. Hence, the hearer’s positive face is fulfilled because it shows that the speaker interested.

- **Strategy 3:** Intensifies interest to hearer.
  Based on the data analysis above, there is one dialog that fits with strategy 3. It is found in datum 13. The fulfillment of this strategy is used to intensify the hearer so that he wants to involve in the conversation. In order to make the hearer interest in the discussion for instance, the speaker tells a good or vivid explanation. Hence, the hearer’s positive face is fulfilled because he feels that he is welcomed to join in the discussion.

- **Strategy 4:** Use in-group identity markers.
  Based on the data analysis above, there are 4 dialogs that fit with strategy 4 among them are data 5, 9, 16, and 24. The fulfillment of this strategy
uses address form, such as sweetheart (data 9 and 24), man (datum 16) and buddy (datum 5). It can be used to show intimacy between the participants.

⚠️ Strategy 5: Seeks agreement.

Based on the data analysis above, only one dialog fits with strategy 5. It is found in datum 12. It is indicated by the speaker repeats the part or whole the previous utterance spoken by the addressee. The repetition of the previous utterance shows that the speaker pays attention to the hearer. Hence, the hearer’s positive face is fulfilled because the speaker has appreciated him.

⚠️ Strategy 6: Avoids disagreement.

Based on the data analysis above, there are 5 dialogs that fit with strategy 6. They are found in data 3, 4, 6, 25, and 27. The fulfillment of this strategy is used to avoid disagreement in order to satisfy the hearer so that s/he feels approved. This could be done by, pseudoagreement (datum 3), white lies (data 6, 25, and 27), and hedging opinion (datum 4).

⚠️ Strategy 7: Presuppose / rise / assert common ground.

Based on the data analysis above, there are 2 dialogs that fit with strategy 7. They are found in data 18 and 26. The fulfillment of this strategy is required when the speaker speaks to the hearer as if it will be mutually assumed.

⚠️ Strategy 8: Jokes.

Based on the data analysis above, there are 4 dialogs that fit with strategy 8. They are found in data 7, 10, 14 and 20. The fulfillment of this strategy
is required when the speaker saves the hearer’s faux pass so that the hearer is not embarrassed because he can hide it.

- **Strategy 9:** Asserts or presupposes the speaker’s knowledge and concern for the hearer’s wants.

  Based on the data analysis above, there is one dialog that fits with strategy 9. It is found in datum 29. The fulfillment of this strategy is required when the speaker knows the hearer’s wants but he also asserts the hearer’s willingness to fit with him or sometimes to make pressure the hearer to cooperate with the speaker in soften way.

- **Strategy 10:** Offer, promise.

  Based on the data analysis above, only one dialog fits with strategy 10. It is found in datum 23. The fulfillment of this strategy is required when the speaker may choose to stress his cooperation with the hearer in another way. Whatever the hearer’s wants, the speaker wants to fulfill for the hearer and will help to obtain.

- **Strategy 11:** Be optimistic.

  Based on the data analysis above, there is one dialog that fits with strategy 11. It is found in datum 21. The fulfillment of this strategy is required when the speaker assumes that the hearer wants to fulfill the speaker’s wants and will help him to obtain because it will be their mutual shared interest.

- **Strategy 12:** Includes both the speaker and the hearer in the activity.

  Based on the data analysis above, there is one dialog that fits with strategy 12. It is found in datum 13. The fulfillment of this strategy uses inclusive
‘we’ form, when the speaker really means ‘you’ or ‘me’ so that he can call upon the cooperative assumptions and thereby redress the FTA.

- **Strategy 13: Give or (ask for) reasons.**

  Based on the data analysis above, there are 2 dialogs that fit with strategy 13. They are found in data 17 and 22. The fulfillment of this strategy is required when the speaker gives reason to why he wants what he wants but by including the hearer in his practical reasoning. Then, it can be see as indirect suggestion which demands rather than gives reason.

- **Strategy 14: Assumes or asserts reciprocity.**

  Based on the data analysis above, there is only one dialog that fits with strategy 14. It is found in the datum 19. The fulfillment of this strategy is required when the speaker claims by giving evidence of reciprocal rights or obligation obtaining between them. Thus, by pointing to the reciprocal right each other, the speaker may soften his FTA.

- **Strategy 15: Give gifts to hearer (goods, sympathy, understanding, cooperation).**

  Based on the data analysis above, there is one dialog that fits with strategy 15. It is found in datum 1. The fulfillment of this strategy is required when the speaker redress the hearer directly by fulfilling the hearer’s want. Thereby, it indicates that the speaker wants to fulfill the hearer’s wants.

The fifteen strategies above can be divided into three groups. The first is the speaker claims common ground with the hearer, by indicating that both the speaker and the hearer belong to some set of persons who share some specifics wants, including goals and values. There are three ways of making
claim common ground. The first, the speaker conveys that some wants (goals or desired object) of the hearer’s want is admirable or interesting to the speaker too. It includes strategy 1-3 (6 data). The second, the speaker may stress common membership in a group or category. Hence, it emphasizes that both the speaker and the hearer belong to some set persons who shares some wants. It includes strategy 4 (4 data). The last, the speaker can claim common perspective with the hearer necessarily referring to in-group membership. It can be done by claiming common the perspective of point of view, opinions, attitudes, knowledge, and empathy. It includes strategy 5-8 (12 data).

The second is conveying that the speaker and the hearer are cooperators. It derives from the speaker’s want to convey that the speaker and the hearer are cooperatively involved in the relevant activity. If they are cooperating, they will share their goals. Thus, it can serve to redress the hearer’s positive face-want. There are three ways to convey that the speaker and the hearer are cooperators. The first indicates that the speaker knows the hearer’s wants and takes them into account. It includes strategy 9 (1 datum). The second indicates some reflexivity between the speaker’s and the hearer’s wants, either the speaker wants to fulfill the hearer wants for the hearer or the hearer wants to fulfill the speaker wants for himself. It includes strategy 10-13 (4 data). The last indicates that the speaker believes reciprocity between the hearer and himself or mutual helping. It includes strategy 14 (1 datum).

The last, the speaker fulfills the hearer’s wants for some X. The speaker redresses the hearer’ positive face directly by fulfilling some of the hearer’s wants directly. It includes strategy 15 (1 datum).

Based on the data analysis above, the employment of positive politeness strategy by the characters in the film entitled “In Good Company” has been fulfilled. The data have been analyzed consist of 29 dialogs employing positive politeness strategy covering 15 strategies. In this film many positive politeness strategy are found because the story’s background is the daily life in a company and family. Moreover, the situation is mostly informal situation.
In the company people not only has their own position such as, superior (boss), subordinate, partner, client etc, but they also must face people with different characters too. For example, Carter as the boss gives command to Dan, his second hand. He uses strategy 4 (datum 16) in order to minimize their distance. Thus, it can lead to intimacy. Meanwhile, Dan’s family whose family is harmonious shows that they have close relationship to each other. However, in certain situations they need to employ this strategy, for example when Dan gives suggestion to his daughter.

As a result it can be concluded that this strategy is redress directed to the hearer’s positive face. People try to increase familiarity increases, narrow the power gap, and use more informal language. It is usually seen in groups of friend, or where people in the given social situation know each other fairly well. It usually tries to minimize the distance between them by expressing friendliness and solid interest in the hearer’s need to be respected (minimize the FTA).

2. The factors influencing the use of the positive politeness strategy

From the result of the analysis above, there are two main factors, payoff and the relevant circumstances.

1. Payoff

By employing positive politeness strategy the speaker can get any advantages. The speaker can minimize the FTA by assuring the hearer that the speaker considers himself to be the same kind, that he likes the hearer and wants to fulfill the hearer wants. Another possible payoff is that the
speaker can avoid or minimize the debt implications of FTA such as request and offer. It is found in the entire of the data.

2. Relevant circumstances

There are three politeness scales proposed by Brown and Levinson, social distance (D), power rating (P) and the size of imposition (R). From the result of the analysis above, the third factors influence the characters in employing the positive politeness strategy. Positive politeness strategy is formed for minimizing the social distance between the participants. Most of data found when the participants have known each other well so that they have close relationship. However, there are some data (data 7 and 12) found between participants who have not known each other well or even between strangers. Likewise, power rating is not only found when the speaker has power lower than the hearer but also found when the speaker has power higher than the hearer. It is because positive politeness strategy is not only used as a FTA redress but also as the social accelerator which indicates speaker wants to get closer to the hearer. Concern with the size of imposition, it depends on the situation that potentially lead to the threat of the hearer’s positive face and the second factors above. It can be seen in datum 16.

CHAPTER V

CONCLUSION AND SUGGESTION
C. Conclusion

This last chapter deals with the results of the discussion and analysis in the previous chapter constitutes the employment of positive politeness strategy based on Brown and Levinson in the film entitled “In Good Company” and some findings obtained from all the data analyzed. This will include the employment of positive politeness strategy covering with 15 strategies by the characters and factors influencing the characters to employ this strategy of 29 data which has been analyzed in the data analysis.

Based on the results of the data analysis the following conclusions are drawn:

There are 15 strategies of positive politeness strategies based on Brown and Levinson. All the kinds of those strategies are employed by the characters in the film entitled “In Good Company”. In strategy 1 namely notice, attend to the hearer (his interest, wants, needs, goods), there are 4 dialogs found in the data 2, 11, 15, and 28. In strategy 2 namely exaggerate (interest, approval, sympathy with the hearer), there is one dialog found in the datum 8. In strategy 3 namely intensifies interest to the hearer, there is one dialog found in the datum 13. In strategy 4 namely use in-group identity marker, there are 4 dialogs found in the data 5, 9, 16, and 24. In strategy 5 namely seek agreement, there is one dialog found in the datum 12. In strategy 6 namely avoid disagreement, there are 5 dialogs found in the data 3, 4, 6, 25, and 27. In strategy 7 namely presuppose / raise / assert common ground, there are 2 dialogs found in the data 18 and 26. In strategy 8 namely joke, there are 4 dialogs found in the data 7, 10, 14, and 20. In strategy 9 namely asserts or
presupposes the speaker’s knowledge and concern for the hearer’s wants, there is one dialog found in the datum 29. In strategy 10 namely offers / promise, there is one dialog found in the datum 23. In strategy 11 namely be optimistic, there is one dialog found in the datum 21. In strategy 12 namely includes both the speaker and the hearer in the activity, there is one dialog found in the datum 13. In strategy 13 namely give (or ask for) reasons, there are 2 dialogs found in the data 17 and 22. In strategy 14 namely assumes or asserts reciprocity, there is one dialog found in the datum 19. In strategy 15 namely and give gifts to the hearer (goods, sympathy, understanding, cooperation), there is one dialog found in the datum 1.

Based on the data analysis above, the employment of positive politeness strategy by the characters in the dialogs of the film entitled “In Good Company” has been fulfilled. The film’s background is the daily life in a company and family. In the company people not only has their own position such as, superior (boss), subordinate, partner, client etc, but they also must face people with different characters too. For example, Carter as the boss gives command to Dan, his second hand. He uses strategy 4 (datum 16) in order to minimize their distance. Thus, it can lead to intimacy. Meanwhile, Dan’s family whose family is harmonious shows that they have close relationship to each other. However, sometimes they face a certain situation which needs to employ this strategy, for example when Dan gives suggestion to his daughter. The situation is mostly found informal situation. As a result it can be concluded that this strategy is redress directed to the hearer’s positive face. People try to increase familiarity increases, narrow the
power gap, and use more informal language. It is usually seen in groups of friend, or where people in the given social situation know each other fairly well. It is usually tries to minimize the distance between them by expressing friendliness and solid interest in the hearer’s need to be respected (minimize the FTA).

Based on the analysis of the factors influencing the use of the positive politeness in the film entitled “In Good Company”. It is discovered that there are two factors, namely payoff and circumstances. The first is payoff. By employing positive politeness strategy the speaker can get any advantages. The speaker can minimize the FTA by assuring the hearer that the speaker considers himself to be the same kind, that he likes the hearer and wants to fulfil the hearer wants. Another possible payoff is that the speaker can avoid or minimize the debt implications of FTA such as request and offer. It is found in the entire of the data.

The second factor is relevant circumstances which include social distance (D), power rating (P) and the size of imposition (R). From the result of the analysis above, the third factors influence the characters in employing the positive politeness strategy. Positive politeness strategy is formed for minimizing the social distance between the participants. Most of data found when the participants have known each other well so that they have close relationship. However, there are some data (data 7 and 12) found between participants who have not known each other well or even between strangers. Likewise, power rating is not only found when the speaker has power rating lower than the hearer but also found when the speaker has power higher than the hearer. It is because positive politeness strategy not
only used as a FTA redress but also as the social accelerator which indicates speaker wants to get closer to the hearer. Concern with size of imposition, it depends on the situation that potentially lead to the threat of the hearer’s positive face and the second factors above. For example, the size of imposition will be great when the speaker asks the hearer to do something unusually. It can be seen in datum 16.

**D. Suggestion**

Based on the analysis and conclusion of the research, the researcher would like to give some suggestions about the analysis of dialogs in a film using pragmatics approach particularly on Positive Politeness Strategy based on Brown and Levinson. There are many occasions where people employ politeness strategy. Therefore, it is recommended that the other researchers analyze the same point of view about positive politeness and its factors influencing the use of the strategy, but they may look at it from different kind of angle e.g. the analysis of Bald on Record, Negative Politeness, and Bald off Record strategy.

Besides analyzing the same point of view about Politeness Strategy based on Brown and Levinson and its factors influencing the use of the strategy from a different kind of angle, it is suggested that other researchers also pay intention in combining those politeness strategies above with other issues, for example the use of politeness strategy by children.

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**Data 01 / I / IGC / 15**

Carter : Mark, Mark, you’re taking me with you. Tell me you are taking me with you.

Mark : Carter, I’m gonna take that place and whip its fat ass into shape. And...

Carter : And?

Mark : *I want you to come run ad sales at Sports America*

Carter : I knew it. I knew it. The magazine's a cash cow.

It’s the cornerstone.

**Data 02 / I / IGC / 1**

Alex : Couldn’t sleep.

Dan : Can’t sleep? *What, were you worried about something?*

[sighing]

‘Cause, uh, you know if--if--if you are worried about something you can always talk to me about anything
Data 03 / I / IGC / 6b

Alex : I’m kind of tired.
Dan : Hmm. Okay.
Alex : We still gonna hit tomorrow?
Dan : Yeah, sure.
Alex : All right, I’ll see you then.
Dan : I love you.
Alex : I love you, too.

Data 04 / I / IGC / 6d

Dan : Are--are you saying I’m fired?
Colon : No, no, not yet. I mean not yet, Dan
I’m... I can't predict the future. Um, the thing is, Dan, you're not the head
of ad sales anymore. Carter Duryea is.

Data 05 / I / IGC / 4

Dan : My sales team works incredibly hard.
I’m not gonna put up with this.
Colon : Well, you have to put up with it.
What are you gonna do, start somewhere new?
You're not a kid anymore. You know how tough it is out there.
People are cutting back.
They're not looking for guys like you who make a decent salary.
Hey, buddy, I am as pissed off about this as you are.

Data 06 / I / IGC / 6

Dan : So then why are you smiling?
Colon : I’m not smiling.
Dan : Yeah, your lips are curling up.
Colon : They do that naturally, Dan.
[sighing]

Data 07/ I / IGC / 8

Carter : No, I'm sorry. You okay?
Dan : I'm fine. It was all my fault.

Uh, you okay?
Carter : *Yeah, uh, no broken bones, No harm, no foul.*
Dan : Terrific.

Data 08/ I / IGC / 2

Dan : Yeah.
Alex : Well, I got in.
Dan : What, to NYU?
Alex : Yeah.

Dan : *That's fantastic. But what about the SUNY and the tennis team?*

Data 09/ I / IGC / 4

Dan : But what about SUNY and the tennis team?
Alex : Dad, I'm not gonna be a professional tennis player.
Dan : *Well, look, sweetheart, being a writer is just as tough. You're living in the city and I don't-- I don't-- I don't like that idea.*

Data 10/ I / IGC / 8

Dan : May I help you?
Carter : Oh, I'm sorry. This is your office.
Dan : Yeah.
Dan : You're Carter Duryea?
Carter : *That's, uh, that's quite a...* [chuckling]

*That's quite a kung-fu grip you got there, Dan.*
Dan : Oh, well. So, …..

Data 11/1 / IGC / 1

Colon : Oh, well, this is...This is great. You two have met.
Carter : Are you kidding me? We are old buddies by now. Dan, it was a pleasure to meet you.
Colon : Pleasure. Um, Dan, you want this door closed? Or...
[clearing throat]
Dan : Yeah, you can go, um, go ahead and close it.
[door closing]

Data 12/1 / IGC / 5

Dan : It's like...It's me. I have an agenda. And you're gonna learn this about me. I'm a machine. What was I saying about the...
Alicia : An agenda
Carter : An agenda, I have an agenda.
[sighing]

Data 13/1 / IGC / 12 & 3

Carter : Let's--let's take advantage of that, like, uh...Like...Krispity Krunch. →12
Did anyone know that, uh, one of our sister companies is Krispity Krunch?
Dan : So?
Carter : So we talk to our brothers and sisters over at Krispity Krunch. We make a deal where we supply sports factoids to their boxes. So that when Joe Couch Potato is sitting there, he's, uh, snacking, he looks down, and what does he see? Sports America Krispity Krunch sports factoids. He's definitely buying more Krispity Krunch and not Krunch 'n Krackle which, by the way, looks and tastes exactly the same.
But guess what? No sports factoids . →3
Data 14/1/IGC/8

Mark: Didn't we decide to let him go?
Carter: Uh, no, we let Enrique Colon go instead. Remember
Mark: Yeah. That's right.

*Did a little colon cleansing. Get it?*
[both laughing]

Data 15/1/IGC/1

Carter: How about you, Dan? You want to, uh, grab a drink or something?
Dan: It’s Sunday.
I have to go home and have dinner with my family.

*You want to have dinner with my family?*
Carter: Oh, yeah! Are you...Let me, uh, let me just grab my stuff. Wait. their relationship is close enough

Data 16/1/IGC/4

Carter: *You have to run that stuff by me, man.*
Dan: Run it by you?

Data 17/1/IGC/13

Dan: *Why don't you just say, “Fire them”?*
Carter: Because it sounds better.

Data 18/1/IGC/7

Carter: Want you guys to meet my colleague. *This is Petey from K-Jam Sneakers.*
Petey: Hey, hey.

Data 19/1/IGC/14
Petey:  
*Hmm. Cross-promotional idea. I buy a certain amount of Jamaican rum, boom. You get a discount on running shoes. Done.*

Carter:  
Yeah, sounds like a great fit. Get a lot of drunk people running around.  
[laughing]

**Data 20/ I / IGC /8**

Petey:  
*Hmm. Cross-promotional idea. I buy a certain amount of Jamaican rum, boom. You get a discount on running shoes. Done.*

Carter:  
*Yeah, sounds like a great fit. Get a lot of drunk people running around.*  
[laughing]

**Data 21/ I / IGC /11**

Smith:  
Dan. You want to go get some air?

Dan:  
*Yeah. Be back in a bit.*

**Data 22/ I / IGC /13**

Dan:  
Well, I've been here for years. My salary's bigger than theirs. *Why don't you just fire me?*

Carter:  
Do you want me to fire you? Because I could, Dan.

**Data 23/ I / IGC /10**

Morty:  
I'm gonna cry

Dan:  
*Don't. I'll call you. Take care Morty.*

**Data 24/ II / IGC /4**

Dan:  
*You go ahead, sweetheart. I'm going to check the mailbox.*

Janna:  
Okay. Cool

**Data 25/ II / IGC /6c**
Teddy K: What happened to your eye?
Mark: Yeah, what happened there?
Carter: I fell—I fell asleep at my computer.

*Just kind of banged right into the monitor.*

Teddy K: Those things can be dangerous.

[all laughing]

**Data 26 / II / IGC/ 7**

Dan: *Uh, this is my boss, Carter Duryea.*
Carter: It’s a pleasure to meet you, Mr. Kalb. You have a really awesome company here. You...it’s a really awesome, awesome

**Data 27/ II / IGC/ 6**

Mr. Kalb: No, no, no, please, please. I’m--I’m--I’m rather curious.
Dan: *Why did I hit him? He called me a dinosaur. He said I was out of date.*

*That I’d better step in line.*

Mr. Kalb: So you slugged him?
Dan: It was a fair fight.
Mr. Kalb: Hmm?

**Data 28/ II / IGC/ 1**

Dan: How have you been the last month?
Carter: I’ve been good. Really good.

It’s a little weird, uh, not having to get up, go to work in the morning.

Dan: *That’s why I want to talk to you. I want to offer you a job*

**Data 29 / II / IGC/ 9**

cxxiii
Dan : *I know we definitely had our moments.*
   *But I think you're a good manager and a good salesman.*
   *And I want you to come here and be my second-in-command.*

Carter : Wow, Dan.