

An Analysis of Apology as a Politeness Strategy Expressed by the Characters in the Film “Princess Diaries 2” (A Sociopragmatic Approach)

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Abstract

This research was conducted to find out the kinds of offenses motivating the characters to express apologies in the film entitled “Princess Diaries 2”, to know how the characters express their apologies and to reveal why the characters use the ways to express apologies as a politeness strategy.

The phenomena of verbal (words or utterances), non-verbal actions supporting apologies and intonation in apologizing expressed by the characters in the film entitled “Princess Diaries 2” are taken as the samples. There are six kinds of offences found in the film “Princess Diaries 2” that motivate the characters to express apologies. They are deception, infringement on possession, infringements on talk, instances of inconvenience, social behavior offences, and infringement on time. The addresser performs apologies with simple or complex form. The apology strategies appearing in the data are direct apology (expression of regret and request of forgiveness), acknowledgment, expression of lack of intend, self-deficiency and expression of embarrassment, giving explanation or account, minimizing the degree of the offence, expression of concern to the offended, promise of forbearance and offer of repair. Furthermore, the addressers also express their apology with direct or indirect apology. Apology can also be perceived as positive politeness strategy since there is an expression of concern to the offended. Tone of voice and facial expression also support the performance of the act of apologizing expressed by the characters.

Keywords: apologies, politeness, sociopragmatic

A. Background of the Study

Language is an important element in human life to do social interaction. By using language, people can express their ideas, thoughts and feelings to others. Chaika states that language is multilayered and does not show a one-to-one correspondence between message and meaning (1994:6). It explains that every meaning can be expressed in more than one ways and there are many ways to express any meaning. Furthermore, the goal of spoken interaction is to communicate things to the hearer by getting him/ her to recognize the intention that one has to communicate those things (Searle 1969:16). The utterances performed by the speaker can be wrongly interpreted and also speakers can say one thing and mean another. The speaker must achieve success in delivering the intention of his utterance. Therefore, the participants of the conversation need to consider the context in which a particular speech act is conveyed. A speech act can occur within various social contexts.

A speech act is an utterance that serves a function in communication such as apology, request, or greeting. According to Olstain and Cohen, the act of apologizing is called for when there is some behavior which has violated social norms, whether the offence is real or potential. When an action or utterance has resulted that one or more persons perceive themselves as the offended, they need to apologize. Yet different degrees of severity in the action or different circumstances related to the behavior may call for different types of apologies and different intensities of such apologies in different social context (in Wolfson and Judd, 1983: 20). It means that the apologizer should be aware of the situation of the conversation and the relationship between participants. Thus, the social

context, formality and the relationship between participants, which are called social factors, will influence the way of the apologizers convey their apologies.

Furthermore, when we talk about social factors, it means we enter the politeness scope. Politeness is one of the most important aspects of human communication. It is an expression of concern to other people's feeling. It involves a complex mix of appropriate words, grammar, intonation and tone of voice when people speak to others. Holmes asserts the making of decisions about what is or is not considered polite in any community involves assessing social relationship along dimensions of social distance and solidarity, and relative power or status. Being polite may also involve the dimensions of formality (1992:297). The speaker is expressing respect towards the person to whom he talks to and avoiding offending them. Hence, it is necessary to understand the social values of society to speak politely.

Brown and Levinson (1987:15) define politeness as maintaining the hearer's face, that is, being unimposed on and approved of in certain respects. There are two kinds of politeness, positive politeness and negative politeness. Positive politeness leads to the expression of solidarity or friendliness toward others, while negative politeness pays people respect and avoids intruding on them, or threatening their face. From that definition, apologizing can be defined as negative politeness since by apologizing for doing a face-threatening act, the speaker indicates his or her reluctance to impinge on the hearer's negative face and thereby partially redresses that impingement. However, Marina Sbisà (2006:1) states that apologizing can also be positive politeness, since it shows the expression of concerns to the addressee's well-being, needs, interests, feelings, and so forth. The speech act of apologizing is part of pragmatic study as it belongs to expressive speech act. Nevertheless, since the way to express apology cannot be separated from the relationship between participants regarding to their social status and social distance, it cannot be separated from sociolinguistics. Trudgill also states that sociolinguistics, then, is the part of linguistics, which is concerned with language as social and cultural phenomenon (1974: 32).

Based on the phenomenon above, it is interesting to analyze apologies by drawing together studies of politeness and language use between individual interactions in the film entitled "Princess Diaries 2". The film is chosen as it shows various apology utterances expressed by the characters following an offence within different social context.

B. Theoretical Review

1. Ethnography of Communication

1.1. Speech Community

Sociolinguistics uses the term "Speech Community" to allude to a community based on language. Early definition of speech community is proposed by Bloomfield as follows: "A speech community is a group of people who interacts by means of speech" (in Hudson, 1996: 25). In other words, a speech community is a group of people who communicates with each other by means of language. Spolsky defines speech community as "All the people who speak a single language and so share notions of what is same or different in phonology or grammar" (1998:24). In other words, speech community is the whole set of people who speaks the same language and shares the same types of language.

1.2. Speech Situation

Hymes describes speech situation as "situations associated with (or marked by the absence of) speech" (1986:51). Speech situations are not generally communicative. Such context of situation will often be naturally described as ceremonies, fights, hunts, meals, lovemaking, and the like. Furthermore, such situation can be referred to by the rules as contexts into the statement of rules of

speaking as aspects of setting (or of genre). It means the different situations will carry out the context differences.

1.3. Speech Event

Yule defines that a speech event is an activity in which participants interact via a language in some conventional way to arrive at some outcome (1996:57). In other words, speech event involves participants, who have a social relationship of some kind, and it may have particular goals.

Hymes describes that “speech event will be restricted to activities or aspects of activities, that are directly governed by rules of norms for the use of language” (1986:52). A speech event occurs within a speech situation. A speech event may be built from single or several speech acts. Therefore, the same type of speech act may recur in different types of speech event, and the same type of speech event in different context of situation. For example, an apology might be a speech act that is part of conversation (a speech event), which takes place at a dinner (a speech situation).

1.4. Speech Acts

One of the definitions of speech act is stated by Hymes as follows:

“Speech act is the minimal term of the set. It represents a level distinct from the sentence, and not identifiable with any single portion of other levels of grammar, nor with segments of any particular size defined in terms of other level of grammar.” (1986:52).

The speech act or act performed in the utterance of a sentence is in general a function of the meaning of the sentence. Searle (1996:23) states one may use it to describe warn, command, order, request, apology, welcome, promise, etc. Therefore, speech act is the action performed by saying something through uttering the sentence.

2. Kinesics

People communicate with others not only by means of verbal expression but also by means of non-verbal expression. Non-verbal expression could somewhat be effective to strengthen the message conveyed by the speakers. Chaika (1994:123) defines kinesics as the study of body motion. It deals with all matters of interaction which are not carried out by actual words. It includes the amount of talking, regardless the content of that speech. Body motions, eye contact, facial expressions, gazing, postures, touching, and proxemics are the basic human’s repertoire. They are important for regulating interactions and for showing interest, politeness, submission, approval or disapproval. Each social group may have different rules for using those repertoires. Therefore, it may cause a misunderstanding for those who do not share the same repertoire.

3. Apologies

3.1 The Definitions of Apologies

Apologies are triggered by specific behavior or situations that need to be defined beyond one sociocultural context as well as within each such context. It may be that a person will need to apologize when hurting another person, even though it is unintentionally, no matter how the situation is. An apology is the speech act through which the offender acknowledges guilt and seeks forgiveness for the transgression. Olshtain and Cohen (in Wolfson and Judd, 1983:20) state that the act of apologizing is called for when there is some behavior which has violated social norms. When an action or utterance has resulted in the fact that one or more persons perceive themselves as offended, then the offender needs to apologize. It is assumed that the act of apologizing involves two participants: an apologizer and a recipient of the apology. The act of apologizing requires an action or an utterance which is intended to “set things right”.

3.2. Kinds of Offences

An offense is seen as a face-threatening act toward the offended and the offended must address this with an appropriate remedy. Therefore, apologies are uttered after an offence has been

committed. Holmes (in Bonvillain, 2003:107) states that apologies are motivated by offences. Those offences are obviously contingent on behavioral norms specific to each culture. The typical offences found by Holmes' research were instances of inconvenience, infringements on space, talk, time, or possessions, and social gaffes. Further explanations about kinds of offences as proposed by Holmes are found in Wagner's paper. 1) Instance of inconvenience is related to the offence that leads to the inconvenient situation. The offending act, condition, or situation might be perceived by the addresser causing discomfort to the addressee's feeling, for example giving someone wrong item. 2) Infringement on space/ space offence is related to someone's culture that a certain situation makes the offended is being pushy or aggressive, for example, bumping into someone, queue jumping, and so forth. 3) Infringement on talk/ talk offence is related to the speaker's statements or speeches that may damage the addressee's face, for example talking too much, interrupting, incisive statement, etc. 4) Infringement on time/ time offence is when the offender is doing something which is not at the agreed or proper time, for example keeping people waiting. 5) Infringement on possession or possession offence occurs when there is a damage of someone's possession, for example damaging or losing someone's personal property. And, 6) Social gaffe/ behavior occurs when there is a violation related to someone's attitude or behavior to the addressee, for example burping, coughing, etc.

From their research, Shaver and Boster (2006) found out four basic groupings of offences: physical injury, property damage, deception, and innocuous offence. Physical injury offences are kind of offence that harms, hurts, damages the offended's body, e.g., raping and murdering. Property damage is the offence toward personal possession, e.g., stealing, vandalizing, and arsoning. Deception offence is related to the action of deceiving and dishonesty, e.g., lying, fooling, or cheating on partner. When the offender persuades someone to accept something untrue or undesirable, it also belongs to deception. Innocuous offence is not harming the addressee's but it might causing trouble or difficulty for the offended, e.g., spreading rumors about someone or cutting someone off while driving.

3.3. The Apology Strategies

Apology strategies are the method used by individuals to perform the speech act of apology. Fraser (1981) in Wolfson and Judd (1983) describes semantic formulas used in executing the act of apologizing. Each semantic formula consists of a word, phrase, or sentence which meets a particular semantic strategy. A combination of some of the formulas or all combination of them are also possible.

Apology then has a speech act which will consist of a number of semantic formulas. Olshtain and Cohen (in Wolfson and Judd, 1983) distinguish five strategies for apologizing: two applicable general strategies, that is, the use of illocutionary force indicating device (the formulaic routinized forms of apology) and expressing speaker's responsibility; and three situation specific strategies, that is, explanation, offer of repair and promise of forbearance. The use of illocutionary force indicating devices "apologize", "be sorry", "forgive", and "pardon" is the apology verbs that serve the common formula of apologizing.

4. Politeness

Politeness is a communication strategy that people use to maintain and develop relationship (Leech in Trosborg, 1995:29). According to Yule, in an interaction, politeness can be defined as the means employed to show awareness of another person's face (1996: 60). Furthermore, 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 (Trosborg,

1995:106). Mills states that politeness is the expression of the speaker's intention to mitigate face threats carried by certain face threatening acts toward another (2003:6)

Politeness is one of the most important aspects of human communication. Human beings can only exist in peace together if certain basic conventions of politeness are observed. Politeness consists of attempting to save face for others, by paying attention to their negative face wants or their positive face wants. Brown and Levinson's theory claims that politeness is concerned with 'face'. Face is defined as something that is emotionally invested, and that can be lost, maintained or enhanced, and must be constantly attended to in an interaction (1987:61). It is a public self-image of a person. It is related to everyone's emotional and social sense that needs to be recognized. Face consists of two specific kinds of desires (wants) attributed by interactants to one another, positive face and negative face. Positive face is the desire to be approved of, whereas negative face is the desire to be unimpeded in one's action. Then, a threat to a person's face is termed a Face Threatening Act (FTA). Such act has the potential to damage the hearer's positive face or hearer's negative face; or it may potentially damage the speaker's own positive face or speaker's negative face. Therefore, apology pays attention to the negative face of the addressee by acknowledging a potential imposition. It threatens the speaker's own positive face by redressing the impingement.

C. Methodology

The type of this research is descriptive qualitative. Miles and Huberman state that qualitative data are attractive. They are a source of wellgrounded, rich descriptions and explanations of processes occurring in local context (1984:15). Descriptive research focuses on collecting data, classifying data, analyzing data, and drawing conclusion of the data. Thus, this research focuses on the description on the kinds of offences motivating the characters to express apologies, how the characters express apologies in such ways, and why the characters use the ways to express apologies.

According to Sutopo (2002: 35), in qualitative research, data collected are usually in the forms of words, sentences or pictures. In conducting the research, the researcher takes the film entitled "Princess Diaries 2" as the source of data. Meanwhile, the data of the research are taken from verbal and non-verbal expressions of apologies. The verbal expressions refer to the dialogues expressed by the characters containing the apology expressions. Meanwhile, non-verbal expressions supporting apologies involves body language, facial expression, smiles, eye contact and touching. Furthermore, the intonations of the addresser in expressing apologies are also taken as the data.

This research also employs a purposive sampling technique. It takes the dialogues containing apology expressions, non-verbal expressions supporting apologies and intonation in expressing apologies applied by the characters in the film entitled "Princess Diaries 2" as the sample of the research.

D. Discussion

1. The Kinds of Offenses Motivating the Characters to Express Apology

According to Janet Holmes, the six kinds of offences are *infringement on possession, infringements on talk, instances of inconvenience, social behavioroffences, infringement on time and infringement on space*. Meanwhile, Shaver and Boster propose four kinds of offences. They are *deception, innocuous offence, physical injury and property damage*. There are six kinds of offenses found in the film. Those kinds of offenses motivate the characters in the film to perform the act of apologizing.

a. Deception

Deception is related to the action of deceiving and dishonesty. The offender persuades someone to accept something untrue or undesirable. It is including the action of fooling, lying or cheating someone. Here, the offender makes a trick to deceive someone on purpose. When the offended person realizes that there is a deception offence toward him/ her, consequently it potentially hurts the addressee's feeling and damages the relationship between the participants. The guilt of making deception offence motivates the offender to convey an apology.

One of apologizing acts for deception is found in the datum as follows:

Princess Mia Thermopolis : (*Speaks in raising tone indicating anger. She gives a deep stare at Nicholas*) Fine. It was a minute and a half, but it was also a lie, because you didn't tell me who you were and that you were trying to steal my crown.

Nicholas Devereaux : (*Speaks in low tone*) **Please pardon me, I just had a momentary lapse of good manners. You see, usually, when I ask a woman to dance, I always show her my family tree.**

Princess Mia Thermopolis : (*Cynically*) Oh. Well, aren't you just ... crafty.

The conversation takes place in the hall. At the party, Princess Mia unintentionally steps on Nicholas's foot. That party is held before Princess Mia knows that Nicholas is also eligible to assume the throne of Genovia. Princess Mia got angry with Nicholas because Nicholas does not tell his personal identity when they meet for the first time. Princess Mia thought that it is one of Nicholas's tricks to steal her crown. The social status between those two participants is equal since both of them have the same right to assume the throne of Genovia.

Nicholas tries to remedy the offending action he has made by performing an apology. To calm down the anger of Princess Mia, Nicholas delivers an apology by conveying *complex form* of apology by using *direct apology of request of forgiveness combined with explanation*, '**Please pardon me, I just had a momentary lapse of good manners. You see, usually, when I ask a woman to dance, I always show her my family tree.**' Nicholas utters his apology in *low tone and gentle manner*. He makes an eye contact to Princess Mia to show his regret. In this case, it is a negative politeness of apology because he pleads the fault by employing direct apology and trying to give explanation following an offence he has made. *The direct expression of request of forgiveness* '**Please pardon me**' shows the addresser's intention to apologize explicitly. The apologizing act is continued by giving an *explanation*, '**I just had a momentary lapse of good manners. You see, usually, when I ask a woman to dance, I always show her my family tree.**' By giving an *explanation*, he tries to mitigate his guilt. He gives the reason of the deception offence he has made that the limited time of the moment makes him have no time to explain who he really is.

b. Infringement on Possession

This offence is related to someone's possession or property. When there is an act that is causing damage toward someone's possession, it belongs to infringement on possession.

One of apologizing acts for the infringement on possession is found in the datum as follows:

Princess Mia : (*Shoots a flaming arrow*) That's enough flaming ones for now.

Are you sure I didn't burn you? (*Regretful face*)

Lilly Moscovitz : Of course you did. Look at his coat.

Andrew Jacoby : (*In usual tone, looking at his sleeve coat*) No, no, it's very minor. You just sort of seared the sleeve. Look.

The conversation happens in the yard of the Genovia Palace. Princess Mia is practicing to shoot the flaming arrow for the coronation ceremony. There are Andrew Jacoby and Lilly Moscovitz who are accompanying Princess Mia. Princess Mia unintentionally strikes Andrew Jacoby's coat by the fire arrow. An apology is employed by Princess Mia. She feels guilty after making an offence. Thus, it is polite to express an apology following an offence although it only causes a minor damage. She expresses *simple form* of apology to Andrew by saying *expression of concern* '**Are you sure I didn't burn you?**' with *rising tone and relaxed manner*. Her tone implies that she considers about the addressee's condition even though she expresses her apology while busy in holding the archer's bow and the flaming arrow. Princess Mia's apology is a positive politeness since her apology contains expression of asking condition to the addressee. It is also a positive politeness because it reflects closeness between the interlocutors. It is used between those who have close relationship.

Princess Mia performs apology by using *expression of concern* '**Are you sure I didn't burn you?**' to Andrew. It is *an expression of concern* since it is related to the addressee's condition or well being. She has made an offending act toward Andrew after her flaming arrow sears his coat that makes a hole on his coat. Her showing concern implies that she considers to Andrew's condition whether Andrew is sure that the fire does not injure him.

c. Infringements on Talk

Infringement on talk is related to the speaker's statements or speeches that may damage the hearer's face. The offences that belong to infringements on talk are when the speakers say the wrong things, make an incisive statement or insult the hearer by his words. The speaker performs an apology when he/she considers his/her statement or speeches insulting the hearer. The emergence of apologizing for infringement on talk may occur for past or future act.

One of the apologizing acts for infringements on talk is found in the datum as follows:

| | |
|------------------------|---|
| Lord Palimore | : (<i>In firm and loud voice</i>) Genovia shall have no queen lest she be bound in matrimony. |
| Queen Clarisse Renaldi | : Lord Palimore? |
| Lord Palimore | : (<i>Stands up from his seat. Still speaks in loud voice</i>) That is the law of Genovia for the last 300 years. Princess Mia is not qualified to rule because she is unmarried. Forgive me, Your Majesty. (<i>Bends over his body</i>) |

The conversation happens in the session of parliament of Genovia. All members of Genovia parliament gather to discuss the eligibility of Princess Mia to become the new queen of Genovia. According to the family line, she is eligible to replace the position of Queen Clarisse Renaldi. However, her non-marriage status blocks her way to assume the throne of Genovia. There is a debate among the members of parliament about this matter. Lord Palimore conveys *simple form* of apology using *request of forgiveness* '**Forgive me, Your Majesty**' with *rising tone* and in *serious manner*. He stands up from his seat when he makes his statement and little bends over his body when making an apology. It is negative politeness strategy of apology because by performing an apology the addresser attempts to avoid impingement toward the addressee after making a statement.

A verbal utterance of apology is expressed by Lord Palimore to Queen Renaldi as a politeness strategy. Lord Palimore apologizes by using *request of forgiveness* '**Forgive me, Your Majesty**'. This apology aims to prevent conflict toward Queen Renaldi after his statement that may be regarded as offensive words toward Queen Renaldi. As a subordinate, Lord Palimore employs the apology in formal way. He uses the address term '**Your Majesty**' to show his respect. The use of

the address also implies that the addressee has superiority above the addresser. Queen Renaldi is superior to Lord Palimore as she is the Queen of Genovia who has the highest position on Genovian government. The distant relation between Lord Palimore and Queen Renaldi also plays part in the occurrence of *request of forgiveness*.

d. Instances of Inconvenience

Inconvenience is related to the situation of being inconvenient. Instances of inconvenience are according to the speaker's feeling that there is an act, condition, or situation which might cause trouble, difficulty or discomfort for the hearer. Those act, condition, or situation might be perceived by the speaker as offending act toward the hearer although the hearer himself might not consider those things as offending act toward him. Therefore, the speaker has damaged his positive face by performing an apology to the hearer.

One of the apologizing acts for instances of inconvenience is found in the datum as follows:

- Nicholas Devereaux : May I?
 Princess Mia Thermopolis : Your timing is impeccable. Thank you.
 Nicholas Devereaux : You're welcome, Your Highness.
 Princess Mia Thermopolis : Mia. I like to be called Mia. And you are?
 Nicholas Devereaux : Nicholas. Just Nicholas.
 Princess Mia Thermopolis : *(Speaks in low tone)* **Well, I'm very glad to see that my clumsiness hasn't affected your dancing. I'm sorry I stepped on your foot.**
 Nicholas Devereaux : *(Answer in low tone also. Smiling)* You can step on my foot anytime.

The conversation happens in the ballroom of Genovia Palace. Nicholas comes and asks to dance with Princess Mia. While dancing, Mia uses the moment to express her apology again to Nicholas for she has stepped on Nicholas' foot. This apology is presented by Princess Mia as a politeness strategy. With smiling, Princess Mia conveys an act of apologizing. She utters an *expression of embarrassment in low tone* "**Well, I'm very glad to see that my clumsiness hasn't affected your dancing.**" .Then, she continues with *direct apology of expression of regret* "**I'm sorry I stepped on your foot.**" in *low tone* also. This apology is performed as politeness strategy after making an offence of inconvenience. Princess Mia's apologizing act shows negative politeness since it acknowledges the offence. Princess Mia's strategy of apologizing with *expression of embarrassment* also indicates her attempt to gain closeness to Nicholas.

e. Social Behavior Offences

An act of apologizing is needed when there is a violation related someone's attitude or behavior to the others. The social behaviors of certain people are potentially categorized as offensive action or offending act toward the others. The social behavior deals with the occurrence of the real acts which damages the hearer's positive face. Therefore, an offence related to someone's attitude or behavior belongs to social behavior offence. It can be an act which embarrasses the addresser herself. Moreover, it possibly creates an anger of the addressee.

One of the apologizing acts for social behavior offences is found in the datum as follows:

- Queen Clarrise Renaldi : Mia, would you care to welcome our guest?
 Mia Thermopolis : *(Reluctantly offers her hand)* Lord Nicholas
(Mia steps on Nicholas's foot strongly then leaves the room)
 Nicholas Devereaux : She always does that. Uh... *(Grunts in pain)*
 Queen Clarisse Renaldi : *(Low tone)* **I will personally get some ice for that foot, and I'll be with you as quickly as I possibly can.**

Nicholas leaves the room, crippled. A maid helps him to walk.

Princess Mia is surprised that the man who is trying to seize the throne of Genovia is the man whom she meets at her birthday party. They even dance romantically. Nicholas is also eligible to assume the throne of Genovia if Princess Mia cannot fulfill the requirement to get married in less than 30 days as her requirement to assume the throne. From the datum above, it is clear that Princess Mia has done an offensive act toward Nicholas Deveraux. She does it to express her annoyance toward Nicholas. Stepping on someone's foot intentionally is considered as a rude behavior. This action causes a pain on Nicholas's foot. Here, the social norm has been violated. Princess Mia, then, leaves the room without saying anything why she does it. Therefore, Queen Renaldi expresses an apology on behalf of Princess Mia's social behavior offence. Queen Renaldi conveys an act of apologizing as a polite way to overcome the offensive action done by Princess Mia. Here, Queen Renaldi expresses *offer to repair* by saying "**I will personally get some ice for that foot, and I'll be with you as quickly as I possibly can.**" with *low tone* but in serious manner. *Low tone* here indicates her concern toward Nicholas' pain. She uses positive politeness strategy as she expresses an *offer to repair* which shows her attention to the addressee's condition.

f. Infringement of Time

Infringement of time occurs when the offender does something that is not at the agreed or proper time. When the speaker arrives late, she has committed infringement of time.

One of the apologizing acts for infringement of time is found in the datum as follows:

Princess Mia Thermopolis : (*Running*) **Sorry, I'm sorry. I am almost in time though.** (*Slips on the chair*)

The datum above shows that there is time offence done by Princess Mia. She comes a bit late for the personality lesson given by her grandma, Queen Renaldi. Princess Mia's committed act by coming late is categorized as infringement of time. Therefore, she needs to call for an apology to remedy the offence. She comes late because of her tied schedule as a princess. Princess Mia conveys her apology while she is entering the Majesty's office. The *direct apology of expression of regret combined with minimizing* is delivered to express apology. Princess Mia utters *complex form* of apology "**Sorry, I'm sorry. I am almost in time though.**" with *high tone*. Therefore, by expressing an apology, Princess Mia has also performed politeness strategy. It is a negative politeness strategy. The direct apology implies that Princess Mia acknowledges of threatening Queen Renaldi's negative face and tries to lessen the blame of the offence by *minimizing*. Princess Mia expresses double *expression of regret* '**Sorry, I'm sorry**' which indicates her apology explicitly. For time offence, it is more polite for the speaker to convey an apology explicitly. Her expression of regret is combined with *minimizing* the degree of the offense '**I am almost in time though**'. It indicates that Princess Mia tries to reduce the degree of the offence that actually she does not come too late.

2. How the Characters in the Film Entitled 'Princess Diaries 2' Express Their Apologies.

An apology is polite speech act, generally used to restore or maintain social relations following addresser's awareness to the occurrence of an offence toward the addressee. Being linguistically polite involves a complex mix of appropriate words, tone of voice and also supported by non verbal action. The addresser conveys apologies in such way so that the addressee recognizes the addresser's reluctance to impinge on addressee's negative face.

The appropriate choices of apology strategies will succeed to soften the threat to addressee's negative face, to maintain the social harmony between the interlocutors, and even to restore or repair the interactional balance between the interlocutors. The speakers attempt to express their apologies with two kinds of forms of apology strategies. Those two forms of apology strategies are simple and

complex form. When the speaker is using simple form, it means that the speaker only employs one of apology strategies.

The speakers use direct and indirect types of apology to show their intention to apology explicitly. The direct type of apology includes the occurrence of expression of *regret* and *request of forgiveness*. The uses of direct apology occur in most data of apologizing. The *expression of regret* indicates the use of apology verb “be sorry”. Meanwhile, the *request of forgiveness* indicates the use of apology verb “forgive” and “pardon”. Meanwhile, there is an absence of apology verbs in the indirect type of apology.

The apology strategies of *acknowledgment*, *expression lack of intend*, *self-deficiency* and *expression of embarrassment* are employed to redress the infringements on talk, instances of inconvenience and social behavior offences. The *expression of embarrassment* implies the offender’s shame after causing an offence. *Minimizing* the degree of the offence is marked by the using of downtoner ‘only’. *Explanation* can function not only to mitigate or lessen the guilt of causing an offense but also to ensure or give understanding to the addressee.

The addressers employ their apology in such tone in purpose that the addressees regard their apology as sincere apology. It is identified that the addressers use *low tone*, *rising tone* and *high tone* in apologizing. Using *low tone* means the speaker speaks below his/her usual or normal voice, using *rising tone* means the speaker speaks with the lower voice at the beginning and with higher voice at the end, meanwhile using *high tone* means the speaker speaks above his/her usual or normal voice.

Low tone is used as more polite way to apologize as in the infringement of talk. *Low tone* in apologizing is also performed to show the sincerity of apology and to calm down the addressee’s anger. In the infringement of talk, the addressers mostly employ low tone to apologize. It indicates that the speakers acknowledge the guilt and try to express apology to reduce threatening the addressee’s negative face in a polite way. *Rising tone* may imply the speaker’s fear after causing an offence to the addressee. Performing an apology with *expression of concern* to the addressee in the infringement of possession with *rising tone* indicates that the speaker wants to know the addressee’s condition. *Rising tone* also indicates the effort to enhance the acknowledgment of the offence. Furthermore, most of the apologizing acts in instance of inconvenience are employed with *rising tone*. *Rising tone* shows the speaker’s effort to intensify the feeling to avoid inconvenience toward the addressee. Then, expressing an apology in *high tone* can be considered as less polite way to apologize. The use of *high tone* in apologizing in the data is expressed between participants who have close relationship.

Some non-verbal actions are performed by the addresser to support the intention of apologizing, for example, by making an eye contact to the addressee is to affect the addressee so that the *explanation* can be accepted. Some non verbal actions are performed like friendly smile, grin smile, panicky face, touching addressee’s hand and cheek to overcome the state of being difficulty or discomfort toward the addressee in the instance of inconvenience. Wide smile shows that the speakers have known each other. Eventhough the addressee seems to get upset of her offending act, the offending act will not break the social harmony between them.

The speaker’s attempt to apology appears on his facial expression. Facial expressions may play important role to convey the degree of apologizing. Regretful facial expression is also strengthening the intention of apologizing. Regret face means that the offending act performed by the speaker has possibly damage the social harmony between the interlocutors. It is done when there are serious offences.

3. Factors Influencing the Characters Use the Ways to Express Apology as Politeness Strategy in the Film Entitled ‘Princess Diaries 2’

Severity of the offence is one of factors that quite influence the way of the speaker to apologize in such a way. It is related to the seriousness of the offence toward the addressee. When an offence is considered as serious, it implies a high cost of face for the person offended and also a high cost for the apologizer that the apologizer uses complex form of apology. A casual offence refers to situation in which the participants have close social distance and they feel more at ease with each other. Here, the simple form of apology is enough.

The apology verbs of ‘*sorry*’, ‘*forgive*’ or ‘*pardon*’ are used with regards to the influencing factor of apology. The speakers use ‘*sorry*’ may reflect that they feel easier to apology regarding the less serious offence. It is usually used in the informal situation and between those who have close relationship. The use of ‘*forgive*’ and ‘*pardon*’ as found in the data indicates the seriousness of the offence. It is also used from the subordinate to the superior in the formal situation.

The uses of address terms to the addressee in apologizing show the social distance and social status between the interlocutors. The speaker addresses the hearer with *Your Highness* or *Your Majesty* which indicates that the speaker is subordinate to the hearer. The use of first name indicates the close relationship between the addresser and the addressee.

E. Conclusion

The addressers may perform their apology in simple or complex form. Simple form of apology is used when the addresser only applies one type of apology strategies. Meanwhile, complex form of apology is used when the addresser applies more than one type of apology strategies. The apology strategies which appear in the data are direct apology (expression of regret and request of forgiveness), acknowledgment, expression of lack of intend, self-deficiency, expression of embarrassment, giving explanation or account, minimizing the degree of the offence, expression concern to the offended, promise of forbearance and offer of repair.

Furthermore, the addressers also express their apologies with direct or indirect apology. Direct apology is marked with the occurrence of apology verb “be sorry”, “forgive me” or “pardon me”. Indirect apology indicates the absence of apology verbs. Thus, it applies other apology strategies. An apology can be expressed with negative politeness and positive politeness strategy. It is a negative politeness since an apology is performed to redress face-threatening act and admit the guilty feeling. It is a positive politeness if there is an occurrence of expression of concern to the addressee following an offence.

Tone of voice also makes clear the intention of the addresser to apologize. It is found that the addressers employ low tone, rising tone and high tone. Some non-verbal acts, such as bending over his body and touching the addressee’s hand and cheek, also support the addresser’s intention to express apologies to be accepted by the addressee. Facial expressions, such as regret face, panicky face, and smiling, also play important role in strengthening the addresser’s intention to apologize.

Some factors which influence the characters using the ways to express apology are the severity of offence, social distance and social status of the participants and situation of the conversation. The addresser needs to consider those social factors in expressing apology as a politeness strategy. Severity of the offence is closely related to social distance and social status. It can be said the lower the social status of the speaker so the higher the severity of offence. The offending act by the subordinate to superior might be perceived as serious offence. Serious offences need more elaboration of apology strategies. An apologizing act by subordinate to superior is

performed in a more formal way. The addressers will feel easier to convey an apology within those who have close or intimate relationship than distant relationship.

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