

## POLITENESS STRATEGIES AND MEANING SHIFTS ON THE TRANSLATION OF DIRECTIVE ILLOCUTIONARY ACTS IN THE MOVIE

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### ABSTRAK

*Artikel ini membahas penerjemahan tindak tutur ilokusi direktif dalam film "12 Years a Slave". Tujuan artikel ini adalah (1) mengidentifikasi strategi kesantunan yang digunakan oleh para karakter dalam film dan (2) mendeskripsikan pergeseran makna dalam penerjemahan tindak tutur ilokusi direktif dan kaitannya dengan strategi kesantunan. Penelitian ini bersifat deskriptif-kualitatif. Pengumpulan data menggunakan metode observasi dengan teknik dokumentasi. Teknik pengambilan sampel dilakukan secara purposive sampling. Analisis data menggunakan pragmatics equivalence method and translational equivalence method. Terdapat 139 data tuturan direktif. Strategi kesantunan yang digunakan untuk mengekspresikan tindak tutur direktif adalah bald on-record, positive politeness, negative politeness dan off-record. Temuan penelitian menunjukkan bahwa persamaan strategi kesantunan antara teks sumber dan teks target memberikan efek positif pada tidak adanya pergeseran makna dalam terjemahan. Namun, hal tersebut tidak berarti bahwa pergeseran strategi kesantunan dalam penerjemahan tidak diizinkan. Pergeseran pada strategi kesantunan tidak selalu memberikan efek negatif pada pergeseran makna terjemahan. Terkadang pergeseran diperlukan untuk menghasilkan ekspresi yang lebih alami dalam bahasa target.*

**Keywords:** translation, directive illocutionary acts, politeness, meaning shift

### A. Introduction

#### 1. Background of the Study

Directive speech acts commonly happen in conversation between one person and another either consciously or unconsciously. According to Huang, directives are those kinds of speech act that represent attempts by the speaker to get the addressee to do something (2007:107). People often utter advice, commands, orders, questions, requests, permissions, prohibitions, et cetera. Directives are often applied in communication when the speaker expresses his/ her desire for the addressee to do something and are exploited in many interactions. People make an advice when they want to advocate the addressee to do the action. The consequence of compliance is desirable and beneficial for the addressee. People make a request when they want the hearer to do something. However, the hearer can comply and refuse it. People make a command when they want to direct someone to do something. It requires a setting in which the speaker has an authority over the hearer. Then, people make a question if they want to get some information from the hearer.

People use directive utterances in many ways. They use different linguistic forms in expressing directive utterances. The linguistic form of directive utterances can be declarative, interrogative and imperative. Therefore, not only imperative forms but also declarative and interrogative forms can be directive expressions. The directive utterances also have different meaning/ speaker's intentions. People may order, request, advise, forbid, et cetera by using directive utterances. The speaker's intentions in the directive utterances can be analyzed directly or indirectly. The speaker's intention can be identified directly in imperative sentence, while the explicit intention uses other language forms.

Translation is a complex activity since it is dealing with two completely different languages which have different system and culture. Translating directive illocutionary acts is one of the problems in translation. The first difficulty that a translator comes across is being able to recognize the function of the directive illocutionary acts and this is not always so obvious. Uttering a directive means that the speaker expresses his or her desire/ wish for the addressee to do something. Each speaker has strategies in uttering his or her directive expression. It can be influenced by who the speaker/ the hearer is, his/ her status, and the aim of utterances. Those strategies involve politeness strategies such as bald on-record, positive politeness, negative politeness, and off-record.

The translation of the variety of types of directive illocutionary acts is caught by the researcher as an interesting point to observe. Considering that, the researcher is interested in discussing about the politeness strategy of directive illocutionary acts uttered by characters in the movie and the meaning shift in the translation of directive illocutionary acts in the movie entitled *12 Years a Slave*.

## **2. Problem Formulation**

Concerning the topic discussed in this study, two problems are proposed to solve. They are formulated as the followings:

- a. What types of politeness strategies are employed to express directive illocutionary acts?
- b. What are the meaning shifts on the translation of directive illocutionary acts in relation to politeness strategy?

## **3. Study Objectives**

There are three objectives achieved in this research to meet the answers for the problems, they are:

- a. To identify the politeness strategies employed by the characters to express directive illocutionary acts.
- b. To describe the meaning shifts on the translation of directive illocutionary acts in relation to politeness strategy.

## **4. Study Significances**

The study is expected to enlighten other translator that they will be aware about various types of speech acts especially in the form of the directive illocutionary acts. Therefore, this study will help them to understand the intended meaning of the utterances. The study can also be used as an additional reference to explore more

pragmatics and translation studies related to politeness strategies on directive illocutionary acts.

## **B. Theoretical Review**

### **1. Translation**

Newmark states, *“Translation is a craft consisting in the attempt to replace a written message and / or statement in one language by the same message and / or statement in another language”* (1982: 7). This definition implies that the basic process of translation is to transfer message from source language into target language. The translated message, written or spoken, whether it is in the form a text, a sentence, a paragraph, a phrase, a clause or even a word, is expected to be transferred into target language faithfully.

However, the translator needs to consider about the equivalence eventhough it is not an easy task to do as every language has no exact equivalent in another language. In a similar thought, Nida and Taber define translation as follows: *“Translation consists of reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style”* (1969:74). It is emphasized that the equivalence is the first priority in translation process without ignoring the style. Here, Nida and Taber remind translators to produce the closest equivalence. This is due to the fact that an exact equivalence is difficult to achieve in order to produce a good translation.

### **2. Directives**

Directives are concerned with people to do things. Tsui (1994:78) provides a more specific definition of directives. She defines directives as an act which prospects a non-verbal action from the addressee without giving him the action of non-compliance. It can benefit the speaker, such as in requests, commands, orders, etc. It can benefit the hearer, such as in suggestions, recommendations, etc. Then, Holmes states that directives are linguistic utterances that make the hearer do something (1992: 239). Further, in pragmatic study, Searle defines directives as one type of speech acts. Directives are those kinds of speech acts to get the addressee to do something. In this case, the speaker conveys his or her desire or wish for the addressee to do something. They are advice, commands, orders, questions, and requests. In using a directive, the speaker intends to elicit some future course of action on the part of the addressee, thus making the world match the words via the addressee (Searle in Huang, 2007:107). To sum up, the essence of directive is attempting the addressee to do something.

### **3. Politeness**

According to Brown and Levinson (1978), politeness strategies are developed in order to save the hearer's face because certain acts are liable to damage or threaten another person's face or known as *“Face Threatening Acts”* (FTA). An illocutionary act has the potential to damage hearer's face (for example, insulting people, or expressing disapproval of something) or the illocutionary acts may potentially damage the speaker's own face (for example, if the speaker has to admit having

botched a job). In order to reduce the possibility of damage to hearer's face or speaker's own face, he or she may adopt certain strategies. Politeness strategies are developed for the main purpose of dealing with these FTAs. Being thirsty, someone might say:

- I want some juice. (Bald on record: direct)
- Is it OK for me to have a juice? (Positive politeness: somewhat direct)
- I hope it's not too forward, but would it be possible for me to have a glass of juice? (Negative politeness: somewhat indirect)
- It's so hot. It makes you really thirsty. (Off record: indirect)

There are four strategies of FTA, described by Brown and Levinson that sum up human politeness behavior:

- The *bald on-record strategy* does nothing to minimize threats to the hearer's "face"
- The *positive politeness strategy* shows you recognize that the hearer has a desire to be respected. It also confirms that the relationship is friendly and expresses group reciprocity.
- The *negative politeness strategy* also recognizes the hearer's face. But it also recognizes that the speaker are in some way imposing on them.
- The *off-record strategies* take some of the pressure off of the speaker by trying to avoid the direct FTA. The speaker is removing himself or herself from any imposing what so ever.

## C. Methodology

### 1. Type of the Research

The type of this research is descriptive qualitative. Miles and Huberman states 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 will focus on collecting data, classifying data, analyzing data, and drawing conclusion of the data. Thus, this research focuses on identifying the politeness strategies employed by the characters to express directive illocutionary acts and describing the meaning shifts on the translation of directive illocutionary acts in relation to politeness strategy.

### 2. Sampling Techniques

In conducting the research, the researcher takes the movie entitled *12 Years a Slave* as the source of data. The utterances which contain directives illocutionary acts and their translation are considered as the population. This research employs a purposive sampling technique to get the samples of the data. The samples are taken from the utterances which contain directive illocutionary acts and their translation in the film *12 Years a Slave* that are useful for the purpose of this research. There are 139 utterances indicated as directive illocutionary acts in the movie entitled *12 Years a Slave*.

### 3. Data Collecting Technique

The technique of data collecting applied in the research is non-interactive method. Document analysis is one of non-interactive methods in qualitative research to collect data. Goetz and LeCompte in Sutopo (2002) divide methods into interactive (participant observation and several types of interviews) versus non-interactive methods (forms of nonparticipant observation, as well as artifact collection and analysis). The steps of collecting data in this research are as follows: (1) Collecting and selecting the utterances containing directive illocutionary acts and their translation from the movie, (2) Making a list for the data containing directive illocutionary acts, (3) Classifying the data based on the directive illocutionary acts, (4) Identifying the politeness strategy applied in the directive illocutionary acts in the movie and its translation, and (5) Coding the data to make classification and analysis easier.

### 4. Data Analysis Technique

Djajasudarma states that method of analysis is the systemic way in the language research to analyze the collected data (in descriptive) based on the linguistic theory or approach (1993:57). The data of this research are analyzed by using pragmatics equivalence method and translational equivalence method. Pragmatics equivalence method is employed to analyze politeness strategies on directive illocutionary acts. Meanwhile, translational equivalence method is employed to analyze the translation techniques on directive illocutionary acts and the meaning shifts caused by the translation techniques.

The collected data are analyzed by conducted the following steps:

- (1) Describing the utterances containing directive illocutionary acts which are uttered either in the direct or indirect and literal or nonliteral type of speech acts,
- (2) Elaborating the kind of politeness strategies used by the speaker in uttering directive illocutionary acts,
- (3) Analyzing the meaning shift in the translation of directive illocutionary acts in relation to politeness, and
- (5) Drawing conclusion as a whole from the analysis and giving suggestion.

## D. Finding and Discussion

### 1. The Types of Politeness Strategies to Express Directive Illocutionary Acts

This part discusses about the types of politeness strategy which are applied in the directive illocutionary acts found in the movie entitled *12 Years a Slave*, both the source text and the translation versions. Politeness theory from Brown & Levinson was applied to identify and classify each of the data into four politeness strategies. Politeness theory from Brown & Levinson is used since it provides complete and detailed explanation about politeness strategies.

In the analysis of politeness strategy of the directive illocutionary acts in the source text, four types of politeness strategy are identified. The strategies are bald-on-record, positive politeness, negative politeness, and off-record strategy. The followings are the findings:

### a. Bald-on-Record Strategy

The speakers go on-record in realizing the communicative act in the most direct way, if there are overwhelmingly good reasons for ignoring the face risks. They do not do any effort to minimize threats to the hearer's face. It means that there are occasions when external factors can strain an individual to speak very directly. For example, if there is an emergency of some sort, this would certainly demand speaking with maximum efficiency. Other situations in which no attempt is made to mitigate the face risks are to be found where the power differential is great. In such cases the powerful participant will often employ no directness at all.

1) ST: Don't shy back! Rush here, boys! Rush here! (09/12YS/BR)

TT: *Jangan ragu – ragu! Cepat bekerja! Cepat bekerja!*

The directive utterance happens in the cane plantation. The master gives instruction on cutting sugar cane to a group of slaves. The master's utterance "Don't shy back! Rush here, boys! Rush here!" is categorized into bald-on-record strategy. It shows no effort to reduce the impact of the FTA's. The bald on record is followed by mitigating devices "boys" to soften demand. The master delivers his commands directly. It means he does not attempt to mitigate face risk. It happens because he has a higher authority over the slaves. Therefore, it will certainly demand speaking with maximum efficiency.

2) SL: You will strike her. You will strike her until her flesh is rent and meat and blood flow equal or I will kill every nigger in my sight. (130/12YS/BR)

TT: *Kau harus mencambuknya. Kau harus mencambuknya sampai dagingnya terkoyak hingga daging dan darahnya mengalir atau akan kubunuh semua orang negro yang kulihat.*

The directive utterance happens in the Mr. Epp's yard. Mistress Epps sees through the deception and nudges her husband to increase the severity of Patsy's punishment. Mrs. Epps employs bald-on-record in realizing the communicative act to Mr. Epp in the most direct way. She does not do any effort to minimize threats to the hearer's face. Mistress Epp tries to make him uncomfortable with the situation.

### b. Positive Politeness Strategy

Positive politeness is oriented to enhance the positive face needs of the interlocutor. The use of compliments and informal language are typical of positive politeness strategy. Other typical positive politeness strategy includes the use of slang, jokes, endearments, and nicknames. It leads to achieve solidarity through offers of friendship. In most culture, positive politeness is appropriate between those who know each other well.

3) ST: Let's go find something sweet for you. Hmm? (122/12YS/PP)

TT: *Ayo kita cari manisan untukmu. Hmm ?*

The directive utterance happens in the Mr. Epps house. He carries a young black girl. Mr. Epps wants to decrease the social distance between them. It can be concluded that Mr. Epps employs positive politeness strategy in delivering his recommendation. Positive politeness is oriented to enhance the positive face needs of

the interlocutor. The utterances above are directive speech acts which convey positive politeness. The use of the strategy is indicated from the use of word "let's" in the utterances.

4) ST: Be good for your mother. Okay, Alonzo? (15/12YS/PP)

TT: *Jangan menyusahkan Ibumu. Pahami, Alonzo?*

The directive utterance happens in front of Solomon's house. Solomon is going to Washington, D.C. to work in a circus. He says good bye to his wife and children. He tells his son to take care of his mother. Positive politeness is appropriate to be conducted between those who know each other 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). Solomon employs positive politeness by attending to the hearer "Okay, Alonzo?". The word 'Okay' is a part of directive utterances that reflects positive politeness strategy by asking for agreement to the addressee. The speaker hopes that the addressee do what he is asked without complaining. Meanwhile, by addressing his name, the speaker shows the close relationship with the addressee.

### c. Negative Politeness Strategy

Negative politeness is oriented towards a hearer's negative face, which appeals to the hearer's desire not to be embedded or put upon to be left free to act as they choose. A face saving act which is oriented to the person's negative face will tend to show deference, emphasize on the importance of the other's time or concerns, and even including for imposition or interruption.

5) ST: Well, taking into consideration his graciousness and your modesty, may we trouble you for a moment of your time to converse, sir? (19/12YS/NP)

TT: *Mengenai bakat dan kesopananmu, bisakah kita berbincang - bincang sebentar, tuan?*

The directive utterance happens in the garden where two men, Brown and Hamilton, meet up with Solomon. They want to offer Solomon a two-week job as a musician if he will travel to Washington, D.C., with them. The main focus for using this strategy is to assume that the speaker may be imposing on the hearer, and intruding on their space. Therefore, these automatically assume that there might be some social distance or awkwardness in the situation. The traveler concerns with Solomon's negative face, that is, the need for freedom from imposition. He employs indirect expression by employing "may we trouble you for a moment of your time to converse, sir?" in low intonation. It means the speaker, Brown, gives the options whether Solomon can do his request or not.

6) ST: Then I ask, I beg that you write my friends in the north, acquainting them of my situation and beseeching them to forward free papers. (133/12YS/NP)

TT: *Maka kuminta, kumohon tulislah surat ke temanku di utara kabari mereka tentang kondisiku dan minta mereka membawakan surat kemerdekaan.*

The directive utterance happens in the Armsby's hut. Platt asks for Armsby to send a letter. Platt attempts to use his money to pay a white field hand and former overseer, Armsby, to mail a letter to Northup's friends in New York state. Armsby agrees to deliver the letter and accepts Platt's saved money. Viewed from the

structure, it can be seen that the utterance *"Then I ask, I beg..."* is directive illocutionary acts which is a request. It is employed by using negative politeness. In the utterance above, there is an indicator of negative politeness. Saying *"Then I ask, I beg..."* can indicate Platt's reluctance to impinge on Armsby's negative face. It shows that Platt really needs Armsby's help to get his freedom.

#### d. Off-Record Strategy

In cases where the risks to face are estimated as very high, speakers can realize that act in a way that leaves maximal options for deniability. Off-record means realizing the act so indirectly. Therefore, the speaker cannot be made accountable for any specific communicative intent.

7) ST: Why? Why would you consign me to damnation with such an ungodly request? (115/12YS/OR)

TT: *Mengapa? Apa kau ingin membuatku celaka dengan permintaan mengerikan itu?*

The directive utterance happens in the Platt's hut. Patsey asks him to end her life. Epps' wife becomes jealous and frequently humiliates and degrades Patsey. Patsey's only comfort is visiting Mistress Shaw, a former slave whose owner fell in love with her and elevated her to Mistress. Patsey begs Platt to kill her, but he refuses. The utterance *"Why would you consign me to damnation with such an ungodly request?"* contains directive illocutionary acts which is employed by using off-record politeness strategy. In cases where the risks to face are estimated as very high, speakers can realize that act in a way that leaves maximal options for deniability. Off-record means realizing the act so indirectly. By using this expression, it seems that Platt wants Patsey to stop her ridiculous wish as soon as possible.

8) ST: I don't want to hear any more noise. (14/12YS/OR)

TT: *Aku tak mau mendengar suara lagi.*

Solomon Northup is a free African-American man working as a violinist, who lives with his wife, Anne Hampton, and two children, Margaret and Alonzo, in Saratoga Springs, New York. The directive utterance happens in the in Solomon's house. Solomon tells his children to sleep. He puts his daughter into her bed. The speaker, Solomon, are removing themselves from any imposition whatsoever. He 'give hints' that the children must go to sleep. He makes his command implicit by using a declarative form *"I don't want to hear any more noise."* The speaker who employs off-record strategy gives hint and let the hearers free to think what he is saying. Here, Solomon makes implicit command to his daughter. He asks his daughter to sleep soon.

## 2. The Meaning Shifts on the Translation of Directive Illocutionary Acts in Relation to Politeness Strategy

This part discusses about the meaning shifts on translations of directive illocutionary acts which do not undergo shift of politeness strategy and the translations which undergo politeness strategy shift.

Here are some the examples of the data of translations which do not undergo shift of politeness strategy:



9) ST: Mind yourself, Platt. (119/12YS/PP)

TT: *Persiapkan dirimu, Platt*

The datum shows directive utterances which is conveyed with positive politeness strategy. The translation of the directive utterance "Mind yourself, Platt" in ST is still conveyed as positive politeness in TT. There is a meaning shift in the translation. The suggested translation of this utterance is *Jangan ikut campur, Platt*.

10) ST: Now keep your mouth shut. (46/12YS/BR)

TT: *Mulai sekarang tutup mulutmu.*

The datum shows directive utterances which is conveyed with bald-on-record strategy. The datum is translated using modulation technique. By applying modulation, the indicator of bald-on-record strategy in the ST can be fully conveyed in TT. The translation of the directive utterance "Now keep your mouth shut" in ST is still conveyed as bald-on-record strategy in TT. There is no meaning shift because of this modulation technique.

Here are some the examples of the data of translations which undergo shift of politeness strategy:

11) ST : You good? Clear it out! (78/12YS/PP)

TT : *Sudah siap? Potong kayunya !*

Datum 78 shows directive utterances which is conveyed with positive politeness strategy. The translation of the directive utterance "Now keep your mouth shut" in ST is translated into *Sudah siap? Potong kayunya!* as bald-on-record strategy in TT. The suggested translation of this utterance is *Kalian siap? Bersihkan tempat ini!* to achieve the same politeness strategy.

12) ST : A moment from the dancing. Come sample what I baked for y'all. (107/12YS/BR)

TT : *Hentikan sebentar tarian kalian. Aku punya roti untuk kalian semua.*

Datum 107 shows directive utterances which is conveyed with bald-on-record strategy. The directive utterance "Come sample what I baked for y'all" in ST is translated into *Aku punya roti untuk kalian semua* as positive politeness strategy in TT. To achieve the same politeness strategy, the suggested translation of this utterance is *Cicipilah roti panggang buatanku untuk kalian semua.*

## E. Conclusion and Suggestion

### 1. Conclusion

Directive is one of the speech acts which considers the social status of the participants. Therefore, directives employ politeness strategy. In the analysis of 139 directive illocutionary acts in the source text, it is found that there are four types of politeness strategy to convey the directive illocutionary acts. They are bald-on-record, positive politeness, negative politeness and off-record. Bald-on-record becomes the most dominant strategy which is implied in the utterances in the source text by 73 data. Meanwhile, utterances which imply positive politeness record are 52 data, utterances which imply negative politeness record are 11 data, and utterances which imply off-record are 3 data. Bald on-record strategy is commonly realized in

imperative form. In this strategy, the speaker has relative power toward the hearer. Negative politeness tends to be conventionally indirect since the speaker wants to show the deference. Positive politeness is uttered by the speaker in order to be accepted or preferred. Finally, off record tends to give hint to the hearer.

It is found that some translations do not undergo shift of politeness strategy and some other translations undergo politeness strategy shift. The findings show that the equivalent of politeness strategies between the source text and target text give positive effect on no meaning shift on the translation of directive illocutionary acts. However, it does not mean that the shift of politeness strategies is not allowed. The shift on politeness strategy does not always give negative effect on the meaning shift on the translation of directive illocutionary acts. Sometimes shift is needed to produce more natural expression in the target language.

## 2. Suggestion

This research still has a weakness in the aspect of the indicator of translation quality. The recommendation for those who concern in the study that correlates translation and politeness theory is that they are encouraged to include the aspects of politeness in the indicator of the translation quality

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