



## AN ANALYSIS OF POSITIVE POLITENESS STRATEGIES IN FROZEN MOVIE

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### ABSTRACT

This research analyzed the use of Positive Politeness strategies in Frozen movie, based on Brown and Levinson's (1987) Theory. The objectives of this study to describe positive politeness strategies and to describe the most frequently used positive politeness strategies in Frozen movie. The data were taken from both the movie script and the film version to ensure accuracy of the context, such as gestures, intonation and situational background. A qualitative descriptive method was applied as the main technique for collecting data. The findings reveal that from a total of 42 utterances, all 15 types of positive politeness strategies were identified. The most dominant strategy is Notice, attend to hearer, which appeared 12 times (28.6%), followed by Exaggerate with 6 times (14.3%), and Seek agreement (9.5%). Strategies such as Avoid disagreement and Be optimistic appeared 3 times each (7.1%), while Joke and Give/ask for Reason occurred 2 times each (4.8%). Meanwhile, strategies like Intensify interest to hearer, Use in group identity markers, Presuppose common ground, Assert knowledge of hearer wants, Include both speaker and hearer in the activity, Assert reciprocity, and Give gifts to hearer only appeared one each (2.4%). These result indicate that the characters in Frozen tend to emphasize care, attention, and enthusiasm in their interactions.

**Keywords:** Pragmatics , Politeness, Positive Politeness and the novel

### INTRODUCTION

Language is not merely a means of communication but also a medium for expressing politeness, maintaining relationships, and constructing social identity. According to Crystal (2003), language is the primary tool for humans to interact and comprehend the world around them. Additionally, language reflects culture, social identity, and cognitive processes. Language refers to a person's capacity to express ideas or information to others.

Hymes (1974) defines communication as "a way of conveying messages which involves not only linguistic knowledge but also knowledge of social and cultural norms." This indicates that communication does not only transfer information but also ensures mutual understanding between speaker and hearer.



According to Brown and Levinson (1983), pragmatics is “the study of the relations between language and context that are basic to an account of language understanding.” Pragmatics, therefore, focuses on how meaning is interpreted depending on the context in which language is used. Brown and Levinson (1987) describe politeness strategies as ways to mitigate face-threatening acts (FTAs) and maintain harmony in communication. Brown and Levinson identify four of politeness strategies: Bald on Record, Positive Politeness, Negative Politeness, and Off Record (Brown and Levinson 1987).

This study focuses on positive politeness strategies, since they play a significance role in expressing friendliness, showing attention, and creating cooperation between interlocutors. Brown and Levinson (1987) propose 15 type of positive politeness strategies, such as noticing the hearer, exaggerating interest, using in-group identity markers, seeking agreement, joking, giving reasons, offering or promising, and giving “gifts” in the form of sympathy, cooperation, or understanding.

### **Research Questions**

Considering the Back drop the researcher has two main problems as follow:

1. What kinds of positive politeness Strategies are found in the Frozen movie?
2. What kinds of positive politeness strategies are the most frequency used in the Frozen movie?

### **Previous Research**

The research acknowledges that this study is not the first to address politeness, particularly the phenomenon of positive politeness strategies. In fact, numerous studies have previously examined this topic within the field of pragmatics, with politeness strategies as the main focus of discussion. For example the first research from Sari and Sutopo 2024 entitled “An Analyzed Positive Politeness Strategies Spiderman: Far From Home Movie”. Their research aimed to identify the types of strategies, the most dominant ones, and the factors influencing their use. The findings revealed eight types of positive politeness strategies, with “Notice, attend to hearer” as the most dominant strategy, appearing in 17 out of 37 data (45.9%). They also explained that two main factors influenced the use of these strategies, namely payoff (the benefits speakers gain when using politeness) and relevant circumstances such as social distance, relative power, and the degree of imposition.

Another study deals with Positive politeness was conducted by Septaria and Ambalegin (2023), who analyzed “Positive Politeness Strategies Used By The Characters In “Turning Red” Movie.”



Using a qualitative descriptive method, they found 21 utterances of positive politeness expressed by the characters. Out of the 15 strategies proposed, nine strategies were identified in the data. The most frequent strategy was Offer, Promise, which appeared five times, while other strategies such as Exaggerate and Use in-group identity markers appeared twice, and Seek Agreement, Presuppose, and Give Gift appeared once each. The findings highlighted that the character in *Turning Red* frequently relied on promises and offers to maintain cooperation and preserve positive face.

“Positive Politeness Strategies on *Cat woman Movie*” by student named Yuniarti, Natsir and Setyowati (2020), the researcher intended to analyze how positive politeness strategy uttered by Patience Phillips on *Catwoman Movie*. It is conducted to find out the kinds and purpose of positive politeness strategy employed by Patience Phillips and also to investigate the factors influencing Patience Phillips applying those strategies in relation to Brown and Levinson’s theory of politeness strategy.

Another research from Archia (2013), entitled “A Pragmatic Analysis of Positive Politeness Strategies As Reflected By the Character in *Carnage Movie*”. identified 67 occurrences of positive politeness strategies. The findings revealed that the most frequent strategies were noticing the hearer’s needs (16.42%) and giving gifts to the hearer (14.92%), while the least frequent were asserting knowledge of the hearer’s wants and giving reasons (1.49%). Similarly, Sari and Sutopo (2024) investigated *Spiderman: Far From Home* and found 37 instances of positive politeness. The most dominant strategy was noticing the hearer (45.9%), followed by being optimistic (24.3%) and exaggeration (10.8%). These studies indicate that while the distribution varies depending on the movie, strategies related to noticing the hearer and showing optimism tend to dominate.

## **LITERATURE REVIEW**

### **Language. Definition**

Language as a system of vocal symbols used by humans to communicate. Language also serves to give instructions or direct others to act. Its main functions are to facilitate social interaction, express feelings and emotions, and convey needs and desires. Therefore, people need to understand the importance of language in communication and learn how to use it correctly and effectively in various situations to ensure successful interaction. Pragmatics helps us understand how language



functions in various contexts, how meaning is interpreted, and how language can be used appropriately and efficiently (Wardhaugh, 1972).

According to Yule (2010) explains that pragmatics is the study of “unseen meaning,” or how we can understand someone's intentions even if they are not directly expressed through speech or writing. From this definition, it can be understood that through pragmatics, people can understand the implied meaning expressed by others based on context. In everyday communication, pragmatics allows individuals to convey messages or make requests indirectly in order to avoid causing discomfort or negative feelings.

### **Pragmatics**

Pragmatics is the branch of linguistics that studies how context influences the interpretation of meaning in communication. Unlike semantics, which focuses on the literal meaning of words and sentences, pragmatics considers the relationship between language and its users in social interactions (Yule, 1996). According to Leech (1983), pragmatics examines how speakers use language appropriately in different situations, taking into account social norms, politeness, and the speaker's intention. According to Yule (2006), Pragmatics is a field of linguistics concerned with how speakers convey meaning and how listeners interpret it in context. Pragmatics also studies the ways in which listeners infer meanings that are not directly stated by the speaker. In the context of the Frozen movie, pragmatics can be used to analyze how characters choose words and strategies to convey politeness, show affection, or express disagreement, depending on their relationships and situations.

### **Politeness Definition**

With the other person is another way to preserve people's sentiments throughout time. Politeness refers to the use of language in a way that shows respect, consideration, and awareness of others' feelings in communication. According to Brown & Levinson (1987), politeness is essential in maintaining social harmony and reducing potential conflict in interactions.

Politeness is not only about using polite words but also involves choosing appropriate expressions and strategies depending on social context, the relationship between speakers, and the situation.

According to Yule (2010), politeness is the awareness of and sensitivity to another individual's face needs. Thus, it can be understood as the use of respectful language and behavior in interaction in order to preserve and protect the interlocutor's self-image.

Politeness can be understood as political behavior, which refers to actions guided by sociocultural norms to create and preserve balance in social interactions and relationship (Watts, 2003).



Spolsky (1998) explains that Politeness is language used to show respect to others in a conversation. It can be expressed through making the listener feel good, showing gratitude, or avoiding speech that could hurt their feeling.

### **Strategies of Politeness**

According to Brown and Levinson (1987), there are four main politeness strategies:

1. Bald on Record
2. Positive Politeness
3. Negative Politeness
4. Off Record

Although Brown & Levinson (1987) describe several politeness strategies, this study will specifically focus on Positive Politeness Strategies, as they are most relevant for analyzing the interactions between characters in the Frozen movie.

### **Positive Politeness**

#### **Definition**

Positive politeness is a strategy that aims to satisfy the hearer's positive face, which refers to the desire to be liked, appreciated, and approved of by others (Brown & Levinson, 1987, p. 101). According to Yule (2015), positive Politeness is the process by which we lessen the danger of other people's faces when we respectfully ask them for something.

This strategy is often used in friendly interactions where the speaker attempts to minimize the distance between themselves and the hearer, emphasizing solidarity, intimacy, and common ground. Positive politeness typically appears in informal contexts, although it can also be applied strategically in formal situations to create rapport.

### **Strategies of Positive politeness by Brown and Levinson**

Positive Politeness Strategies aim to show friendliness, closeness, and solidarity. According to Brown & Levinson (1987), the 15 strategies are:

Strategy 1: Notice, attend to Hearer (Paying attention to the hearer's needs or feelings).

Generally, the notice's output focuses on the speaker's strategies for informing the other person about their state, including their wants, interests, and desires. According to Brown and Levinson (1987), this



tactic requires the speaker to pay close attention to all of the interlocutor's needs and desires. One of the quotes is from Levinson and Brown (1987).

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

Strategy 2: Exaggerate (interest, approval, sympathy)

By emphasizing or exaggerating the intonation, the exaggerate approach is commonly employed to heighten the complement (Brown & Levinson, 1987). Therefore, in order to preserve the interlocutor's face, the speaker usually uses theatrical language while complimenting them.

For example:

*“That’s absolutely amazing!”*

Strategy 3: Intensify interest to Hearer

An additional method to demonstrate positive politeness is to show more interest in demonstrating H. Positive politeness is to show more interest in H. This can be achieved by expressing the speaker's desire to arouse the interlocutor's curiosity by telling a story (Brown & Levinson, 1987). by expressing the speaker's desire to arouse the interlocutor's curiosity by telling a story (Brown & Levinson, 1987).

For example:

*“Tell more about your experience!”*

Strategy 4: Use in-group identity markers

Brown and Levinson (1987) stated that in-group identity markers are often used when a speaker wants to imply a shared connection or common ground with the listener based on group membership. This can involve using specific forms of address, dialects, slang, or jargon. The goal of employing such in-group language is to create the impression of a close relationship or to show an effort to establish closeness.

For example:

*“Hey buddy, how are you?”*

Strategy 5: Seek agreement

This strategy is used when the speaker wants to show agreement with the listener. According to Brown and Levinson (1987), it can be done by talking about a safe topic that makes the listener feel comfortable. The speaker may also repeat or emphasize shared opinions to show agreement and maintain a good relationship.

For example:

*“Don’t you think this is a good idea?”*



#### Strategy 6: Avoid disagreement

This strategy is used when the speaker wants to appear to agree with the listener, even if they do not completely agree. The speaker may pretend to agree to avoid conflict and keep the conversation smooth. According to Brown and Levinson (1987), this “token agreement” shows the speaker’s effort to cooperate or seem in agreement with the listener.

For example:

*“Maybe we could try it another way?”*

#### Strategy 7: Presuppose

This strategy is used when the speaker wants to show shared knowledge, experiences, or interests with the listener. By referring to things both of them know, the speaker can make the conversation feel closer and more comfortable. It helps to reduce social distance and build a positive relationship.

For example:

*“Remember when we worked on that project together?”*

#### Strategy 8: Joke

This strategy is used when the speaker makes jokes or uses humor to make the listener feel relaxed and comfortable. It is part of positive politeness because it shows that the speaker and listener share the same knowledge or values.

For example:

*“Just kidding”*

#### Strategy 9: Assert or Presuppose knowledge of Hearer’s wants

Brown argued that another way to make the listener cooperate with the speaker is by showing that the speaker’s desires are also the listener’s desires. This helps the listener feel motivated to agree or help.

For example:

*“I know you want to finish this early.”*

#### Strategy 10: Offer / Promise

Another way to reduce a face-threatening act (FTA) is by offering a promise. The speaker shows willingness to cooperate and help the listener. This strategy emphasizes that the speaker is ready to do what the listener wants, showing the speaker’s good intentions and friendliness (Brown & Levinson, 1987).

For example:



*“I’ll help you with your homework.”*

Strategy 11: Be optimistic

This strategy is used when the speaker expresses positive expectations about the listener or the situation. By being optimistic, the speaker encourages and motivates the listener, making the conversation more friendly and supportive (Brown & Levinson, 1987).

For example:

*“You can definitely do this.”*

Strategy 12: Include both Speaker and Hearer in the activity

This strategy involves the speaker including both themselves (S) and the listener (H) in an activity or conversation. By using inclusive language such as “we” or “our,” the speaker creates a sense of togetherness and solidarity. This helps reduce social distance and shows that the speaker wants to share experiences or cooperate with the listener (Brown & Levinson, 1987).

For example:

*“Let’s complete this task together.”*

Strategy 13: Give or ask for a reasons

This strategy is used when the speaker gives a reason or explanation for what they are doing or asking. By providing reasons, the speaker helps the listener understand the action, making it easier to accept requests or suggestions. This strategy shows consideration for the listener’s feelings and supports positive politeness by reducing potential face-threatening acts (Brown & Levinson, 1987).

For example:

*“We need to leave now because it’s getting late.”*

Strategy 14: Assume or assert reciprocity

This strategy is used when the speaker shows or assumes that both the speaker and listener will help each other. By doing this, the speaker creates a sense of mutual cooperation and fairness, which strengthens the relationship and supports positive politeness (Brown & Levinson, 1987).

For example:

*“If I help you, I know you’ll help me later”*

Strategy 15: Give gifts to Hearer

This strategy is used when the speaker fulfills the listener’s desires or needs to make them feel happy and respected. “Gifts” here do not only mean physical items but can also include attention, understanding, help, or kindness. According to Brown & Levinson (1987), people have a natural





desire to be wanted, admired, and liked, so providing something that satisfies these needs is considered a form of giving a gift.

For example:

*“Here, I bought this for you”*

### **Movie**

A Movie is a form A movie is a form of visual storytelling that combines moving images, dialogues, music, and sound effects to convey a story to the audience (Bordwell & Thompson, 2010). Movies are widely used in research as primary data sources for analyzing language, communication, and social interaction because they provide realistic dialogues and interactions between characters.

Frozen is a 2013 animated musical film produced by Walt Disney Animation Studios. The film tells the story of two sisters, Elsa and Anna, and explores themes such as love, family, friendship, and courage. The characters in Frozen communicate using various language strategies, including politeness strategies, to express emotions, build relationships, and resolve conflicts.

In this study, Frozen is used as the primary data source because it provides rich dialogues that allow the researcher to analyze the use of Positive Politeness Strategies by the characters. The dialogues are selected carefully to identify:

1. The positive politeness strategies are found in the frozen movie.
2. The most frequently used positive politeness strategies.

By analyzing these dialogues, the researcher can understand how the characters maintain social harmony, solidarity, and positive relationships, which aligns with the theoretical framework of Brown & Levinson (1987).

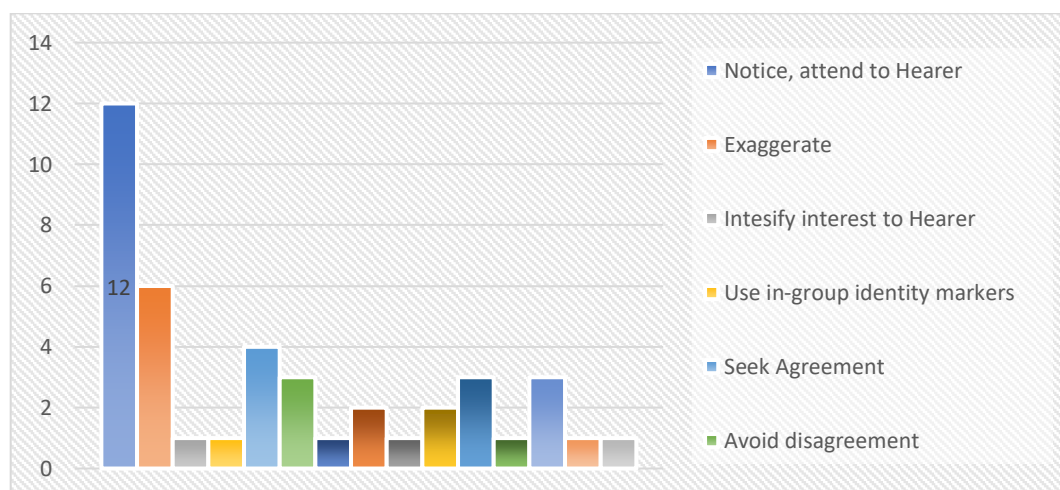
## **RESULTS**

Each occurrence was counted to determine the frequency and percentage of each strategy. The distribution of the strategies used in the movie is presented in the following table and the diagram.



No	Positive Politeness Strategies	Frequency	percentage
1.	Notice / Attend to Hearer	12	28.6%
2.	Exaggerate	6	14.3%
3.	Intensify interest to Hearer	1	2.4%
4.	Use in-group identity markers	1	2.4%
5.	Seek Agreement	4	9.5%
6.	Avoid disagreement	3	7.1%
7.	Presuppose	1	2.4%
8.	Joke	2	4.8%
9	Assert or Presuppose knowledge of Hearer	1	2.4%
10	Offer / Promise	2	4.8%
11	Be optimistic	3	7.1%
12	Include both Speaker and Hearer in the Activity	1	2.4%
13	Give or Ask for a Reasons	3	7.1%
14	Assume or Assert reciprocity	1	2.4%
15	Give gifts to Hearer	1	2.4%
	Total	42	100%

**Table 3.1**





The table and the diagram shows the distribution of Brown and Levinson's (1987) positive politeness strategies found in the Frozen movie script and its film version. Based on the data, Strategy 1 (Notice, attend to hearer) appears most frequently, with 12 occurrences (28.6%). This suggests that the characters often show concern for others' needs, feelings, or conditions, which reflects their efforts to maintain closeness and solidarity. Strategy 2 (Exaggerate) comes next with 6 occurrences (14.3%), indicating that the characters sometimes use overstatement to show enthusiasm and strengthen emotional bonds. Other strategies, such as Strategy 5 (Seek agreement) with 4 occurrences (9.5%) and Strategy 6 (Avoid disagreement) with 3 occurrences (7.1%), also appear, showing how the characters attempt to minimize conflict and highlight shared opinions.

Meanwhile, some strategies appear less frequently, such as Strategy 3 (Intensify interest to hearer), Strategy 4 (Use in-group identity markers), Strategy 7 (Presuppose, raise, or assert common ground), and Strategy 12 (Include both speaker and hearer in the activity), each occurring only once (2.4%). This indicates that although these strategies are part of the politeness repertoire, they are less dominant in the interactional style of the characters.

Overall, the table demonstrates that the most dominant strategies in Frozen are those that directly express care and attentiveness (Strategy 1) and enthusiasm or exaggeration (Strategy 2). This pattern suggests that the movie highlights relational closeness.

## CONCLUSION

This research analyzed the use of positive politeness strategies by the characters in the movie Frozen (2013), based on Brown and Levinson's (1987) theory. The study had two objectives: (1) to identify the positive politeness strategies found in the characters' dialogues, and (2) to determine which strategies were most frequently used.

From the analysis, it was found that the characters in Frozen employed various positive politeness strategies to maintain closeness, express friendliness, and create cooperation during their interactions. Strategies such as Notice/Attend to Hearer, Exaggerate (interest, approval, sympathy), Seek Agreement, Avoid Disagreement, Be Optimistic, Include both S and H in the activity, and Give



gifts to H were identified in different contexts of the movie. These strategies show how language plays a central role in building relationships and reducing potential conflict among the characters.

The findings also revealed that some strategies appeared more frequently than others. Among the fifteen strategies proposed by Brown and Levinson (1987), the most dominant strategy in *Frozen* was Notice/Attend to Hearer. This indicates that the characters often emphasized attentiveness and care as a way to strengthen solidarity and positive relationships.

In conclusion, this study confirms that positive politeness strategies are significant in shaping interaction and social harmony, even in fictional contexts like animated movies.



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