The Application of Approbation and Modesty Maxim by Leech in Cinderella Movies

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Abstract: *This research aims to investigate how approbation and modesty maxim by Geoffrey Leech applied in the several movies that adapting Cinderella story. The research used the qualitative research method in analyzing the data. The data were utterances uttered by characters in the movies. With the selected four movies of Cinderella that contain one animation movie released in 1950 and three adaptations in a more modern setting, the research has resulted that utterances that contain approbation and modesty maxim divided into two kinds, utterances that follow and violate the maxim. Based on the formula of approbation maxim to minimize dispraise and maximize praise to others, and modesty has a purpose to minimize praise and maximize dispraise of self, this research also showed although some utterances violate the maxim it did not mean the addresser being impolite, in the other hand it became self-defense toward others.*

Keywords: *Politeness Principle, Approbation, Modesty*

Abstrak: Tujuan penelitian ini adalah untuk mengidentifikasi bagaimana maksim penghargaan dan maksim keserdehanaan oleh Geoffrey Leech di aplikasikan dalam beberapa film yang mengadaptasi kisah Cinderella. Penelitian ini menggunakan metode kualitatif. Data pada penelitian adalah ujuran yang diujarkan oleh para karakter dalam film. Dengan terpilihnya empat film sebagai objek yang terdiri dari versi animasi yang dirilis pada tahun 1950 serta tiga film adaptasi lainnya yang berlatar belakang lebih moderen, maka penelitian ini memiliki hasil bahwa ujaran-ujaran yang mengandung maksim penghargaan dan keserdehanaan terbagi menjadi dua, yaitu ujaran yang sesuai dengan tujuan maksim dan ujaran yang melanggarnya. Berdasarkan formula dari maksim penghargaan yaitu untuk meminimalisasi ketidaksukaan dan memaksimalkan pujian pada orang lain, dan maksim keserdehanaan bertujuan untuk meminimalisasi pujian dan memaksimalisasi sikap rendah hati pada diri, penelitian ini juga menunjukkan bahwa beberapa ujaran yang melanggar maksim tidak berarti bahwa penutur besikap tidak santun, melainkan hal tersebut menjadi sarana pembelaan diri.

Kata kunci: Prinsip Kesantunan, Maksim Penghargaan, Maksim Kesederhanaan

1. INTRODUCTION

A language is a flexible tool that can express human being various intentions. Communication between human beings and their surrounding is a need. According to Mey (2006:51), people talk to communicate. Good communication happens when speakers understand each other correctly, that is, by what the speaker means and the hearer understands the speaker to mean. When such an understanding does not occur, the communicative situation becomes one of misunderstanding rather than of understanding. To avoid misunderstanding also is not an easy task; the same word can mean a lot of things depend on the context. In linguistics, a study that talks about this matter is Pragmatics.

Some experts had proposed a definition of the study. Griffiths (2006:1) stated that pragmatics is about the interaction of semantic knowledge with our knowledge of the world, taking into account contexts of use. Meanwhile, Mey (2006:52) stated that pragmatics has the task to clarify what it means to 'see and not to see' an object of which the 'same words' are being

used, yet are understood in different, even deeply diverging ways. Hence, context can not be separated from pragmatics.

Other definitions proposed by Yule (1996:1) said pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). This type of study necessarily involves the interpretation of what people mean in a particular context and how the context influences what is said. Therefore pragmatics is the study of speaker meaning and contextual meaning.

Based on the explanation above, in communication misunderstanding sometimes can not be avoided. Even a pleasant thing can be interpreted as an unpleasant thing. Praising and criticism also can make the hearer satisfy or not. These cases can be seen in the politeness area.

Culpeper (2011:1) stated that thirty or so years ago politeness was a specialist, even somewhat esoteric topic, primarily located in pragmatics. Indeed, Penelope Brown and Stephen Levinson's 1978 book – the book that was to become so central to the area – was bundled with another piece on questions and published as part of a collection edited by Esther Goody. Culpeper (2011:2) also stated that politeness studies lean heavily towards a pragmatic view of politeness. Specifically, these studies have concentrated on how we employ communicative strategies to maintain or promote social harmony. The great harmony between speaker and hearer is the aim that politeness is eager to achieve.

Politeness is included in the pragmatics study. Besides Brown and Levinson, Geoffrey Leech also has a theory about politeness. According to Leech (1983:131), politeness concerns a relationship between two participants whom we may call self and other. Therefore Leech (1983:132) divided the principle into six maxims as follows: (1) TACT MAXIM (in impositives and commissives); (a) Minimize cost to other; (b) Maximize benefit to other. (2) GENEROSITY MAXIM (in impositives and commissives); (a) Minimize benefit to self; (b) Maximize cost to self. (3) APPROBATION MAXIM (in expressives and assertives), (a) Minimize dispraise of other, (b) Maximize praise of other. (4) MODESTY MAXIM (in expressives and assertives), (a) Minimize praise of self, (b) Maximize dispraise of self. (5) AGREEMENT MAXIM (in assertives), (a) Minimize disagreement between self and other, (b) Maximize agreement between self and other. (6) SYMPATHY MAXIM (in assertives) , (a) Minimize antipathy between self and other, (b) Maximize sympathy between self and other

Based on the explanation above, shows that each maxim has its purpose. If an utterance is agreeable with the formula that means the utterance follows the maxim and if the utterance does not follow the formula it means it violates the maxim. In this research, the researcher will focus on investigating two maxims; they are approbation and modesty maxim. Leech (1983:132) stated that approbation and modesty maxim respectively concern the degree to which speaker's marks convey some good or bad evaluation of others and self. Furthermore, Leech (1983:135) also explained that another name of approbation maxim would be 'the flattery maxim', but the term 'flattery' is generally reserved for insincere approbation. In its more important negative aspect, this maxim says 'avoid saying unpleasant things about others, and more particularly about hearer.

Furthermore, approbation and modesty are a pair, where approbation is focusing on the hearer while modesty is on the speaker, both of them used in expressives and assertives illocutionary acts. Cruse (2006:168-169) explained more about this matter, that there are various ways of classifying illocutionary acts, as follows:

- Assertives: these commit the speaker to the truth of what is said: *assert*, *aver*, *boast*, *claim*, *report*.
- Directives: these are aimed at getting someone to act in a certain way: *beg*, *implore*, *request*, *warn (to)*, *recommend (to)*, *ask (to)*.

- Commissives: these have the effect of committing the speaker to some action in the future: *promise, undertake, offer, threaten*.
- Expressives: these express the speaker's feelings or attitude: *thank, congratulate, forgive*.
- Declaratives: these are said to produce a change of some sort in the world: *resign, sack, appoint, name, christen, sentence (in court), bid (at auction)*.

As stated before that approbation and modesty maxim applied in expressives and assertives, the utterances can be formed as praise, critic, apology, etc.

Furthermore, the research about politeness theory has been conducted by several researchers on different objects. Ariputra, et al. (2018) with their research entitled *Language Politeness Principle in Indonesia Lawyers Club Talkshow on TV One* aimed to explain the politeness principle that is used in the talk show by using descriptive qualitative method. The research has resulted that six maxims of Leech's politeness principle occur in the talk show, namely maxim of wisdom, the maxim of acceptance, maxim of mercy, maxim of humility, maxim of suitability, and maxim of conclusion.

Pardede, et al. (2019) *An Analysis of Politeness Principle Maxims Found in Big Hero 6 Movie*. The research aimed to find out the types of politeness principles that occur in the movie. The research used a descriptive qualitative method and the source of the data is utterances in the Big Hero 6 movie's script. The research found out there are six maxims that occur in the object with tact maxim became the dominant maxim due to a reason that the characters are caring each other and tried their best to not put others to cost.

Hikmahwati, et al. (2020) conducted research entitled *The Investigation of Politeness Principles and Strategies Used in Akeelah and the Bee Movie*. This research aimed to investigate the kinds of politeness principles and to found out the dominant types, besides, the research also applied Brown and Levinson's politeness strategy in this descriptive qualitative research. By using two sources the script and the movie the research had a result that the main characters apply all maxims except for generosity maxim, furthermore, the agreement maxim turned out as the dominant one. Furthermore, the main characters applied Bald-on-record, positive politeness, negative politeness, and off-record.

The similarity of previous studies and this research is the use of Leech's politeness principle theory, while for the differences this research focuses on two maxims of Leech's politeness principle, they are approbation and modesty maxim. Moreover, this research analyses four movies Cinderella (1950), A Cinderella Story (2005), A Cinderella Story: Once Upon a Song (2011), and A Cinderella Story: If the Shoe Fits (2016). Each movie adapting the Cinderella story, with Cinderella that released in 1950 in animation form portrait Cinderella as the obedient daughter and sister to her family and the setting is the most classic than the other three movies. Meanwhile, the other three movies take set in the modern era and portrait Cinderella as a teenager that also interacts with other people like friends, customers, and other people outside the family. Furthermore, this research only focuses on the utterances of two main characters, Cinderella and stepmother, and has the purpose to find out which maxims that occur more in the movies and which movie has the most and least data.

2. RESEARCH METHODOLOGY

This research uses the qualitative research method. According to Flick (2009:21), qualitative research is oriented towards analyzing concrete cases in their temporal and local particularity and starting from people's expressions and activities in their local contexts. Therefore this research used the adaptation of Cinderella stories in four different movies as the source of the data and analyzed it with Leech's politeness principle theory. The researcher used some techniques in collecting the data, start with watching the movies one by one, use the note-taking technique to collect all utterances that portrait approbation and modesty maxim, downloading

the movie scripts from the internet. In analyzing the data the researcher uses four different steps, they are presenting the data, describing, interpreting, and concluding.

3. FINDING AND DISCUSSION

In this section, the researcher presents data from four different movies that adapting Cinderella stories, namely Cinderella (1950), A Cinderella Story (2005), A Cinderella Story: Once Upon a Song (2011), and A Cinderella Story: If the Shoe Fits (2016). The data consisting of two maxims of the politeness principle, moreover the data is divided into data that follow and violate the maxims

3.1. Finding

Table 1. Approbation and Modesty Maxim in Cinderella Movies

No.	Maxims	Data	
		Follow	Violate
1	Approbation Maxim	30	28
2	Modesty Maxim	17	5
	Total	47	33
		80	

Table 2. Approbation and Modesty Maxim in Each Movie

Movies	Characters	Approbation Maxim		Modesty Maxim	
		Follow	Violate	Follow	Violate
Cinderella (1950)	Cinderella	1	1	1	2
	Step Mother	2	2	3	-
Total		3	3	4	2
		6		6	
		12			
A Cinderella Story (2005)	Cinderella (Sam)	6	4	2	1
	Step Mother (Fiona)	4	-	3	-
Total		10	4	5	1
		14		6	
		20			
A Cinderella Story: Once Upon a Song (2011)	Cinderella (Katie)	5	2	5	-
	Step Mother (Gail)	4	12	-	2
Total		9	14	5	2
		23		7	
		30			
A Cinderella Story: If the Shoe Fits (2016)	Cinderella (Tessa)	7	-	2	-
	Step Mother (Divine)	1	6	1	1
Total		8	6	3	1
		14		4	
		18			

3.2. The Use of Approbation Maxim

Cinderella (2005)

Data 1
Cinderella: Oh, it's a beautiful dress! Did you ever see such a beautiful dress? And Iook, glass slippers. Why it's like a dream, a wonderful dream come true.

Analysis:
In those utterances above Cinderella apply the approbation maxim by praising a dress from a fairy godmother by saying Oh, it's a beautiful dress!. Hence this data follows the maxim

Data 2
Cinderella: Bruno... Bruno! Dreaming again. Chasing Lucifer? Catch him this time? That's bad! Suppose they heard you upstairs? You know the orders. So if you don't

Analysis:
In those utterances above Cinderella violate the maxim by saying That's bad! to Bruno the dog. However, even

want to lose a nice warm bed, you'd better get rid of those dreams.

A Cinderella Story (2005)

Data 3

Sam: I like what you're wearing. What character are you today?

Carter: Myself.

Sam: I think it's your best look.

Carter: Thank you.

Data 4

Fiona: there's something I've always wanted to tell you, and I think you're ready to hear it. You're not very pretty, and you're not very bright. I'm so glad we had that talk.

A Cinderella Story: Once Upon a Song (2011)

Data 5. Gail: This way, please, come on. What a lovely suit

Data 6

Gail: You're on Victor watch tonight... ...tomorrow night and every night.

Katie: Fun. I'll give Victor all the mothering you don't have time for.

A Cinderella Story: If the Shoe Fits (2016)

Data 7

Tessa: I heard those songs that you wrote for musical. They're really good. Beautiful.

Data 8

Divine: What, did you paint it with your toes?

though the utterance is violated the maxim based on the formula, Cinderella says it to educate Bruno.

Analysis

In those utterances above Sam who played Cinderella in this movie, adaptation applied expressive illocutionary function in the form of praising someone. Sam portrait it in two sentences I like what you're wearing and I think it's your best look. Hence this data follows the maxim.

Analysis

Unlike data 3 where Sam praising the hearer, in this utterance Fiona the stepmother violate the maxim by saying something unpleasant to Sam You're not very pretty, and you're not very bright.

Analysis. In the example above, Gail follows the maxim by praising Guy's suit. Hence this data follows the maxim

Analysis

In the example above Katie violate the maxim by saying an unpleasant thing to Gail and critic her as a mother by saying I'll give Victor all the mothering you don't have time for.

Analysis

In this data, Tessa the Cinderella praising Reed's song by saying They're really good. Beautiful., hence this data follow the aim of approbation maxim.

Analysis

The utterance occurs when Tessa gave Divine the shoes that she asked to paint a flower on it, however, Divine shows criticism to Tessa by saying What, did you paint it with your toes?. Hence this data violates the maxim.

3.3. The Use of Modesty Maxim

Cinderella (2005)

Data 9

Messenger: Announcing His Imperial Grace, the Grand Duke.

Stepmother: You honor our humble home, m'Lord.

Grand Duke: Ahem. Quite so.

Data 10

Stepmother: And by royal command, every eligible maiden is to attend.

Drizella: Why that's us!

Anastasia: And I'm so eligible!

Cinderella: Why that means I can go too!

A Cinderella Story (2005)

Data 11

Carter: You didn't tell him? Why not?

Sam: Carter, I live in an attic, okay? I drive a beat-up old car, and he's expecting Malibu Barbie.

Data 12

Rhonda: Fire me? Oh, please, go right ahead. And let's see how many customers you have left when you do.

Fiona: I am a very appealing person.

Rhonda: Yeah, in your head.

A Cinderella Story: Once Upon a Song (2011)

Data 13

Luke: You know guitars.

Analysis

In those utterances above, Stepmother being humble by welcoming the Grand Duke from the palace and say You honor our humble home, m'Lord. Hence this data follows the maxim.

Analysis

The data above occurs after the stepmother read the invitation from the palace, and Cinderella innocently said she also eligible to go to the ball, that is why this data violates the maxim because based on the formula of modesty maxim, rather than maximize dispraise of self Cinderella did the opposite thing by maximizing praise of self

Analysis

The data above follow the maxim due to the fact Sam the Cinderella minimize praise to herself by assuming that she was not good enough for Austin the Prince Charming and comparing her true self with Austin's dream girl.

Analysis

This data violates the maxim due to the fact Fiona maximizes praise of herself by saying she is a very appealing person, while in the reality she is a selfish stepmother to Sam and boss to people in the diner.

Analysis

Katie: No. Uh-uh. I mean, yeah, a little. Not really.

The utterances above occur when Katie is amazed at Luke's guitar and Luke realizes that Katie also knows how to play the instrument. However, Katie being modest and minimize praise to herself by stating she is not good at it.

Data 14

Gail: No, the kids don't need a library. I am the Dean, and the Dean gets what she wants, and I wanna remodel.

Analysis

The scene when Gail said I am the Dean, and the Dean gets what she wants was when she talked to someone on the phone. This data violates the maxim due to the fact Gail maximizes praise of self and thinks she is superior to others because she is the dean.

A Cinderella Story: If the Shoe Fits (2016)

Data 15

Georgie: You were following your dream.

Tessa: Freddy was a real wake-up call, Georgie. I'm a nobody with just enough talent to delude myself.

Data 16

Divine: Tessa! Sweetie we did it! I know I can't take all the credit, but it certainly wouldn't happened without me, right?

Analysis

Similar to data 11, in this data Tessa, the Cinderella follows the maxim by minimizing praise to herself and stated she is also not good enough for the Prince Charming, Reed.

Analysis

This data consists of utterances that follow the maxim and violate it. I know I can't take all the credit showed that Divine follow the maxim by minimizing praise to herself, however, in the following sentence, she maximizes praise to herself by saying but it certainly wouldn't happened without me, right?.

DISCUSSION

Based on the explanation of the finding above, two maxims that became the main focus of this research reportedly occur in the movies. There are 80 data in total. Based on the finding Approbation maxim dominated the research with 58 data, while on the other hand modesty maxim has 22 data.

In Cinderella (1950) approbation and modesty maxim have the same amount of data, 6 data for each maxim. In this movie, Cinderella mostly has a conversation with her friends, birds, mice, dog, and horses, while the Stepmother surprisingly portrait modesty maxim when she met the Grand Duke.

Moreover, to the first live-action movie in this research A Cinderella Story (2005) Sam a teenager is braver to express her mind than Cinderella in 1950 version, she speaks her mind, give criticism, and suggestion to other people, on the other hand, the Stepmother Fiona and Sam face some criticism from others, however, Fiona still play the evil and selfish stepmother by looking down at her step-daughter and employees in the diner.

Another movie adaptation in this research is A Cinderella Story: Once Upon a Song (2011), in this movie Katie the Cinderella is braver to face her stepmother and also saying something unpleasant to her, while on the other hand comparing to two stepmothers before Gail showed a lot of violation towards the approbation maxim, she maximizes dispraise towards other, the object is not just Katie but also her daughter, son, Ravi, and other people.

Furthermore, A Cinderella Story: If the Shoe Fits (2016) dominated with approbation maxim that applies by Tessa's character, the utterances mostly showed her praising her fairy-godmother Georgie and other people, on the other hand, although it is not surprising that Divine say something unpleasant to Tessa, she also said it to one of her daughter Olymphia.

Moreover, A Cinderella Story: Once Upon a song (2011) apply more approbation and modesty maxim in it than the other three movies, with 23 data of approbation maxim and 7 data of modesty maxim, meanwhile Cinderella (1950) has the least data with 6 data of Approbation maxim and 6 data of Modesty maxim.

The research show that although all movies adapting Cinderella story, each of them portraits the characters a little different. Cinderella as the protagonist became braver and even violated the maxim to defend herself, educate others, express her thoughts, even joking. Meanwhile, the stepmother as the main antagonist of the story has different characters, the elegant one, to the

silly even obviously mean, however it does not mean the stepmother always behaves badly, the stepmother also follows the maxim by praising others and being modest. Hence, even though data follow or violate the maxim it does not occur as the only standard the speaker behaves politely or not, that is why it still depends on the context when analyzing the intention behind the utterances.

4. CONCLUSION AND SUGGESTION

Two kinds of data occur in the research, data that follow the aim of maxim and violate it. The explanation is as follows: Data that follow Approbation maxim (30); data that violated the maxim (28), data that follow Modesty maxim (17); data that violated modesty maxim (5), total data in the research is 80 data. Moreover, as Cinderella has been adapted in thousands of works, such as movies, series, even songs, researcher suggesting the next researcher look at other perspectives in analyzing the story, analyzing other maxims of politeness principle, namely tact, generosity, agreement, and sympathy maxim, even analyze other characters' utterances. The researcher also realizes that this research is not perfect yet, that is why a room of critique and advice is open.

NOTE

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