



INVESTIGATING POLITENESS STRATEGIES AND SOCIO-CULTURAL IMPLICATIONS IN TOM HOOPER'S MOVIE "*THE KING'S SPEECH*" (2010)

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Abstract

This study examines the "The King's Speech" (2010)'s politeness strategies from a pragmatic perspective, delving deeply into their socio-cultural ramifications. Set in 1930s Britain, the film depicts a world defined by rigorous cultural conventions, ingrained gender stereotypes, and precise etiquette. The study explains how the characters' language choices, as well as their navigation of social communication and interactions, help to sustain and negotiate relationships. This analysis employs a qualitative technique based on intensive textual and cinematic investigation, with Brown and Levinson's Politeness Theory (1978) serving as its theoretical foundation. This technique successfully uses Brown and Levinson's framework to explain the politeness standards that regulate communication. It compares these traditions to the socio-cultural norms and ethical standards of 1930s Britain. The fundamental goal is to illustrate how social rank, hierarchy, and etiquette influence the evolution of language patterns. This research uses a pragmatic approach to investigate the complex ways in

which language reflects and reinforces cultural norms and values. It compares the film's politeness methods to current societal standards, demonstrating the change of social dynamics and language habits throughout time. Furthermore, the research examines power dynamics, gender roles, and societal possibilities, demonstrating how language not only reflects but also enforces cultural norms.

Keywords: Pragmatics, Politeness Strategies, Speech analysis, Socio-cultural Implication, Language Practices, Qualitative Approach, Social Dynamic, Language and Society

1. Introduction

The connection between humans and language is highly interrelated. Language is crucial in enabling communication in all human relations. According to Marianca et al. (2022), if we flop to apply language for communication, we will drop behind. Gustaman et al. (2021) assert that a multitude of challenges exist in our daily existence, necessitating our concerted efforts to surmount them in order to ensure our survival. Through language, we may effortlessly express our emotions, communicate our experiences, and also exchange strategies to enhance one other's resilience.

According to Hammp (2019), as mentioned by Djuma et al. (2021), language serves as a means of self-expression, communication, and social regulation. According to Liando et al. (2022), language serves as a means of communication among individuals. Although the majority of languages has inherent meanings, there are certain languages that lack meaning or are devoid of meaning. In such cases, the words employed by these languages lack any representation. Language serves as a means for humans to convey their emotions, viewpoints, and other thoughts in their daily interactions. Individuals seem unable of engaging in communication and verbal interaction when language is absent.

People give the impression incapable to communicate when language is lacking. Structuring strong connections and communicating efficiently requires understanding facial expressions (Liando et al., 2022). A person's "face" is their public self-perception, which encompasses their emotional and social identity and is generally shared and expected. Yule (1996). Hendrik et al. (2022) found that people believe aggression is the only option to defend their privileges and live. Politeness shows regard for others' emotions (Sherry et al., n.d.). When connecting respectfully, one must respect the listener's feelings. Social self-image is obscure by politeness, according to Brown et al. (1987). People plea self-image "face." They say people employ various politeness practices to costume their faces when conversating. The speaker-listener bond will shake the politeness strategy employed in face-threatening acts (FTAs). Each approach is used differently depending on the situation. Brown et al. (1987) also mention four politeness strategies a speaker can take to address a face-threatening act (FTA) toward the audience. Four categories are on-record, positive, negative, and off-record politeness. Septyaningsih (2007) suggests 15 politeness strategies. Implement the following strategies: Consider the listener's wants, needs, and interests. Exceed your interest, support, or empathy for the

listener. Encourage listener participation. Use in-group identities, achieve consensus, avoid conflict, develop or validate shared interests, use humor, and show or assume the speaker respects the listener's needs. Films can depict the politeness strategies outside the common life. It may be engaged in literary source of medium. Films become more of a literary product due to extensive use of TVs and the availability in market of films direct moral principles, diverse genres, engaging animatronics, and spectacular effects.

"The King's Speech" (2010) is a fascinating film exploration of human communication. Cinematic analysis examines films' aesthetic, cultural, and thematic elements. Studying a film's narrative structure, mise en scene, editing, sound design, and cinematography helps you understand its meanings and effects. The film explores the cultural effects of etiquette's strategic nuances. This study examines the film's complex balance of power and civility, exploring the characters' strategies and their cultural impact. In the 1930s, King George VI (Colin Firth) seeks speech therapy from Lionel Logue (Geoffrey Rush) to overcome a major speech impediment. "The King's Speech," with its many social explanations, intensely describes these methods. This study will assess sociolinguistics, cultural studies, and politeness theory to calculate the film's politeness devices. The researcher desires to lighten the sociocultural concerns of politeness types in this historical background by examining the prince's conversations with his therapist and the greater cultural environment. In "The King's Speech," the characters' politeness methods and their effects on power relations and society will be scrutinized in the following parts. The statistics will comprise references to support the analysis and solidify the findings.

"The King's Speech" (2010) offers a unique viewpoint on historical context-specific politeness behaviors and their social effects. Despite media civility study, "The King's Speech" has not been examined. This study examines how the film's politeness strategies represent 1930s British social norms to close this gap. It explains how the politeness techniques are being developed with the social ramifications in relationship statuses, and how it reflects over the time and evolve. By comparing the historical and contemporary world's politeness methods, research helps to understand how language affects the cultural norms and social interactions.

2. Research Questions

- i. How do the politeness methods employed in the film align with the Socio-cultural implications?
- ii. How the linguistic behaviors are affected by the Socio-cultural implication factors depicted in the movie?

3. Literature Review

Brown and Levinson's (1987) pragmatic strategy theory posits that an individual can do a speech act in three distinct manners. The verbal act may be executed directly (with or without an effort to alleviate the threat to face), indirectly, or not executed at all. Positive

and polite behaviors are being forced to achieve social approval of societal ramifications. Tom Hooper's movie "The King's Speech" (2010), is a substantial movie that provides plentiful material for the examination of politeness techniques. The movie, set in the 1930s, depicts the struggle of King with a speech impairment and his struggles to overcome it with the support of Lionel Logue, a speech counselor.

Karina's (2012) study discovers the operation of politeness techniques in the film. The objective of the study is to identify the types and predominant politeness strategies utilized by the two principal characters, Albert and Lionel. The study examines the textual expressions in the film that employ politeness strategies through a qualitative methodology. The findings indicate that both characters employ the four principal strategies. Aliyah and Rizqi (2012) in their study of speech disorders, particularly stuttering, have garnered significant interest due to its profound impact on communication. The analysis revealed specific patterns in Bertie's speech, such as schwa insertions, closures, repeats, hesitations, and revisions, in accordance with the stuttering hypothesis proposed by Hulit (1996) and The Cincinnati Children's Hospital (2010). Repetitive patterns of syllables, phrases, and letters were the most prevalent. The study associates Bertie's stuttering bouts with three principal environmental factors: anxiety, emotional tension, and overall stress.

Fitriyana and Yuli (2007) examined the Politeness Strategies in John Grisham's novel "The Client". The analysis of the study was grounded in the theory of Brown and Levinson. The author conducts a comprehensive inquiry aimed at contributing to the field of research, specifically in discourse analysis. Instead of using the quantitative analysis method, it explained the analysis through narrative point of view, to demonstrate the nuances of politeness strategies. The findings then shows that different varieties of methods were being used to portray the politeness techniques. This research not only gives a detail insight into the analysis of politeness strategies but it also provides a better understanding of literary genre and drama s and film's and poetry. Nuri's (2008) research of the film "Get Rich or Die Trying" on the protagonist Marcus observed the politeness strategies. It discovered the multilayers of the notion of politeness strategies and their sociocultural implications in the movie, with linguistic choices. Yeremina and Adam (2016) explained the research in inclusive analysis of politeness techniques in movie "Crazy, Stupid, Love" which focused on the association of face threatening acts and face saving notions. The researches utilized the concepts of politeness strategies which are proposed by Brown and Levinson in their politeness theory in conjunction with the Leech's principles of politeness. The research aimed to present the notion of agreement maxim and improved it at voicing of agreement while minimized the disagreement in speech acts across many settings. Norra's analysis in 2005 on movie "Her" observed the politeness strategies comprehensively and retained the linguistic analysis to improve the thoughts.

Putri and Fitrawati (2022) conducted a research on politeness strategies in 2021 in the movie "YES DAY" and they used the same framework developed by Brown and Levinson in 1978. The play highlighted the four approaches of politeness, positive, negative, bald on record and bald off record. The findings were corroborated by examples from the script that demonstrated the implementation of these methods in family interactions. Dara et al. (2022) examined the importance of civility in social interactions and communication, citing the courtesy principles established by Hurford, Heasley, and Leech. It emphasized the necessity of use films to examine acceptable and unacceptable behavior owing to their cultural impact. In her 2016 study, Rosari examines the complex dynamics of politeness methods in the film "The Great Debaters." This research gave the analysis of conversation between the two main characters of movie. The research scrutinized many aspects including solidarity, register, linguist88c style, and use of slang etc. Eftanastarini (2017) studied speech acts in the famous "Ron Clark Story," "Dangerous Minds," and "Facing the Giants" by using the model proposed by Brown and Levinson. The main characters typically employed proper etiquette and direct communication strategies.

Yule (1996) observed that Sari1, Raputri, and Cahyant (2021) investigated politeness methods and their significance in human communication. Their research concentrated on the brief comedy "The Translator," examining and classifying the many politeness strategies employed by the actors. They utilized Patridge's theory and a descriptive qualitative technique to identify 32 unique politeness methods. Pusfitarini (2013) utilized a psychoanalytic approach to analyze the King's personality and the film's structural components. This study mostly depended on the film, focusing on character dialogues as the principal data source, and employs a descriptive qualitative methodology. Peter Kelley (2011) eloquently highlights the emotional difficulties encountered by individuals with speech impairments while concurrently stressing the necessity of therapy and assistance in addressing and mitigating stuttering. Hendar's 2019 research piece conducts a thorough analysis of politeness methods and social dynamics in the renowned television series "Once Upon a Time," particularly examining events from the first season, created by Edward Kitsis and Adam Horowitz. Utilizing a qualitative-descriptive analytical methodology, Hendar investigated the prevalence of social variables in the narrative of the program and assessed the characters' use of diverse politeness methods in their interactions. The research on stuttering and its portrayal in media, especially in "The King's Speech," highlights the significant impact of social and familial support on persons who stammer.

Stamurai (2020) emphasized the influence of nurturing atmosphere in his research characterized by the understanding and empathy of individuals with speech difficulties. The movie analyzed the beliefs and stigma of sociocultural implications associated with speech difficulties, specially stuttering and stammering by King Geroge VI. The film demonstrates the impact of the early 20th-century social milieu on the perception of

speech disorders. This research mostly focused on "Analyzing Speech and Speech Perception: A Comparative Study of King George VI's Voice and Colin Firth's Film Portrayal." The discourse examined Ognjen Kundri's (2019) empirical technique in his research, emphasizing its theoretical and biographical underpinnings.

Most literature on the movie jugged out the film's historical depiction of linguistic standards as an important aspect of *The King's Speech*, few have well-thought-out the wider significances of its civility approaches. Some captivating assumptions could be revealed if scholars filled a knowledge hole by inspecting how these politeness methodologies alter across cultures or times. Despite the movie is being predictable in a cultural settings the influence of its language settings and contexts are temporary on contemporary societal practices and they remain inadequately examined. The portrayal of language has its own influences on linguistic reforms of today's world. The analysis of power dynamics and social hierarchies is necessary to have the better understanding of language use in different social settings. The research does not provide deeper understanding into the role of gender and socioeconomic classes in interactions. But to gain a complete and comprehensive view of movie's nuanced approach, it is mandatory to examine how power dynamics and politeness strategies are being affected by these elements in various consequences.

4. Research Methodology

This qualitative study employs a sociolinguistic framework to examine the politeness methods utilized in Tom Hooper's 2010 film *The King's Speech*. The main aim is to implement Brown and Levinson's Politeness Theory to analyze the dialogue of significant characters, particularly the exchanges between King George VI and his speech therapist, Lionel Logue. The study focuses on a thorough analysis of dialogue instead of depending on quantitative data to reveal the social and linguistic subtleties of politeness techniques. Data was gathered using purposive sampling, picking particular episodes from the film that exemplify various politeness strategies. The scenes were transcribed to document both verbal and non-verbal aspects of communication. The research focuses on the utilization of language to regulate interpersonal interactions, negotiate power dynamics, and traverse social hierarchies within the film's 1930s British context. Politeness techniques were found and classified according to Brown and Levinson's theory, which differentiates between negative politenesses, intended to reduce imposition, and positive politeness, aimed at fostering solidarity and mutual respect.

The study examines how King George VI's consistent use of negative politeness signifies his intention to uphold formality and distance, whereas Lionel Logue's dependence on positive politeness cultivates a sense of equality and friendship, thereby contesting the social difference between them. The approach encompasses a pragmatic evaluation of the historical background, emphasizing cultural norms of authority, deference, and class. The study utilized triangulation and peer debriefing procedures to validate the qualitative

findings. Triangulation was accomplished by cross-referencing the data with historical records of British sociolinguistic standards from the 1930s. Peer debriefing entailed disseminating preliminary findings among peers to refine interpretations and bolster legitimacy.

This empirical approach highlights the dual role of politeness as a linguistic and sociocultural instrument that both sustains and occasionally undermines established social systems. The analysis of the film's dialogue reveals how politeness practices in *The King's Speech* reflect and uphold the socioeconomic institutions of early 20th-century Britain.

5. Discussion

The examination of politeness tactics in 'The King's Speech' has yielded valuable insights into the film's language dynamics and socio-cultural implications. Throughout the film, the characters utilize different politeness techniques to depict the strict social order and cultural customs of 1930s Britain. These methods, which include both positive and negative politeness tactics, aid in maintaining social peace and managing interpersonal interactions in a culture built on strict etiquette and procedure. In this chapter, the examined dialogues are explored and understood.

	Politeness Strategies	Total Utterances
1.	Positive Politeness	25
2.	Negative Politeness	10
3.	Bald-On-Record	8
4.	Off Record	10

The movie dialogue from "The King's Speech." was examined. The researcher utilized a chat between Albert and Lionel, the film's main protagonists. The researcher selected the two major characters based on their socioeconomic status. Lionel is a stutter curer, but Albert is an English royal. Brown and Levinson's theory influenced many of the film's politeness practices. According to the author, the two major characters adopt four different politeness practices. The two major characters in this research use politeness in fifty-two statements. The statement, "If we were equals, I wouldn't be here." I would be at home alone with my hubby. Lionel utilized these tactics to get closer to Albert after training to cure his stutter, according to the research. Lionel believed that the technique was necessary to make them feel at ease. His objective was to relax and enjoy his stammer treatment. He learnt from his ancestry. He understood from previous experience that he needed to be close to the patient in order to determine the origin of the stutter. He attempted to narrow the socioeconomic gap between them. Despite his common appearance, Albert is a prince with kingly ambitions. He should have had bad manners because he was impoverished, yet he attempted to be kind to develop relationships.

Albert and Lionel fight while walking around Regent's Park Ornamental Garden. Lionel tries to convince Albert that he can overcome his stutter and anxiety. Albert uses this phrase to convey his annoyance with Lionel's remarks. Lionel and Albert talk about their feelings and ideas at Regent's Park Ornamental Garden. They are facing each other, anxious. After Lionel ascends to Saint Edward's throne, Albert becomes enraged and employs the brazen on-record technique. Albert becomes enraged and furious, pressing Lionel to get up because he cannot wait. In indirect communication, the speaker makes suggestions about their aims. This method might send an indirect message. The characters in "The King's Speech" employ a variety of etiquette skills to navigate social situations, manage power dynamics, and develop relationships. These approaches mirror the prevailing sociocultural norms and power structures of the period. The movie's politeness approaches correspond to those implications, which is significant to this study. The characters' formal language, respect for authority, and attention to social conventions reflect the historical period's strict social structure and etiquette. To adhere to this cultural standard, respect the monarchy and be respectful to those in positions of power. The film depicts King's speech treatment and attempts to overcome his speech impediment, emphasizing the need of understanding and empathizing with persons who struggle with communication. The comment "one waits for a prince to choose a topic" may reflect societal expectations and hierarchy. The film focuses on King George VI (then Prince Albert) and his speech impediment. The phrase implies that, even in private concerns such as speech, everyone, especially leaders, is subject to society expectations. Sociologically, this statement may reflect the strain and scrutiny placed on strong individuals, emphasizing their efforts to satisfy these expectations.

Sociocultural elements influence language and interaction in British films from the 1930s. These implications were influenced by the tight social structures, etiquette, and formal language constraints prevalent at the period. Despite substantial social rank inequalities, the characters employed a variety of politeness methods to navigate social dynamics and preserve positive relationships. Formal language and honorifics communicated British society's hierarchy. Characters use "Your Majesty" or "Sir." Politeness strategies such as indirect language and face-saving highlight the significance of courteous interpersonal communication. These strategies avoid conflict and promote societal peace. Albert's power dynamics demonstrated his authoritative and forceful personality. I deserve to be heard! In another case, Albert, King of Monarch, implored Lionel to pay close attention. Get up! You cannot sit! "Get up!" described power dynamics and social position. Power dynamics in "The King's Speech," particularly Albert's ascent to power, can also be seen as the authoritative position of the powerful. The investigators also discovered Albert used similar strategies.

In contrast to "The King's Speech," which uses formal language and honorifics to illustrate British society's hierarchical structure, the stuttering research demonstrates how cultural

norms and individual traits may influence communication. In sociolinguistics, the principle of politeness states that utterances are less courteous when two or more persons are extremely near and more polite when they are separated. In this film, the characters never swear; it is not the foundation of their close friendship. They swore about societal disparities, power relations, and gender role conflicts. As can be seen, politeness is not about using good words and avoiding rude and vulgar words, but rather about maintaining the hearer's 'face', which refers to the public self-image that each member wishes to claim for himself using various strategies developed by linguists such as Brown and Levinson. Certain swear words in the film's script aren't particularly harsh, but via the sociolinguistic lens discussed in the previous chapter, they reveal the protagonists' personal relationship. Because it establishes two social statuses, this study contributes to our understanding of the courteous approach. The study's intriguing result is that the normal socioeconomic class may benefit from more compassion. In contrast, persons of the same age, family, and social position are courteous. Because the two major characters stammer, they must remain calm and unhurried. The film "The King's Speech" depicts language and social standards from a time when gender roles and occupations were strictly defined. The video compares inflexible societal systems of the past with contemporary principles. The video investigates how the characters utilize politeness techniques such as "off-record" and "bald on-record," particularly when their societal perspectives disagree.

Finally, "The King's Speech" sheds light on social language and the need of good manners while making connections. Analyzing effective communication strategies in the film indicates communication preferences and types. Using the Brown and Levinson theory of social language usage, we categorized and examined politeness methods in character interactions. Showing how the film's politeness practices reflect and challenge socio-cultural standards and power structures demonstrated how language is used for social interaction. Politeness Theory was used to examine politeness methods, contextualizing the findings within prior research while also aligning with speech analysis and politeness ideals. The qualitative research emphasized descriptive data above numerical or statistical data. Pragmatic analysis revealed the film's societal implications. Other interpretations look at how historical conditions or directing decisions influenced the film's civility.

Comparing politeness in various films or genres can reveal how language reflects sociocultural norms and power dynamics. The study looked into politeness strategies in "The King's Speech," including their categorization, socio-cultural impact, pragmatic reasons, and historical influences, and recommended further research into their real-world relevance and use in other films. Comparing "The King's Speech's politeness and socio-cultural consequences" to current norms demonstrates how language reflects societal changes and aspirations. Politeness approach appears to be linked to sociolinguistics and conversation, an interesting topic. This should broaden linguistics study and serve as literature.

6. Conclusions

Tom Hooper's "The King's Speech" explores civility and social relations. This study compared the film's protagonists' politeness practices to 1930s British culture. A study of dialogues and encounters showed how language negotiates social hierarchies, regulates relationships, and expresses respect and reverence. The movie's use of formal language and honorifics to show respect are the main findings of research. These politeness strategies cover the most modern socio cultural standards and the hierarchy systems of social systems. To lessen the disputes and keep maintaining the peace of social environment, the research recommends indirect language and direct polite requests in interactions. This research gave insights into how language shapes identity and societal norms. Through this movie by "Tom Hooper" "The King's Speech" we understand the Britain's socio-cultural background and how language maintains order of 1930's.

Lastly, "The King's Speech" explains interpersonal communication and its social effects. The film shows rigid gender and professional norms from the past, despite modern culture. In social consequences with socioeconomic holes and different viewpoints, the characters use different politeness strategies. The analysis showed how language affects the power dynamics and sociocultural relationships among individuals in a respectful way. Qualitative data analysis using purposive sampling technique is being used to study the film's social relationships. The research gave deep insights into academic research and pedagogical implications for students, teachers and media users. Pronunciation, listening, giving respect while speaking and saving faces can be taught through British culture 1930s. Participation in language learning activities can enhance the knowledge of vocabulary, social reach, accent, comprehension, and linguistic research. Finally, the study's methodology gives an indecent foundation for examining The King's Speech's language use and social ramifications, revealing the film's portrayal of politeness and its socio-cultural implications.

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