CHAPTER I

INTRODUCTION

This chapter presents the introduction of the study. It consists of the background of the research, research questions, limitation of the study, aims of the study, significant of the study, as well as research methodology which include the procedures of data collection and data analysis, clarification of terms, and organization of the paper.

1.1 Background

Film is a popular form of entertainment. Since film is watched by people in different countries and different languages, the dialogue in a film has to be translated into intended language. Therefore, there should be a form of translation to overcome this language barrier issue in cinematography setting. The availability of this translation is expected to help the viewers in understanding dialogue and enjoying the story of the film. After all, audiovisual translation (henceforth, AVT) or film translation is offered to handle this issue (Jaskanen, 1999). AVT is divided into two types of translation: dubbing and subtitle. Further, the focus of this study is only on subtitle.

The availability of subtitle in a foreign film is necessary. Subtitle helps the viewers understand the conversation performed by the characters in a film. Interestingly, similar to real-life conversation, dialogue in a film contains exchange of verbal and non-verbal language that supports the visual elements. Language in the film dialogue is not only explicitly expressed through expressions, namely: apology, request, question, promise, order, command, statement, felicitation, invitation, greeting, prohibition and so on. It, however, can also be expressed through implicit expressions to conceal the message. In a situation where it is not possible to directly speak the message, this function of language has an important role. This function of language refers to politeness, as a "language use phenomenon", which is often portrayed in the film dialogue in

order to maintain and modify interpersonal relationship among characters (Brown & Levinson, 1987).

According to Fong and Au (2009) subtitle/subtitling "represents and re-presents the dialogue". It means that the dialogue (spoken mode) is converted into subtitle (written mode). In line with this, Taylor (2000) states that what makes subtitle distinguished from other translation forms are its process which involves transferring the characteristics of spoken dialogue into the written mode.

Based on the definitions above, it suggests that subtitle has to replicate what is said in the source language with the equivalent form in the target language. In relevance to the politeness in film dialogue, the feature of politeness strategies in the dialogue should be concerned. In a way that polite or impolite meaning contained in the original dialogue should be relayed equally into the subtitle text. Furthermore, the viewers need subtitle that capture the characters' messages of politeness in the original dialogue.

In translating film dialogue, the subtitler can apply subtitling strategies proposed by Gottlieb (1992, as cited in Michael, 2012) in order to replicate the politeness strategies from source language text (SLT) into the target language text (TLT). However, the consequence if the subtitler fails to choose the appropriate subtitling strategies is that the politeness strategy's features in SLT are not rendered equally in the TLT. This could lead to a case where the subtitle text fails to reach the accuracy, clarity, and naturalness measure (Larson, 1984).

Although politeness has essential contribution in depicting characters through dialogue, it has not acquired much attention in film translation. In fact, the original dialogues containing politeness strategies need to be transferred equally into the subtitle in order to make the viewers understand the ideas and messages of the dialogues. Based on the reason above, the writer is encouraged to carry out an analysis on the use of subtitle strategies applied by subtitler in subtitling politeness strategies in the dialogues of *"The Last Samurai"* film.

The reason for choosing the film is based on some reasons. Firstly, the film director, Edward Zwick, composes the politeness strategies in the characters 'dialogue to divide the characters' way of speaking. The director characterized the characters from Japanese and American by showing the differentiation in the use of politeness strategies. Moreover, the characters in the film illustrate all types of politeness strategies in the dialogues on certain speech events. Therefore, it gives the writer abundant data on politeness strategies in this film. Secondly, the film brings historical knowledge to the viewers. It depicts the era of Emperor Meiji who wants to modernize Japanese country by bringing advanced technology, weapons, railways and army trainers from western world after the isolation times. However, the Emperor Meiji's idea has raised objection from samurai warriors who want to defend the old traditions and reject influences from western world. The film was produced by Warner Bros Pictures and listed as one of the box office films in 2003. The film was starred by Tom Cruise, Ken Watanabe, and Hiroyuki Sanada. This was the reason why the film caught attentions from the filmgoers all over the world.

1.2 Research Questions

These two questions were used to guide the steps of the research:

1. What kinds of politeness strategies are found in the dialogues of "The Last Samurai" film?
2. What kinds of strategies are used by the subtitler in subtitling politeness strategies in "The Last Samurai" film?

1.3 Limitation of the Study

First, this study is narrowed down to find the occurrence of politeness strategies in the dialogues of the film. Secondly, it analyzes subtitle strategies that are used by subtitler in translating politeness strategies from source language text into target language text.

1.4 Aims of the Study

In line with the research questions mentioned above, the objectives of this study are as follows:

1. To analyze politeness strategies found in the dialogues of the film.
2. To analyze the most frequent subtitle strategies used in subtitling politeness strategies in source language texts to the target language texts.

1.5 Significance of the Study

The results of this study are expected to be useful source and reference for the readers in order to give academic input for those who are interested in audiovisual translation and politeness. Furthermore, it is expected to give students an insight on politeness strategies theory, so they are aware of its manifestation in language use. Lastly, it can be a practical guidance for the translator to enhance their skills in film translation, especially in selecting appropriate strategies in subtitling dialogue in the film.

1.6 Research Method

1.6.1   Research Design

This study was conducted based on a qualitative method. This methodology plays important role in directing this study. By using a qualitative method, the study did not involve statistical analysis, but it only employed a simple calculation technique (Creswell, 2012). The study was intended to describe existing phenomenon which is politeness strategies in dialogue (Huda, 1999, p. 38). Besides, the reason why this study used a qualitative method was because it collected the data from the transcription of subtitle of the film (Preissle, as cited in Ratcliff, 2002).

1.6.2   Data Source

The main data of this research was taken from the original DVD of "The Last Samurai" film. The film script was searched from the internet and the subtitles script is rewritten from the film itself. "*The Last Samurai*" is a film about

American army officer, Nathan Algren, who is hired by Young Emperor of Japan, Meiji, to train Japan's first modern army. However, Algren finds himself troubled with rebellious samurai forces that against Emperor's will.

1.7 Procedures of Data Collection and Analysis

In the process of collecting and analyzing the data, the writer used some steps as follows:

1) Watching *"The Last Samurai"* film;
2) Transcribing the film subtitle, English into Indonesian version;
3) Reading the subtitle in order to investigate the object that is potential to analyze;
4) Analyzing the occurrences of politeness strategies and the most frequent subtitle strategies used in subtitling the politeness strategies;
5) Calculating total number and percentage of each Politeness strategies to know the amount of each strategies;
6) Describing and interpreting the findings;
7) Drawing conclusion according to the findings.

1.8 Clarification of Key Terms

This sub chapter presents the review of several terms, which are related to the study to avoid misinterpretation:

➢ Audiovisual translation is "language and cultural transfer aimed at translating original dialogues coming from any acoustic or visual product" (Leonardi, 2008, p. 159). In this study, it refers to subtitling and dubbing.

➢ Subtitle refers to transcript or screenplay of the dialog or commentary in films, television programs, video games, and etc. They can either be a form of written translation of a dialog in a foreign language or a written rendering of the dialog. (www.wikipedia.com).

> ➢ Politeness is the use of language to mitigate utterances that may impose a threat to other people's face or good name (Brown & Levinson, 1987).

> ➢ Politeness strategies are the strategies a person can choose in order to minimize the threat to face. In this study, it refers to the four main strategies in doing face-threatening-acts (FTA) (Brown & Levinson, 1987).

1.9 Organization of Paper

This research is organized into five chapters; each chapter is divided into sections. Chapter 1 briefly explains the introduction to the presents study; it comprises background of the study, limitations of the study, research question, aims of the study, research method, data collection, data source and clarification terms. Chapter 2 reviews the literatures which discuss the related theories that are used as framework. Chapter 3 elaborates the procedures which are used in the study; it comprises research design, data collection and data analysis. Chapter 4 elaborates the findings and discussions of the analyzed data. Chapter 5 covers the conclusion of the study and offer suggestion for further study.