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POLITENESS PRINCIPLES IN JEFFREY DAHMER'S NETFLIX DOCUMENTARY: A PRAGMATICS STUDY

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ABSTRACT

The goal of the study was to examine the types and functions of the politeness principles in Jeffrey Dahmer's Netflix documentary. The qualitative descriptive approach using Creswell's (2009) theory was employed in this study. This analysis used the ideas of the theory of politeness from (Leech, 2014) to the data. This study set out to determine the types of politeness rules and how they are used in various contexts. According to the study's findings, there are twenty examples of politeness principles in Jeffrey Dahmer's Netflix documentary. These examples include the following: twelve data of tact (60%); three data of generosity (15%); one data of approbation (5%); one data of modesty (5%); two data of agreement (10%); and one data of sympathy (5%). Based on the analysis, the function of each politeness principles used in Jeffrey Dahmer's Netflix Documentary is different according to each type of politeness principle used. Out of 4 data, there are only 3 data found in Jeffrey Dahmer's Netflix Documentary. Convivial with 13 data (65%), competitive with 4 data (20%), collaborative with 3 data (15%). Convivial is the most dominant used in this research, it is being performed by the speaker to aims in compliance with the social purposes. Competitive is in the second position because this function is to outperform social goals. Collaborative is the third that appears because it is disregard societal goals.

Keywords: Pragmatics, Politeness Principles, Jeffrey Dahmer

INTRODUCTION

One of the most essential resources that humans have for interpersonal communication is language. It transmits thoughts, feelings, and information through words that contain something. As a result, language facilitates discussion between people, who are social creatures. It is human nature to turn to discussion as a source of solace and amusement. We engage in conversations as a fundamental type of communication in a variety of contexts. Building a positive social atmosphere between individuals may be facilitated by having stimulating conversations. In addition, it is a reality that individuals like to be understood when conversing. For this reason, we must speak politely and select our words carefully while interacting with others.

The hearer must pay close attention to the words and utterances that the speaker makes in order to prevent misunderstandings between the speaker and the hearer. This aids in the hearer's comprehension of the contextual meaning component as well. As a

result, a study known as pragmatics is conducted to learn more about the meaning of utterances. As stated by Yule (1996). In addition, when utilizing language in a community, we must speak with grace. The branch of pragmatics known as Politeness Principles focuses on the study of politeness. A number of the politeness principles maxims are put out by Geoffrey Leech (1983). These include the maxims of tact, generosity, approbation, modesty, agreement, and sympathy. Whether we realize it or not, these maxims can be found in daily conversations.

Unbeknownst to us, these adages frequently come up in casual discussions. In every conversational setting, the phenomenon of politeness principles might be experienced. The use of documentaries as the research topic facilitates discussions using the civility rules. A documentary may feature characters that are involved in specific events or use question-and-answer sessions to depict events or specific things happening. The researcher employed Leech's theory of politeness principles to examine the conversation in the Jeffrey Dahmer's Netflix Documentary. Since the primary goal of politeness principles is to foster social relationships and a sense of community, the study's main goal is to describe the various forms and purposes of politeness principles used by the main character in Jeffrey Dahmer's Netflix documentary. As a result, the main character speaks frequently and provides information that is relevant to the work that the researcher does. Because politeness principles have a significant role in how well a discussion goes, it is fascinating to examine the statements made by Jeffrey Dahmer throughout the questioning. Many statements have several meanings.

REVIEW OF THE LITERATURE

Pragmatics

There are numerous definitions of pragmatics that can assist us in better understanding it. According to (Grundy, 2013), “Pragmatics is about explaining how we produce and understand such things every day, but it seems that the use of language is a bit odd.” It refers to pragmatics, which is the study of how to make speech and understand what people say in ordinary situations, even if they speak a foreign language.

According to (Levinson, 1983), pragmatics is the study of those interactions between language and context that are constructed in language or encoded in the structure of language. This implies that pragmatics is tied to grammar because what we will say must be grammatically correct. As a result, this study teaches us how to construct grammatically acceptable utterances that listeners can interpret. Furthermore, pragmatics is a systematic approach to describing how language is used in context. It describes characteristics of meaning that are not described by semantics, such as word meaning or structure (Moore, 2003).

According to (Leech, 2014), general pragmatics is a bridge between the study of language in total abstraction from situations and the study of more socially specialized uses of language. Thus, pragmatics is the study of the link between language and the context in which it is utilized in society. From the definition, pragmatics is a branch of linguistic learning that not only teaches about language but also explains how to generate and understand the usage of language in our daily lives by taking into account the elements that influence language choice. It shows us how to use it in our daily lives.

Politeness

In pragmatics, politeness is related to "... the ways in which relational functions in linguistic actions are expressed" (Kasper in Barron, 2003:15). It deals with how language is used in a strategic way to achieve goals like supporting or maintaining

interpersonal relationships. Politeness involves how one person can make another person feel more pleasant. It also includes linguistic choices that are appropriate according to specific social situations and situational context. One cannot separate the discussion of politeness from the discussion of face. Politeness is a crucial principle in the use of communication language.

Politeness Principles

The interaction between oneself and others is the subject of politeness. One is referred to as the speaker and the other as the listener during a discussion. The politeness principles is to promote the statement of opinions that are slightly less significant and reduce the expression of beliefs that are not courteous (Leech, 1983:81). The notion of decency offers suggestions for fostering social interactions and a feeling of community. Because the effect of the hearer, not the speaker, is the focus of the inquiry, the politeness principle thus focuses on the process of interpretation. There are six different ways to be courteous in daily communication.

a. Tact Maxim

The tact maxim is to convey beliefs that suggest benefits to others while minimizing those that suggest costs to others (Watts, 2003:66). Thus, this type of maxim refers to the application of the "other" politeness method. However, in tact maxim, the listener benefits more from the speaker's attentiveness. These adages are used in ordering, asking, advising, recommending. Below is an illustration.

'I genuinely believe you should sell that old motorcycle. It consumes way too much fuel and requires maintenance that are becoming more and more expensive.'

The speaker adheres to the tact maxim by employing two discourse markers—"I genuinely" to foster solidarity and "should," which modifies the meaning of "believe" and a verb—to reduce the issues that the listener must bear. Conversely, in the second section, the speaker makes the most of the advantage to the recipient by stating that "it consuming way too much fuel that are becoming more and more expensive." This demonstrates how selling the motorcycle may have saved him a significant amount of money and time. This maxim has a competitive purpose, and it may also be used as advice, such as when someone tells someone to sell their motorcycle.

b. Generosity Maxim

A couple of tactful maxims pertaining to generosity are suggested. The generosity maxim is applied to "oneself" when it is applied to "others." This maxim states that one should limit one's own benefits and increase one's own pain (Watts, 2003:66). By adhering to this adage, the speaker will more often shift the blame for the issue on himself than the audience. The maxim of generosity may be found in ordering, requesting, demanding, advising, suggesting, promising, swearing, and offering, just as the maxim of wisdom or tact maxim. Below is an illustration.

'You truly do look better in the blue hat than in the yellow one, but that's none of my concern. That one, if I were you, I'd buy.'

The speaker minimizes her concerns in the first section of the greeting, "That's none of my concern," but in the second, she amplifies them by stating, "If I were you, I'd buy." It is clear from this that the speaker would rather see her buddy wearing a green hat than a pink one. The remark encouraging her friend to purchase the hat is an example of how this maxim serves a competitive purpose, but it is ultimately up to her to make that decision.

c. Approbation Maxim

The idea behind the approbation maxim is to give people as much credit as possible while minimizing their criticism (Watts, 2003:67). This maxim, like the tact maxim, emphasizes showing consideration for others by employing courteousness techniques. As a result, presenters frequently compliment other people or their listeners. However, they usually refrain from making disparaging remarks about the other person or the listener. This proverb only holds true for situations involving expressions of gratitude, congratulations, forgiveness, accusation, praise, sympathy, bragging, grievance, assertion, and reporting back. Below is an illustration.

‘Dear Uncle Roger, I just wanna express my gratitude for this year’s wonderful Christmas gift from you. It was really considerate of you.’

Here, the speaker uses the phrase “It was so really considerate of you” to enhance appreciation for the audience. She was thanked by the speaker for the Christmas present. This maxim’s convivial purpose includes expressing gratitude, as seen by the speaker’s expression of gratitude to her uncle for her Christmas present.

d. Modesty Maxim

The approbation maxim is paired with the modesty maxim. Just like the maxim of generosity, the modesty maxim emphasizes "selfishness." The idea of the modesty maxim is to minimize one's own praise and maximize that of others (Watts, 2003:67). The speaker in the modesty maxim adheres to the maximization of self-criticism and minimization of self-praise. This proverb can be used to express gratitude, congrats, forgiveness, blame, praise, pleading, sympathy, and declarations, boasts, complaints, claims, and reports. Below is an illustration.

‘Excellent work! What a marvelous performance! Wish I had that kind of singing voice.’

By stating, “I wish I had that kind of singing voice,” the speaker in the aforementioned example reduces praise for herself and optimizes appreciation for others. The speaker minimizes his capacity to highlight the listener’s skills while praising the listener in this line. This maxim serves a convivial purpose, and part of that role is complimenting someone for their performance.

e. Agreement Maxim

According to Watts (2003), the agreement maxim is to increase agreement and reduce conflict between oneself and others. Declare, brag, complain, claim, and report are all covered in this function. Below is an illustration.

‘We believe that the case was handled incorrectly from the start. Though I acknowledge that in the past we haven't always agreed, I don't want to advocate for the government to act any differently than we would have if we were in control.’

In this instance, there is a political discussion between the speaker and the audience. The speaker wishes to highlight points about their political party while downplaying differences with the opposition. In order to implement optimal agreement, the speaker must reduce the amount of disagreement that arises between him and the audience. This maxim serves a collaborative purpose, which includes asserting since the speaker intends to assert her or his political party.

f. Sympathy Maxim

According to Watts (2003), the sympathy maxim is to decrease one's own hostility toward others and enhance that of others toward oneself. Such proverbs as "declare, boast, complain, claim, report" are applicable. Below is an illustration.

'Despite having very significant disagreements with you on a technical level, we have attempted to coordinate our efforts to reach an agreement, but we have not been able to find any common ground thus far.'

This sample demonstrates how reporting works. Here, the speaker makes an effort to downplay the hostility that exists between him and the audience. The speaker described his attempts to establish a consensus by stating, "We have done our best to coordinate our efforts in reaching an agreement."

Functions of Politeness Principles

The functions of politeness principles can be found by using Leech theory (2014). Leech divided the functions into four categories:

- a. Competitive goals is to outperform social goals including ordering, requesting, demanding, pleading, counseling, and endorsing. It is intended to provoke a reaction from the listener. Below is an illustration.

'I inquire of your mother.'

The data's utterances attempt to compete with societal purposes, particularly those that inquire. Saying "I inquire," the speaker makes a request of the hearer's mother. The speaker wants the hearer to take action as a result of that speech.

- b. Convivial goals include presenting, inviting, thanking, greeting, or expressing congratulations, praise, pleading, or condolences in accordance with social reasons. Below is an illustration.

'Would you like some chocolate?'

The data's utterance has a convivial objective that aligns with the social purpose, particularly providing. The speaker indicates or expresses in such statement that he or she is willing to give the hearer something. When someone says, "Would you like," it may sound like a question, but what's really being said is that they are offering to give the other person a chocolate.

- c. The goal of collaborative work is to disregard societal goals such as making claims, announcing, reporting, staking, or teaching. Below is an illustration of it.

'This book appeals to me.'

The statement in the aforementioned data aims to ignore the social purpose, particularly when it comes to claiming. The speaker declares with that statement that they enjoy the book. The speaker swears to the accuracy of the stated statement as well as the truth of their own fall from grace. Because the speaker genuinely enjoys the book, they will say something along those lines to persuade the listener to believe what they are saying.

- d. Conflictive tactics include threatening, accusing, cursing, or reprimanding in an effort to undermine social goals. Below is an illustration.

'If you say so once more, I will tell to your mentor.'

The statement in the aforementioned data aims to clash with the societal objective, particularly by posing a threat. In such statement, the speaker threatens the listener if they continue to say anything the speaker does not want to hear. Thus, by threatening to harm the hearer, the speaker is threatening.

METHODOLOGY

The study should be conducted using certain techniques in order to provide outstanding results. The varieties of politeness principles and their functions in Jeffrey Dahmer's Netflix documentary are examined in this study using a qualitative descriptive technique. The author decided to employ this technique to gain more insight into the particular occurrences and how to solve it in a certain approach. Text is essential to qualitative descriptive techniques, as noted by Creswell (2009). In qualitative descriptive research, data is gathered using four different methods: interviews, documents, audiovisual materials, and observations. To finish the analysis, the authors followed a set of guidelines. First, a Netflix documentary was chosen for analysis by the researcher. After that, the researcher viewed the documentary and noted the types of politeness that it discussed. Subsequently, the author examines the many forms of politeness principles and how each one is used in the documentary. Finally, the researcher drew a conclusion from the study. The following topics will be covered in detail and analysis: (1) types of politeness principles used in the Jeffrey Dahmer's Netflix documentary; and (2) the functions of each type of politeness principles used in the Jeffrey Dahmer's Netflix documentary.

FINDINGS AND DISCUSSION

Six different categories of politeness principles are tact, generosity, approbation, modesty, agreement, and sympathy are used to categorize the data analysis. The etiquette guidelines from the Jeffrey Dahmer's Netflix Documentary will be the subject of the

analysis. The study examined twenty data of politeness principles that found in Jeffrey Dahmer's Netflix documentary. These are broken down into twelve data of tact maxim, three data of generosity maxim, one data of approbation maxim, one data of modesty maxim, two data of agreement maxim, and one data of sympathy maxim. According to the politeness principles commonly utilized, each sort of principles are tact, generosity, approbation, modesty, agreement, and sympathy has a distinct role, according to this research.

Tact Maxim

The following conversation took place in July 22, 1991. It was in the interrogation room, he was sitting in the corner of the table where Jeffrey was trying to explain to the lawyer on how he started looking for people for his target at the bar. He found 2 man was sitting while enjoying the music and he approached them.

Lawyer : *What did you say to them?*

Jeffrey : *He asked me first "What does that mean, if you're fine arts photographer" and then I said "You guys wanna pose for me, I could give you 50 bucks" (CWAK:TJDT/12:15)*

The conversation above has a type of politeness principles which tact maxim. This can be seen from Jeffrey's utterance, "You guys wanna pose for me, I could give you 50 bucks". Jeffrey maximizes benefits for his speech partners. Maximizing other people's benefits in this case clearly seen in Jeffrey's speech, "I could give you 50 bucks". In the sentence there is the word "could" which gently and respectfully offers the man if he's wanna do a pose and he will get the money.

The function contained in the conversation is the convivial which the goal of this function is to coincides with the social, the good benefit for the hearer, the more polite the conversation be, this included in the form offering. Offering can be anything but this

case especially when Jeffrey asked them to do the photo, he became friendly and followed by offer some money so the hearers would be willing to do what Jeffrey asked without hesitate. Jeffrey took control the conversation.

Generosity Maxim

In the interrogation room, the lawyer wanted to know what the situation where Jeffrey brought something stinks to his apartment. His neighbor always complaining about that, about something particularly bothered by strange odors. Her name is Glenda. The thing that he was working on was terrifying, it was a whole body he murdered.

Lawyer : *What did you do to remove the stinks?*

Jeffrey : *There's one women, my neighbor who always complaining about the smell, she said "that smell is worse than ever." And I said, "I'll clean it out this weekend."*

(CWAK:TJDT/45:14)

The generosity maxim's occurrence is demonstrated by the facts above. According to what Jeffrey stated, "I'll clean it out this weekend." In contrast to himself, Jeffrey prioritizes other people in his speeches. That was due to Jeffrey's decision to suggest he would clean up even if he wasn't too concerned about the scent in order to maximize the advantages for his neighbor. Because he was aware that his neighbor's feelings came before telling her the truth, he downplayed the advantages for himself.

The function contained in the data is the competitive which the goals is to outperform social goals including ordering, requesting, demanding, pleading, counseling, and endorsing. This function included the form of ordering. In this case, Jeffrey immediately took action to clean that mess this weekend right after Glenda complain about the smell.

Approbation Maxim

In the interrogation room, in the same year which was July 1991, the lawyer asked Jeffrey on how he met this man named Tracy. Jeffrey answer it without hesitate and started to tell Wendy about that.

Lawyer : *So how did you met him?*

Jeffrey : *I met him in the bar, it was quite night. I invited him to my apartment, to take a photo and I said “You got a great jawline, really good structure, I can tell” He response “Really tho?”*

(CWAK:TJDT/08:49)

The conversation occurs between Jeffrey and a man named Tracy. Jeffrey utilized a speech that adhered to the approbation maxim and other politeness rules. The approbation maxim is to limit criticism of others and emphasize affirmation of others in order to keep the listener engaged in the discourse. According to his statement, “You got a great jawline, really good structure,” Jeffrey refrained from making casual remarks that might have been hurtful to the hearer.

The function contained in the conversation is the convivial which the goal of this function is to coincides with the social. It is included the form of praising. Jeffrey’s utterance shows on how he managed the conversation in such a good way. He shows great attitude by saying in a very polite way with smile on his face and praised the hearer at the same time.

Modesty Maxim

In the orange room which interrogation room, wearing an orange clothes with stripped on it, he was walking and sitting in front of her lawyer, Wendy. He told her about one sunny day, when he was 8 years old in fourth grade, Jeffrey took some of the fish he had

kept in a pickle jar, doing so to give his school teacher a little gift.

Lawyer : What did you give to your teacher back in the days?

Jeffrey : I said, "Please accept this little gift for you. They're tadpoles."

(CWAK: TJDT/46:01)

The modesty maxim is the idea of minimizing one's own praise and maximizing one's criticism of others. Jeffrey's utterance in this conversation is modesty maxim. Judging from what he said, "Please, accept this little gift for you" his acts and words shows that he was not want to disappointed his teacher by giving her a bottle of fish. Jeffrey humbled himself hoping his teacher would accept something he brought by using the word, "please" and the "little gift".

The function that appeared in the conversation is convivial which the goal of this function is to coincides with the social by creating a good relationship with his teacher. It is included the form of begging. In this case, Jeffrey begging by bowing his body when he gave the gift and he also gave the teacher expressing of truth.

Agreement Maxim

In the interrogation room, back in the year of 1978, the lawyer asked Jeffrey about the relationship between Jeffrey and his biological mother.

Lawyer : So the day she left to Chippewa Falls, you never talked to her again?

Jeffrey : Yes. I'm pretty sure.

(CWAK: TJDT/21:48)

The aforementioned statement includes an agreed maxim based on the statistics, particularly when Jeffrey remarked "Yes. I'm pretty sure." it shows that he really agree with his own utterance, he did emphasize on that clearly without any doubt. It proofed that the lawyer continued to her question to Jeffrey. Additionally, the speaker is supposed

to maintain compability or agreement throughout his speech, since the agreement maxim is to increase one's relationship with others while minimizing one's disagreement with them. This maxim includes Jeffrey's statement.

The function of this maxim is collaborative which commit the speaker to the truth, it implies that, in an effort to be more kind, he does not voice his opinion firmly. This is also included in the form of reporting. Since Jeffrey and his biological mother had some trouble back when Jeffrey was a kid, he didn't care that much about the situation until his aged so he kept being stay away and they are in distance.

Sympathy Maxim

Back in the year of 1990 where Jeffrey did a horrible things, still in the same room which the interrogation room, his hand in handcuffs with his coffee and his cigarette, the lawyer asking about how he felt when he did the crime since her feeling wasn't right due to the scene that he told to her.

Lawyer : How you felt?

Jeffrey : It just felt like a waste to me to destroy someone that looked so nice. But by that time, I had no choice. He was dead, and I had to find some way to dispose of the remains. (CWAK: TJDT/43:07)

As shown in the data, Jeffrey's utterance is classified into sympathy maxim. Clearly from what he said, "I had no choice, he was dead..." Jeffrey has implemented one of the point in the politeness principles types which this sympathy, his act expressing condolences and shows maximize sympathy with others and minimize antipathy with others. His feelings also shows how painful it was knowing someone that he loves died in his hand.

From the conversation, the function of this maxim is convivial which the goal of

this function is to coincides with the social, it is included in the form of condoling. As shown in the data where Jeffrey sympathize to his victims. He was very sad at the time where he couldn't do anything cause of his own actions.

CONCLUSION

According to the findings, all of the following categories of politeness principles are addressed in the serial: tact, generosity, approbation, modesty, agreement, sympathy. In this research, twenty data were examined: twelve data of tact (60%), three data of generosity (15%), one data for approbation (5%), one data for modesty (5%), two data for agreement (10%), one data for sympathy (5%). Since the primary character cares more about benefiting others, the most frequent statements suit the tact maxim category. The second place is the generosity maxim because it occurs in the data due to the main character demonstrating his interest in the majority of the victims. Because the primary characters are maximizing an agreement, the agreement maxim appears in the data at position three. The approbation maxim is the fourth. The main character is far too conceited to confront individuals and the victims as a whole, thus the fifth precept is modesty, and the least is sympathy maxim.

The function of each politeness principles used in Jeffrey Dahmer's Netflix Documentary is different according to each type of politeness principles used. Out of four data, there are only three data found in Jeffrey Dahmer's Netflix Documentary. Convivial with thirteen data (65%), competitive with four data (20%), collaborative with three data (15%). Convivial is the most dominant used in this research, it is being performed by the speaker to become more polite and to benefits the hearer. Competitive is in the second position because this function is to outperform social goals. Collaborative is the third that appears because it is disregard societal goals.

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