



BALD ON RECORD STRATEGIES USED BY THE CHARACTERS IN SECRET SOCIETY OF SECOND-BORN ROYALS MOVIE

Ais Lu'luatus Shofa¹ & Roudlotul Jannah²

¹UIN Sunan Ampel Surabaya

¹aissofa09@gmail.com, ²roudlotuljannah@uinsa.ac.id

Abstract:

This study examines the bald-on-record strategies used by the characters in the movie *Secret Society of Second-Born Royals*. The research employs a descriptive qualitative approach, with data consisting of the utterances spoken by the characters in the movie. The researcher identifies, classifies, and discusses the data based on different bald-on-record strategies. Brown and Levinson's (1987) theory is used to analyze these strategies. The study found that the characters frequently employed the strategy of maximum efficiency when speaking to others, especially when giving instructions in urgent situations. Additionally, the characters mostly used task-oriented or paradigmatic forms of instruction, typically when giving commands about what they need. Moreover, the characters used the strategy of farewells to end conversations and shorten communication time with the listeners. In these instances, the speakers did not minimize the face-threatening acts (FTAs) by disregarding the positive face. This indicates that the speakers did not prioritize the listeners' self-esteem during communication.

Keywords: *Bald on Record Strategy, Face Threatening Act, Types of Bald on Record Strategies, Movie*

1. INTRODUCTION

The purpose of communication is to establish a good relationship between two interlocutors. This can be achieved through mutually acceptable communication to both speakers and listeners. Therefore, language structure must be carefully considered to avoid any impoliteness during interactions. Politeness is an effective strategy in communication to maintain a person's self-image. Yule (1996) states that a politeness strategy is a way to respect someone's self-image. "Self-image" refers to behaviors that show concern for the dignity of the person being communicated with. Everyone tends to be mindful of their public image to avoid actions that might be perceived as impolite. Brown and Levinson (1987) describe politeness as a way to prevent a person's self-image from being threatened, known as face-threatening acts (FTAs). There are bald on record, positive politeness, negative politeness, and off-record. The first is bald on record. This strategy refers to directly, clearly, concisely expressing actions, and unambiguous. The second is positive politeness. It shows a friendly relationship between the two interlocutors and pays attention to what the hearers want and need. The third is negative politeness. It refers to minimizing an act of coercion. Then, the last is off-record. It is an indirect strategy. It shows that speakers want to avoid responsibility for the face act and that the hearer has to interpret the intended message.

Brown and Levinson (1987, p. 94) defined this strategy does not require any action to avoid the impact of FTA. This means that speakers ignore the faces of other people or do not care about the hearer's self-image or self-esteem. In other words, speakers disregard the other person's face, showing little concern for the listener's self-image or self-esteem. This strategy is typically used among people familiar with each other, such as family members or close friends. It is to avoid something that could shock, embarrass, and be uncomfortable with the message delivered directly by speakers.



Bald on record strategy is exciting to study. There are analyzed bald on record strategies found in the movie (Rachmadi, 2017). He analyzed bald on record strategies used by the characters in the movie. He used the theory of Brown and Levinson (1987) to analyze the types and frequency of the characters' use of bald on record strategies. Then, he classified the characters between civilians with other civilians, between civilians with generals, between generals, and between the king or the queen to other peoples. In this study, the researcher specifically analyzed bald on record strategies in the movie *Secret Society of Second-Born Royals*. The movie primarily features characters from a royal family. Typically, royal families are portrayed as using polite language when speaking to other royals and even more so when addressing ordinary people. However, the characters in this movie exhibit a different speaking style from the typical polite demeanor of royalty. Their speech is more similar to the direct speech acts common among the general public, characterized by direct and informal language. This divergence makes the movie suitable for analysis using the bald-on-record strategy, applying the theory of Brown and Levinson (1987).

Politeness is essential in interactions between interlocutors to build and maintain good relationships. Lakoff (1972) argues that politeness is the appropriate behavior in specific situations to achieve and sustain successful social relationships. When speaking, individuals tend to be mindful of what they say, ensuring that their words suit the context. They carefully consider what is appropriate or inappropriate before speaking to foster positive and successful communication between interlocutors. Brown and Levinson (1987) state that politeness is closely tied to a person's "face," which refers to their public self-image. In communication, self-image represents the desire to be appreciated or respected by others. Face is divided into two types: positive face and negative face. A positive face is a desire to be recognized, accepted, admired, understood, or treated as a valued member of a group. A negative face is the desire to avoid being disturbed or burdened.

Besides, politeness is a set of rules expected to be obeyed by each speech participant so that speaking does not offend the other person. A conflict will arise if the speaker gives an utterance that seems offensive to the interlocutor, which will probably damage them two. Offensive speech that can make people lose face or self-esteem is called a face-threatening act (FTA).

In social interactions, both speakers and hearers aim to preserve their own faces, whether positive or negative. If a speaker offends a hearer with their speech, the hearer might experience a loss of face or self-image, a phenomenon known as face-threatening acts (FTAs). FTA is an act that violates the hearer's need to maintain their self-esteem, which is needed to be respected. Brown and Levinson (1987, p. 65) explain that FTA can threaten someone's positive or negative face. FTA in the negative face occurs when an individual avoids the interlocutors to speak freely. Negative face is done in several ways, such as giving advice, orders, requests, reminders, threats, offers, and promises. However, FTA in the positive face occurs when speakers tend to show passiveness towards a feeling or do not care about the feelings and desires of hearers. Positive face threatening is done in several ways, such as condescending or humiliating acts,



disapproval, criticism, insults, and accusations. Brown and Levinson (1987) proposed four types of politeness strategies to minimize FTA. There are positive politeness, negative politeness, off-record strategy, and bald on record strategy. People use these strategies to be polite and not damage the face or image of other people.

To minimize the potential for face-threatening acts (FTAs), Brown and Levinson (1987) classified politeness strategies into four types: positive politeness, negative politeness, off-record strategy, and bald on record strategy. A positive politeness strategy shows a friendly relationship between the interlocutors (Brown & Levinson, 1987, p.103). Speakers used a positive face to respect and minimize the distance between the interlocutors. Besides, this strategy can be proposed to minimize the face-threatening act (FTA) because it is used to express friendliness. Which is that the hearer's need to be respected was fulfilled. Brown and Levinson (1987) state that negative politeness is used to make up for a negative face, or speakers try as much as possible not to disturb the interlocutors. So, speakers keep a distance from the interlocutors and not encroaching on their space. It applies when they do not know each other. Speakers use an off-record strategy to express what they want indirectly. Speakers indirectly give a specific hint to hearers to interpret what they want. Off-record strategy is done indirectly to let the speaker carry out an unclear communicative intention (Brown & Levinson, 1987, p. 211). Unclear communicative intention shows that speakers want hearers to interpret the intended message. In this case, the speaker spoke vaguely, and his meaning was unclear. So, it means that hearers have to interpret what it means.

The bald-on-record strategy is used by people to express what they need to say to others directly. This approach involves concise, clear, and unambiguous expressions (Brown & Levinson, 1987, p. 69). Speakers using this strategy are straightforward, directly stating what they want from the listener in a clear and concise manner. Additionally, Brown and Levinson (1987, p. 94) argue that this strategy does not require any effort or action to reduce the impact of the face-threatening act. In other words, speakers disregard the listener's feelings or concerns about their self-image (FTA). This strategy is commonly used among people who know each other well, such as family members and close friends. However, when used with strangers, it can cause discomfort and potentially embarrass or surprise the person being addressed. For instance, the condition the speaker wants to borrow his friend's book in the class. He forgets to bring his book and sees that his friend has two books and directly says:

"Give me your book."

(Pamungkas et al., 2015)

The speaker directly stated what he needed from the listener: "books." He got straight to the point without minimizing the face threat (FTA). Speakers often use the bald-on-record strategy when they want to perform an FTA with maximum efficiency, prioritizing the message over the listener's face concerns (Brown & Levinson, 1987, p. 95). This approach is also used when the speaker assumes that satisfying the listener's needs is more important than being polite. There are several types of bald-on-record strategies for different situations. These types are maximum efficiency, metaphorical



urgency for emphasis, task-oriented/paradigmatic form of instruction, the power difference between speaker and hearer (speaker is higher), and farewells.

Maximum efficiency is the condition where hearers get a higher emphasis from speakers than anything else. It is used when speakers have greater power than the hearer. Moreover, this efficiency does not occur in the threatening face, so facial repair is not required in this condition (Brown & Levinson, 1978, p. 95). The speaker uses high efficiency for the effectiveness of the message meaning to be conveyed to hearers. Maximum efficiency is used based on the relationship between speakers and hearers. When the two interlocutors know each other, the impact is insignificant for hearers. Hearers can minimize speaker time because both of them can handle it. However, when interlocutors do not know each other, the impact will be significant to hearers. It can be shocking hearers and make them uncomfortable and even offended. So, face repair is unnecessary when speakers and hearers know each other.

Metaphorical urgency for emphasis is the condition when speakers want to get the hearer's attention. Besides, it is used by the speaker to emphasize the importance or urgency needed in a particular situation. Some phrases show the degree of urgency to get the hearer's attention; "*Listen, I have got an idea, hear me out, look, the point is this*" (Brown and Levinson, 1987, p. 96). The speaker uses these phrases to emphasize the hearer in a particularly urgent situation. The task-oriented/paradigmatic instruction occurs when speakers command hearers directly without compensation of face. Brown and Levinson (1978, p. 97) stated that the interaction-oriented process is not too concerned with facial repair, where speakers directly say what they want. Speakers feel irrelevant or unrelated in a condition carried out by hearers.

This strategy showed differences between speakers and hearers. Speakers tend to have greater power than hearers, which usually happens when they have different opinions. Besides, this strategy shows a condition when the speaker's desire to satisfy hearers is small. Speakers tend to feel strong and do not fear retaliation or non-cooperation from hearers. So, speakers are rude or indifferent to facial care or defenses (Brown & Levinson, 1978, p. 97). Farewell is a condition where speakers want to separate from hearers by emphasizing efficiency to shorten communication time. In this condition, speakers insist that hearers may transgress on their positive face by taking their leave (Brown & Levinson, 1987, p. 99).

2. METHOD

The study aims to analyze the types of bald-on-record strategies found in the movie *Secret Society of Second-Born Royals* using Brown and Levinson's (1987) theory. The researcher employed a qualitative descriptive method to examine how these strategies were applied in the characters' dialogues. Bogdan and Taylor (1993) state, "Qualitative research is a method that produces descriptive data in the form of written or spoken words from people and observable behavior." Consequently, the data was presented descriptively and collected using qualitative methods, focusing on the words, phrases, and sentences based on the characters' utterances in the movie.

3. FINDING AND DISCUSSION

This section presents bald-on-record strategies used by the characters in the movie *Secret Society of Second-Born Royals*. The study found that the characters employed strategies such as maximum efficiency, metaphorical urgency for emphasis, task-oriented/paradigmatic instruction, the power difference between speaker and hearer (speaker is higher), and the strategy of farewell.

Table 1 Finding of Bald on Record Strategies Used by the Characters in the Movie

No.	Bold on Record Strategy	Total
1	Maximum Efficiency	17
2	Metaphorical Urgency for Emphasis	6
3	Task-Oriented/Paradigmatic Form of Instruction	14
4	Power Difference Between Speaker and Hearer (Speaker is Higher)	8
5	Farewells	10

The data above shows that the strategy of maximum efficiency is the most frequently used by the characters in the movie, which has 17 utterances. The task-oriented/paradigmatic form of instruction strategy is the second most frequently used, with 14 utterances, while the metaphorical urgency strategy is the least used by the characters with 6 utterances. A detailed analysis of these findings is provided below.

3.1 Maximum Efficiency

Datum 1

- Catherine : “I spoke to Professor Blake. He’ll let you make up the final by attending summer school.”
- Samantha : “*No way!*”
- Catherine : “Very much way.”

This conversation takes place between Catherine and Samantha. It occurs after Samantha missed her final history class because she was in jail with her friend, Mike. Catherine tells Princess Samantha that she can make up her final history test by attending summer school. However, Princess Samantha seems to disagree, showing a rebellious expression. Her response, "No way!" is delivered with strong emphasis, directly conveying her disagreement to Catherine. This utterance suggests a face-threatening act (FTA) toward Catherine, potentially making her feel uncomfortable or undermining her face. However, due to the close relationship between Samantha and Catherine, there is no need for face repair in this context.

Datum 2

- Samantha : “Hello, Illyria, we are here because we want chance. *Down with monarchy, give us freedom.*”



It happens when Princess Samantha defies royal rule with her friend Mike by taking action on the streets. She staged demonstrations against the monarchy and made the Illyrian people pay attention to them over the street. Samantha's utterance, "Down with the monarchy, give us freedom," shows a highly emphasized and without facial repair. In this case, Princess Samantha's utterances were applied with maximum efficiency

3.2 Metaphorical Urgency for Emphasis

Datum 3

- Mike : "Go ask your new best friend."
Samantha : "***Mike, I'm serious. People are in danger. It's an emergency.***"
Mike : "What kind of emergency?"

This scene takes place during the coronation of Crown Princess Eleanor when the Illyrian kingdom is under threat. As Eleanor's sister, Samantha must protect the ceremony to ensure her sister officially becomes the Queen of Illyria. She asks Mike for help, but at that moment, Mike doesn't believe what Samantha is saying. Samantha responds with, "Mike, I'm serious. People are in danger. It's an emergency." Her words demonstrate metaphorical urgency for emphasis. The statement "Mike, I'm serious" underscores her sincerity, while "People are in danger. It's an emergency" highlights the critical nature of the situation. Samantha's utterance clearly applies metaphorical urgency to emphasize the gravity of the moment.

Datum 4

- Samantha : "How do we do that?"
James : "Practice. This test is designed to help sharpen your super sense. ***Listen carefully to the voices. Okay, pay attention.***"

This occurs when James trains Samantha on her super senses. Before, James was the teacher in the second-born royals training program. He has the responsibility of training all the second-born royals about their superpower. Then, when Samantha turned, he said, "Listen carefully to the voices. Okay, pay attention." James uses an emphasis word to get Samantha's attention to do this training carefully. It was emergency attention when James trained Samantha about her superpower. He wants Samantha to pay attention to the training, and there is no failure like yesterday's training. So, James' utterances applied a metaphorical urgency for emphasis on Samantha.



3.3 Task-Oriented/Paradigmatic Form of Instructional

Datum 5

- Tuma : “Wow! Look at that! Those are some big rocks.”
January : “Yeppers”
Samantha : *“You guys stay here and guard the jewels. I saw one of the thieves.”*
January : “I’m going after him.”

This situation occurs during the second-born royals' training exam, where their task is to keep the crown securely in place. When Samantha spots a thief, she instructs her fellow second-born royals by saying, "You guys stay here and guard the jewels." Her statement clearly shows she is giving commands to her teammates. The utterance is directly imperative and focuses on giving instructions. In this case, Samantha applies the task-oriented/paradigmatic form of instruction strategy.

Datum 6

- Catherine : "He'll let you make up the final by attending summer school."
Samantha : *“No way!”*
Catherine : "Very much "way." You'll live on campus. No distractions.
Am I clear? *Good. Go pack.*"

The conversation above occurred when Samantha lost the history final because she was in jail with her friend, Mike, last night. Catherine asks Samantha to go to summer school to compensate for her failure in the history finals. Catherine's utterances of "Good. Go pack" showed that she did the instruction to Samantha. Her utterances showed a direct imperative that focused on command and ask. Also, it made the hearer lose her face because there was no effort to minimize the facial repair. In this case, the task-oriented/paradigmatic form of instruction was applied by the character Catherine.

3.4 Power Difference Between Speaker and Hearer (Speaker is Higher)

Datum 7

- Catherine : *“Again, Samantha?”*
Samantha : You're in here planning Eleanor's coronation, but out there, people are unhappy.
Catherine : “No, some people, about 30 of them. It's a flash mob, not majority.”
Samantha : The rest are content.
Catherine : *“Really? Hate it or not, you are a princess, and if you could just stop rebelling against that, you might realize that it's actually a pretty cool opportunity.”*

The data indicate that Catherine holds more power than Samantha. As the Queen of Illyria, Catherine has the authority to command and discipline anyone, including



her daughter Samantha. In one instance, Samantha was caught rebelling with her friend Mike on the side of the road. Catherine scolded them, leading to an argument. Her utterances, such as "Again, Samantha?" and "Really?" were indicative of her anger and disregard for Samantha's face. These statements minimized Samantha's face, reflecting Catherine's strong position and lack of fear of retaliation or non-cooperation from Samantha. In this situation, Catherine's use of language demonstrates a power difference strategy, where the speaker (Catherine) holds a higher position of authority over the hearer (Samantha).

Datum 8

- Roxana : ***"Well, I'll give you the Cliffs Notes. She's the most annoying person in school, and Prince Tuma over here, is a total jerk. He dated my BFF, and all he cares about is himself. And all you care about is what filter you use."***
- Tuma : "I've always been no filter,"
- Roxana : "and everyone knows that. Where's the rest of the class? There can't only be four of us."

The conversation happens in a summer school that starts for the second-born royals. All second-born royals are in the class, and when Roxana comes, she introduces herself and gives the Cliffs Notes to everyone, including Prince Tuma. Her utterances, "Well, I will give you the Cliffs Notes. She is the most annoying person in school, and Prince Tuma, over here, is a total jerk. He dated my BFF, and all he cares about is himself. And all you care about is what filter you use." it shows that she has more power than the hearer. Roxana felt more known about Prince Tuma than the other people in the class. She just arrived, immediately introduced herself, and gave Cliff's notes to everyone in the class. Besides, Roxana's utterances, "and everyone knows that. Where is the rest of the class? There cannot only be four of us," shows that she does not minimize the face threat. So, it probably makes the hearers lose face or self-esteem. In this case, Roxana's utterances applied the power difference strategy between S and H (S is higher).

3.5 Farewells

Datum 9

- James : "You're meant for great things."
- Samantha : "I really wanna believe that."
- James : "Well, I do, and you should. And when the moment comes, you'll be ready. ***Enough of this mushy stuff. Give me my bagel and get out of here, okay?***"

The conversation took place in the hospital while James was sick. Samantha came to apologize for her earlier behavior, and James offered some advice. James's utterance, "Enough of this mushy stuff. Give me my bagel and get out of here, okay?" indicates that he wants to end the conversation. The phrase "Enough of this



mushy stuff" emphasizes his desire to shorten the conversation time with Samantha. In this context, James's utterances demonstrate the use of the farewell strategy.

4. CONCLUSION

It can be concluded that several types of bald on record strategies are employed by the characters in the movie *Secret Society of Second-Born Royals*. The strategy of maximum efficiency is the most frequently used, particularly in urgent situations requiring immediate attention. The task-oriented or paradigmatic form of instruction is commonly used when characters need to give specific commands. The farewell strategy is frequently employed to end communication and reduce interaction time with listeners. In farewells, speakers typically do not minimize face threats (FTAs) by addressing the positive face needs of the hearers, meaning they do not prioritize the hearers' self-esteem in these interactions. The strategy of power difference between speaker and hearer (speaker is higher) is used when giving criticism or expressing anger, supported by the hierarchical dynamics between characters. Lastly, the metaphorical urgency strategy is the least frequently employed by the characters. It is used to emphasize urgency or difficulty in capturing the hearer's attention.

Furthermore, after reading this study, the researcher hopes readers will gain insight into how characters in conversations use bald on record strategies. It is already known that the royal family employs bald on record strategies, but now even ordinary people can use them. These strategies are applied in the movie, and many other data sources can also feature such strategies. For instance, data sources that attract large audiences include talk shows, variety shows, podcasts, debate competitions, etc. Lastly, the researcher would like to suggest that further researchers use the other theory and combine it with other politeness strategies, such as positive and negative politeness and off-record strategy.

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