



Realization of Assertive Speech Acts By The Main Character in The *Turning Red* Film

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Abstract

In the field of pragmatics, speech act analysis is fundamental to knowing the intended meaning behind a speaker's utterance. The objectives of this particular study encompass elucidating the manifestation of assertive speech, direct and indirect assertive speech acts, and the utilization of Asian Politeness by Meilin Lee in the acclaimed film *Turning Red*. Methodologically, this study adopted a qualitative approach with pragmatics study. The findings illuminated that there were 71 instances of utterances indicative of speech acts. Furthermore, the primary character exhibited a predilection towards employing assertive speech acts to articulate her beliefs and viewpoints, thereby expressing and elucidating various concepts in her utterances. Mei predominantly employed direct speech in her interactions with friends. However, in certain scenarios, she resorted to indirect speech when declining her friends' invitations. Moreover, she employed indirect speech to mask her emotions. In an effort to safeguard her mother's feelings and conceal actions that perturbed her, Mei frequently resorted to fabrications.

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INTRODUCTION

In order to effectively communicate, it is essential to comprehend not only the literal words spoken but also the underlying meaning behind them. Beyond their literal meanings, some statements have deeper implications (Kohar et al., 2018; Susanti et al., 2020; and Husain et al., 2020). Failure to understand the underlying meanings may result in the listener misunderstanding. Therefore, a thorough understanding of pragmatics is necessary to interpret both the explicit message and the implied meaning within the given context.

The research topic we have selected focuses on the underdeveloped understanding of pragmatics within the social context, particularly concerning speech acts and illocutionary points. This lack of understanding persists even within the English educational domain. Additionally, there remains a limited awareness of discerning individuals' intentions through their utterances. the purpose of this study is to increase the awareness of speech acts through movies based on the prevailing norms in a particular region, especially in illocutionary acts among educators and students.

In this study, five research questions have been examined. The list of the questions can be seen below:

- (1) How is the realization of **assertive speech** acts used by Meilin Lee in the *Turning Red* film?
- (2) How is the realization of **direct and indirect** assertive speech acts used by Meilin Lee in the *Turning Red* film?
- (3) How is the realization of **Asian politeness** used by Meilin Lee in the *Turning Red* film?
- (4) How is the relation between Asian politeness, assertive speech acts, and direct and indirect assertive speech?
- (5) What is the implementation of Asian politeness, assertive speech acts, and direct and indirect assertive speech?

Pragmatics has been defined by experts. Pragmatics is the study of the relationships between language and situation that are grammaticalized or recorded in a language's structure, according to Levinson's (1983)

definition. In pragmatics, it is undeniable that pragmatics is closely related to speech acts. Hence, there are some theories from experts regarding speech acts. According to Searle (1969), he defined speech acts as "the basic or minimal units of linguistic communication." He defines speech acts into five categories, namely, assertive, directive, commissive, declaration, and expressive.

The term "assertive speech acts" refers to sentences that are used to convey what the speaker believes to be true. It is a form of speech act that necessitates the speaker's explicit statement on the veracity of a particular proposition. This type of speech act can be enacted through the use of performative verbs such as stating, describing, telling, asserting, correcting, predicting, reporting, reminding, informing, assuring, agreeing, guessing, claiming, believing, concluding, and so on.

There are two primary ways of performing speech acts: direct speech and indirect speech. Searle (1975) defines direct speech as an utterance in which the meaning of the sentence aligns with the speaker's intention, while indirect speech conveys implicit meaning through utterances.

Kádár and Mills (2011) stated that one obvious stereotyped trait of the East Asian region is politeness. However, many scholars in the field of politeness studies posit that it is feasible to make generalizations about the linguistic politeness and impoliteness exhibited by specific language groups, such as those in Greek or Japanese cultures.

In Chinese culture, Kádár and Mills (2011) conducted a study utilizing authentic texts. The study featured two examples that were retrieved in 1990 from a post office setting. The result showed that the politeness markers were affected by the age gap from each party.

Based on the paragraphs above, the cultural disparity depicted in the film is also influenced by the communication style of the protagonist. As she hails from a Chinese cultural background but resides in Canada, the presence of cultural dissonance is palpable. This discrepancy impacted the use of speech acts.

The linguistic delivery patterns of the protagonist are significantly shaped by her cultural heritage, particularly in her conversations with her mother. Her communication frequently involves unintended meanings due to the necessity of speaking indirectly out of respect for her mother. Consequently, she grapples inwardly with her pragmatic choices in contrast to societal expectations. This study aims to heighten understanding of speech acts in cinema, specifically within the context of prevalent regional norms, particularly focusing on illocutionary acts in educator-student interactions.

METHOD

In this study, a pragmatic study was employed. Existing data in the form of texts, photos, audio or video recordings, and other formats were gathered. The following stages are displayed:

- (1) Watch the film *Turning Red* first, and then record Mei's words into a text document;
- (2) Determine the relevant data;
- (3) Identify the data related to the topic
- (4) Map the data, including the forceful speech act and the direct and indirect forms of assertive speech.

After collecting the data using document analysis protocols, we conducted an analysis and then proceeded with the following procedures:

- (1) Identifying assertive speech acts and direct and indirect assertive speech;
- (2) Interpreting the outcomes of assertive speech acts and the categories of assertive direct and indirect speech utilized in the *Turning Red* movie;
- (3) Summarizing the assertive speech act outcomes and the categories of direct and indirect assertive speech utilized in the *Turning Red* movie.

RESULTS AND DISCUSSIONS

RESULTS

Upon examining the instruments and conducting the analysis, the results revealed that the primary character employed assertive speech acts to convey her beliefs and statements and to express and explain her thoughts through her utterances. Additionally, the character predominantly used direct speech to communicate with her friends. However, despite her frequent use of direct speech with her friends, there were instances where she utilized indirect speech to decline her friends' invitations. Furthermore, she often employed indirect speech to conceal her own feelings. Moreover, she resorted to falsehoods to protect her mother's emotions and to conceal certain actions that had upset her mother.

The protagonist frequently demonstrated an adherence to Asian politeness norms, even while residing in Canada. Nonetheless, there were moments when she employed language expressions that bore the imprint of Western cultural influences. The interplay between Asian politeness, assertive speech acts, and direct as well as indirect assertive speech acts holds substantial importance within the scope of this inquiry. Furthermore, this study conducts an in-depth analysis of the utilization of Asian politeness, assertive speech acts, and direct and indirect assertive speech acts.

The Realization of Assertive Speech Acts Used by Meilin Lee in the *Turning Red* Film

The analysis reveals that Meilin Lee in the film *Turning Red* made a total of 71 assertive speech acts. These speech acts were predominantly employed by the main character to articulate her beliefs, express her opinions, and provide explanations. The use of assertive speech acts by Mei is particularly notable for conveying her convictions, as illustrated in the table below:

Table 1. Analysis Data of Assertive Speech Acts Number 1

No	Meilin Lee's Utterances (Assertive)	Searle's Theory		
		Direct Speech	Indirect Speech	Justification of Assertive Speech Act
1.	The number one rule in my family? Honor your parents.	She uses direct speech in this utterance because she directly points out the number one rule in her family to the audience.		In her illocutionary point, she believes that honoring her parents is the number one rule in her family to obey.

Based on the analysis provided, it is evident that Mei employs assertive speech acts to express her conviction that the paramount rule in her family is to honor her parents. Moreover, the portrayal of her character in the movie indicates that she hails from an Asian Chinese family background characterized by profound reverence for the elderly, particularly her parents. Hence, Mei uses assertive speech acts to convey her belief and truthfulness.

Mei also employed assertive speech acts in her speech to convey her thoughts about a certain topic. As the following table illustrates:

Table 2. Analysis Data of Assertive Speech Acts Number 35

No	Meilin Lee's Utterances (Assertive)	Searle's Theory		
		Direct Speech	Indirect Speech	Justification of Assertive Speech Act

35.	Okay, well, thanks for listening. Good night.	She indirectly addresses her sadness by saying good night and thanks for listening after her proposal to see 4-Town concert got rejected by her mom.	She sadly expressed her thanks to them for listening her presentation about going to 4-Town concert even though her mom rejected her proposal.
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The analysis above illustrates the utilization of assertive speech acts by the main character to convey her emotions following the rejection by her mother to attend a 4-Town concert in her town. Despite facing this disappointment, she demonstrated composure and expressed her desire to attend the concert. In her proposition, she expressed confidence in her ability to maintain composure and suppress her intense emotions, represented metaphorically as her giant red panda spirit. The movie elucidates that Mei's giant red panda spirit would manifest when she experienced heightened emotions, leading her mother to fear its emergence despite Mei's father's suggestion to trust her. This demonstrates the conflict between Mei's desire to attend the concert and her mother's apprehension about her emotional state and the 4-Town concert.

The Realization of Direct and Indirect Speech Used by Meilin Lee in the *Turning Red* Film

The findings of the study revealed that the primary protagonist, Mei, in the film "*Turning Red*," frequently employed direct speech in her dialogues. However, there were instances where

she also utilized indirect speech. Notably, when interacting with her peers, Mei predominantly employed direct speech. Conversely, when declining her friends' invitations or concealing her emotions, she tended to use indirect speech. Furthermore, Mei resorted to indirect speech to mask her true feelings and frequently resorted to falsehoods to spare her mother's emotions and conceal certain actions that had upset her mother. Table 3 presents a detailed breakdown of the analysis.

Table 3. Analysis Data of Direct Speech Number 1

No	Meilin Lee's Utterances (Assertive)	Searle's Theory		
		Direct Speech	Indirect Speech	Justification of Assertive Speech Act
1.	The number one rule in my family? Honor your parents.	She uses direct speech in this utterance because she directly points out the number one rule in her family to the audience.	In her illocutionary point, she believes that honoring her parents is the number one rule in her family to obey.	

The analysis of the table indicates that Mei employed direct speech at the beginning of the film to articulate her conviction regarding the primary rule in her family. Direct speech was chosen to explicitly emphasize and communicate to the audience that the paramount rule is to honor her parents. Consequently, the message was effectively conveyed with clarity.

Table 4. Analysis Data of Indirect Speech Number 7

No	Meilin Lee's Utterances (Assertive)	Searle's Theory		
		Direct Speech	Indirect Speech	Justification of Assertive Speech Act
7.	It's cleaning day		Mei uses indirect speech to decline her friends' invitation to hang out with them.	Mei believes that only on this day, she has to clean her family's temple although her friends believe that every day Mei should help her mother to run the temple.

In the opening scene of the movie, there is a portrayal of Mei's friends inviting her to join them in a karaoke session. Mei declines the invitation by stating "It's cleaning day," implying that she is obligated to assist her mother in cleaning the temple, thus making her unable to join her friends. Rather than directly refusing her friends' invitation, Mei opts for indirect speech to convey her unavailability. This recurring pattern is observed throughout the movie, as Mei consistently declines her friends' invitations to karaoke due to her daily commitment to cleaning. Hence, she consistently employs the same rationale to politely decline her friends' invitations.

The Realization of Asian Politeness Used by Meilin Lee in the *Turning Red* Film.

Based on the data analysis, it is evident that Meilin Lee frequently employed Asian politeness in her interactions in the *Turning Red* movie. However, it is also notable that the influence of Western culture is discernible in the behavior of the main character on certain occasions.

The following table presents a detailed breakdown of Meilin's utilization of Asian politeness in her speech:

Table 5. Analysis Data of Asian Politeness Number 1

No.	Meilin Lee's Utterances (Assertive Speech Acts)	Kádár and Mills' Theory Analysis of Asian Politeness
1.	The number one rule in my family? Honor your parents.	Based on the research by Kádár and Mills, an example in Chinese culture was displayed that the gap age between people can affect politeness. In their research, younger people gave more respect to the elderly. Hence, in this research, the main character respected her parents because they were way older than Mei.

The table above illustrates the influence of Asian politeness on Mei's assertion that younger individuals should show respect to the elderly. The data indicates that the most important rule in Mei's family is to honor her parents. Moreover, there is a noticeable correlation between age disparity and the level of courtesy exhibited between individuals. Asian cultures place significant emphasis on the fundamental principle of respecting elders, a concept rooted in Confucian ideas that have profoundly shaped many East Asian societies. In these cultures, parents are revered as elder figures deserving of profound respect.

The information below also demonstrates how the main character used Asian politeness in her speech:

Table 6. Analysis Data of Asian Politeness Number 9

No.	Meilin Lee's Utterances (Assertive Speech Acts)	Kádár and Mills' Theory Analysis of Asian Politeness
9.	I do make my own moves, it's just that...some of my moves are also hers.	This sentence shows us that Mei thought she was already free to make her own decisions. It can be influenced by Western culture which respects individual freedom, personal achievement, and autonomy. However, in the last of Mei's speech, her decision is still controlled by her mother which is the characteristic of Eastern culture which places a strong emphasis on family relationships, social duties, and harmony among all.

In analyzing the data presented, it can be inferred that Mei's assimilation of Western culture has led her to perceive herself as attaining freedom at the age of 13. This shift in perspective suggests that Western values, particularly those concerning individual autonomy, have impacted Mei's worldview. It is plausible that Mei's environment in Canada has contributed to this phenomenon.

The data also indicates that Mei perceives her freedom as being subject to her mother's control, reflecting adherence to Asian norms of deference and filial piety. Mei's continued deference to her mother's authority at the age of 13 underscores the influence of Asian cultural values, which prioritize familial obligations, social decorum, and intergenerational harmony. Consequently, Mei's decisions remain subject to her mother's influence, as she upholds the traditional virtue of respecting and heeding parental guidance.

The Relation Between Asian Politeness, Assertive Speech Acts, and Direct and Indirect Assertive Speech

In this section, an in-depth analysis of the correlation between Asian politeness, assertive speech acts, and direct and indirect assertive speech will be presented. The data analysis reveals a significant relationship between Asian politeness, assertive speech acts, and direct and indirect assertive speech. Specifically, the findings indicate a strong connection between Asian politeness and assertive speech acts. Moreover, the relationship between Asian politeness and direct as well as indirect assertive speech is shown to be substantial. The detailed data is presented below for reference.

Table 7. Relation Between Asian Politeness, Assertive Speech Acts, and Direct and Indirect Assertive Speech.

Relation Between Asian Politeness, Assertive Speech Acts, and Direct and Indirect Assertive Speech.
(1) In many Asian cultures, people often prefer to use indirect and assertive speech in order to maintain harmony and save face.
(2) Indirect communication allows individuals to convey their message tactfully, reducing the potential for conflict or offense.
(3) Politeness norms in Asian cultures emphasize respect for authority figures and elders.
(4) Direct assertive speech acts that challenge authority or seniority may be seen as disrespectful or confrontational.
(5) Asian politeness values sensitivity to context and situational appropriateness.
(6) The decision to use direct or indirect assertive speech acts depends on various factors, such as the relationship between the speakers, the seriousness of the topic, and cultural expectations.

Analysis of the data presented in the table reveals significant insights into the correlation between Asian politeness, assertive speech acts, and direct and indirect assertive speech. Mei's

communication patterns indicate a preference for direct speech in informal conversations with friends. In contrast, when refusing requests or hiding her emotions, she tends to employ indirect speech. This utilization of indirect communication aligns with the cultural value of Asian politeness, as it serves to preserve harmony and uphold social dignity. The strategic use of indirect messages is aimed at mitigating potential conflicts and minimizing the risk of causing offense.

The Implementation of Asian Politeness, Assertive Speech Acts, and Direct and Indirect Assertive Speech

The study effectively demonstrates the implementation of Asian politeness, assertive speech acts, and direct and indirect assertive speech acts. The character Mei exemplifies Asian politeness in her expressions and demeanor, along with assertive speech acts and directive and indirect assertive speech. For further analysis of the data, please refer to the details provided below:

Table 8. Implementation of Asian Politeness, Assertive Speech Acts, and Direct and Indirect Assertive Speech

No.	Implementation of Asian Politeness, Assertive Speech Acts, and Direct and Indirect Assertive Speech		
	Asian Politeness	Assertive Speech Acts	Direct and Indirect Assertive Speech
(a)	Addressing others using appropriate titles.	(a) Assertive speech acts involve effectively	(a) Consider the cultural
(b)	Employing euphemisms, hints, or non-	(b) Expressing one's thoughts, opinions, or desires while	(b) Consider the context and interpersonal

No.	Implementation of Asian Politeness, Assertive Speech Acts, and Direct and Indirect Assertive Speech			
	Asian Politeness	Assertive Speech Acts	Direct and Indirect Assertive Speech	
(c)	verbal cues to convey messages indirectly.	respecting the rights of others and nurturing positive relationships.	dynamic micro to decide whether direct or indirect assertiveness is more suitable.	<i>"Mom, I think I've made a breakthrough."</i> <i>"I'm not your little Mei-Mei anymore! I lied, Mom!"</i> In the subsequent sentence, it is evident that despite Mei's discontent with her mother, she maintains the appropriate form of address when referring to her. Mei employs euphemisms, insinuations, or non-verbal communication to indirectly convey messages. Instead of communicating directly, Mei relies on non-verbal cues to convey messages. Examples of such behavior are provided below. <i>"Okay, well, thanks for listening. Good night."</i> In the statement above, Mei expresses her disappointment at her mother's disapproval of her proposal to attend the 4-Town concert by opting to express gratitude instead of openly voicing her frustration. However, her demeanor suggests her underlying distress. Therefore, within this context, Mei utilizes non-verbal cues to communicate a message indirectly. The practice of avoiding overt refusals or criticisms and demonstrating sensitivity to others' emotions and viewpoints is indicative of the application of Asian politeness. This phenomenon is further supported by empirical data, as illustrated below: <i>"But I'll be fine."</i> The analysis is based on the film, where Mei declines her mother's assistance following the red giant panda incident. Rather than directly refusing with a simple "no," Mei opts for indirect speech, as mentioned earlier, to avoid causing any direct offense. Consequently, her choice of expression aims to mitigate any potential hurt to her mother's feelings through indirect refusal.
	blunt or direct refusals or criticism			
	s, and showing consideration for others' feelings and perspectives.			

In the context of the movie *Turning Red*, one can observe the implementation of various aspects of Asian politeness, assertive speech acts, and direct and indirect assertive speech. For instance, Mei addresses others using appropriate titles, such as "mother," demonstrating respect by consistently referring to her mother by the title rather than by name. This practice aligns with the cultural norms of Asian politeness, reflecting the emphasis on hierarchical relationships and respectful addresses within the Asian cultural context. An illustrative example of such an utterance can be observed in the film.

"It's easy. When I start to get emotional, all I do is imagine the people I love most in the whole world. Which is you guys."

In the given data, it is evident that Mei employs assertive speech to assert her capability to manage her emotions and avert the dominance of the giant red panda spirit. Nevertheless, it should be underlined that in her assertiveness, Mei deceives her parents by stating that she remains calm by thinking about her loved ones which are her parents, when in reality, she considers her friends. This demonstrates that while employing assertive speech, she also maintains positive connections and respects others' rights through the use of deception.

The last column demonstrates the implementation of both direct and indirect assertive speech acts. It is important to consider the cultural context and interpersonal dynamics when deciding whether direct or indirect assertiveness is more suitable.

Discussion

The use of assertive speech acts by Meilin Lee in the *Turning Red* movie has become the topic of the discussion. This section aims to dig into further discourse on the research questions.

The Realization of Assertive Speech Acts Used by Meilin Lee in the *Turning Red* Film

After analyzing the data, it can be inferred that Meilin Lee used assertive speech acts to express her beliefs and statements clearly in the realization of assertive speech acts in the film *Turning Red*. This finding aligns with some research by Aryani (2019) and Anam et al. (2019). Moreover, the finding is also in line with some research by Dylgjeri (2017), Rais and Triyono (2019) in some speeches as well as Zulfa and Haryanti (2023), and Perdana et al. (2021). However, those findings only analyze the percentage of the dominant speech acts.

In this film, the main character uses assertive speech to express Meilin's beliefs and make statements. This aligns with Searle's theory (1979) that assertive speech acts are sentences that express what the speaker believes to be true. According to Searle, this can be done through performative verbs such as stating, describing, telling, asserting, correcting, predicting, reporting, reminding, informing, assuring,

agreeing, guessing, claiming, believing, concluding, and so on. This is also in line with the study from Ramadhani et al. (2019).

In the use of speech acts, Mei also employed other speech acts based on the context (Gusthini et al., 2018; Rosyidi et al., 2019; and Haucsa et al., 2020). Furthermore, according to Natrio (2018), because Indonesian students are not aware of the impropriety of directly translating expressions from one language to another, ESL frequently struggles with pragmatics. In the correlation in educational fields, according to Hidayat (2016) and Ulum (2018), EFL/ESL students can comprehend the intended meaning of utterances by comprehending the speech acts in terms of form and usage.

Hence, based on the previous paragraph, the realization of assertive speech acts used by Meilin Lee in the film *Turning Red* aligns with some previous studies. Nevertheless, a thorough analysis of the application of assertive speech acts in certain research has not yet been conducted. This study aims to provide a more thorough analysis of the realization of assertive speech acts used by Meilin Lee in the film *Turning Red*.

The Realization of Direct and Indirect Speech Used by Meilin Lee in the *Turning Red* Film

The analysis shows that Meilin Lee in the movie *'Turning Red'* frequently uses direct speech over indirect speech. This finding is consistent with Maulana (2020), which found that the main character in the movie *'Up'* also tended to use direct speech. Additionally, this finding is in line with studies conducted by Hamnu and Putra (2023); Oktadistio et al. (2018); Yang and Wannaruk (2018); and Santia and Kurniawan (2019).

Nevertheless, Mei also used indirect speech on some occasions to convey her message. One of the occasions is when she declined her friends' invitation. This action was conducted to protect her friends' feelings from rejection. The use of indirect speech itself conveys an implicit meaning that she cannot accept her friends' invitations. The act of this action is in line with the theory from Searle (1975) which means that

in indirect speech, the sentence's meaning and the speaker's meaning might be different. In line with that, the main character of *'Turning Red'* film also frequently used indirect speech to conceal her feelings. The use of indirect speech is also found in the studies conducted by Sari in 2021, Amalia (2019), and Astianti in 2002

From the preceding paragraphs above, it is clear that the main character in the movie *'Turning Red'* uses direct speech quite a bit. Direct speech is a common narrative device in movies. However, while it is frequently used to express authenticity, immediacy, and emotional impact, in the film *'Turning Red,'* the main character uses direct speech to communicate her thoughts to her friends rather than to express her feelings, particularly to her mother. Mei soon finds herself unable to keep her genuine emotions hidden from her mother, so she turns to direct speaking as a means of expressing her emotions. In addition, Mei addressed the audience directly, which made it easier to understand her objectives, feelings, and views.

Nevertheless, on some occasions, Mei also frequently used indirect speech, such as declining her friends' invitations as well as concealing her feelings. The use of indirect speech in this movie was also influenced by some Asian politeness that Mei has.

The Realization of Asian Politeness Used by Meilin Lee in the *Turning Red* Film.

Data analysis revealed that Meilin Lee's usage of the realization of Asian politeness in the *'Turning Red'* movie was widely applied. The way she talked was influenced by Asian politeness which her family has. This finding aligns with research by Yunusova (2022) and Santoso (2019). The use of Asian politeness in this film can be also affected by the age gap and social hierarchy which is in line with Kádár and Mills (2011). In this context, Mei frequently used Asian politeness at home where she met her parents, especially her mother. Meilin Lee consistently treats her parents and other elders with respect and deference. She attentively analyzes their thoughts and attempts to meet their expectations, even when it goes

against her own desires, which are visible in her relationships.

Asian politeness frequently places emphasis on emotional restraint, especially in social or family contexts. Meilin Lee illustrates this by attempting to control her emotions and changes in order to keep herself composed and prevent upsetting or upsetting other people. Meilin frequently uses gestures or indirect communication rather than words to convey her feelings, which reflects the cultural preference for harmony and indirectness in interpersonal interactions.

However, there were moments when the main character was impacted by Western society. This study is in line with a study conducted by Effendi (2021). It can happen because Mei was born and raised in Canada. Even though she has an Asian family background, her environment also plays a part in her.

All things considered, Meilin Lee's performance in *'Turning Red'* not only brings attention to the difficulties in negotiating cultural expectations but also emphasizes the depth of Asian identity as seen through the prism of manners and custom. In a multicultural society, her character offers a nuanced examination of how these ideals influence relationships and personal identity.

The Relation Between Asian Politeness, Assertive Speech Acts, and Direct and Indirect Assertive Speech

After analyzing the data, it can be concluded that there is a significant relationship between Asian politeness, assertive speech acts, and direct and indirect assertive speech. The findings indicate a particularly strong connection between Asian politeness and assertive speech acts. Additionally, there appears to be a substantial relationship between Asian politeness and direct and indirect assertive speech.

The portrayal of Asian politeness in this movie is connected to the research by Kádár and Mills (2011), who observed that young people tend to use markers of politeness when speaking to older individuals. This behavior may stem from the power dynamics associated with the age

gap between them, which can make younger individuals feel powerless. In the context of assertive speech acts in Asian politeness, Mei expressed her beliefs by using assertive speech acts based on the principles of Asian politeness. According to Searle (1979), assertive speech acts are statements that convey the speaker's beliefs to be true. In essence, assertive speech acts compel the speaker to affirm whether they believe a particular statement to be true or not.

It is important to consider the impact of Asian politeness on the use of direct and indirect assertive speech acts. Mei should decide whether to use direct or indirect assertive speech when expressing her thoughts, feelings, and messages. Direct speech, as defined by Searle (1975), aligns the sentence's meaning with the speaker's intention, while indirect speech may convey a different meaning from the sentence.

The relationship between Asian Politeness, assertive speech acts, and direct and indirect assertive speech is significant in this study. This occurs because when Mei wants to convey something, she needs to consider which types of speech she should use based on Asian politeness, and how to deliver the message while maintaining a positive relationship with others. It emphasizes how crucial it is for communicators to understand cultural contexts in order to successfully navigate a variety of interpersonal situations and come to an understanding with others.

The Implementation of Asian Politeness, Assertive Speech Acts, and Direct and Indirect Assertive Speech

The implementation of Asian politeness, assertive speech acts, and direct and indirect assertive speech in this study is well implemented. The main character of *'Turning Red'* film was implementing Asian politeness in her utterances and attitude as well as assertive speech acts, and directive and indirect assertive speech. Depending on the social dynamics, interpersonal relationships, and cultural context, there are major differences in how Asian politeness and assertive speech acts

are implemented, including whether to use direct or indirect communication.

The implementation of Asian politeness in this movie was mostly implemented when Mei talked to her parents and elderly such as her grandmother as well as her aunts. This action is in line with the theory from Kádár and Mills (2011) where they found that younger people tend to have more respect for the elderly. Moreover, the implementation of assertive speech acts in this study was also well implemented by Meilin Lee to convey her beliefs as it also aligns with the theory from Searle (1979) about assertive speech acts. In addition, the implementation of direct and indirect assertive speech acts in this film is also affected by Asian politeness where she should consider which speeches should be used. This direct and indirect speech in this movie is also in line with Searle (1975) and Stewart and Valette (2001)

Accordingly, it can be concluded that in the *'Turning Red'* movie, there are numerous implementations of Asian politeness, assertive speech acts, and direct and indirect assertive speech acts. Moreover, the implementation of Asian politeness, assertive speech acts, and direct and indirect assertive speech acts can be considered as well implemented. Asian politeness, assertive speech acts, and direct and indirect assertive speech acts highlight the richness and complexity of cultural communication dynamics. To successfully navigate a variety of interpersonal interactions and reach mutual understanding, one must be sensitive to context, cognizant of cultural norms, and flexible in adapting communication styles.

CONCLUSION

In the film *Turning Red*, the main character often uses assertive speech to convey her beliefs and point of view. Additionally, Mei often uses indirect speech influenced by Asian politeness to mask her emotions and protect her mother's feelings. She also committed dishonesty to protect her mother from sad truth. In contrast, Mei uses direct speech when interacting with her friends, sometimes using indirect speech to

protect their emotions. In addition, the correlation between Asian politeness, assertive speech acts, and the use of direct and indirect assertive speech is very significant.

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