

POLITENESS STRATEGIES USED IN “THE SOCIAL NETWORK” MOVIE

THESIS

By:

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ENGLISH LANGUAGE AND LETTERS DEPARTMENT

HUMANITIES FACULTY

MAULANA MALIK IBRAHIM STATE ISLAMIC UNIVERSITY OF MALANG

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certify that the thesis I wrote to fulfill a requirement for the degree of *Sarjana Sastra* entitled *Politeness Strategies Used in “The Social Network” Movie* is truly my original work. It does not incorporate any materials previously written or published by another person, except those indicated in quotation and bibliography. Due to this fact, I am the one responsible for the thesis when there is any objection or claims from others.

Malang, 11 Februari 2015

Ahmad Mudhofir

Motto

YAKUSA

DEDICATION

“I dedicate this thesis to my beloved parents, my grandparents and my brothers”

ACKNOWLEDGMENTS

In the name of Allah. Swt, The Magnificent and The Merciful who blesses and guides me to finish my thesis entitled *Politeness Strategies Used in “The Social Network” Movie*. Shalawat and Salam are also delivered to Prophet Muhammad SAW who has brought Islam as the Rahmatan Lil Alamin.

Finishing this thesis needs support, motivation, and contribution from many people. Therefore, I want to express my deepest gratitude to my mom, Istikanah (Alm), my father, Juari, and my advisor, Rina Sari, M.Pd, who has given guidance, patience, suggestions, and corrections. May Allah bless you as always because I will never be able to replays your kindness.

Furthermore, I express sincerely thank to, The Dean of the Faculty of Humanities of Maulana Malik Ibrahim State Islamic University of Malang, Dr. Hj. Istiadah, M.A, The Head of English Language and Letters Department of Maulana Malik Ibrahim State Islamic University of Malang, Dr. Syamsudin, M.Hum, all of the lecturers, especially in English Language and Letters Department who have given me invaluable lessons, the board of examiners, my awesome friends in English Language and Letters Department, especially under the same supervision, Ulin, Ikmal and Eka, my best friends, Iyank, Usman, Rabusin, Bambang, Syauqie, Irul, Firdausi, Irham, Ilham, Hayik, Salamun, Takhfif, Wafiq, Rizal, Budiman, Anam, Amiril, Mustar, Fahmi and Citra, all brothers and sisters from Banyuwangi who study at Maulana Malik Ibrahim State Islamic University of Malang, all people whom I cannot mention one by one.

The researcher truly realizes that this thesis is far from perfection. That is why it still needs constructive suggestion and criticism from the readers to make it better. Hopefully, this thesis can be useful for the readers, especially for English Language and Letters Department students. Finally, the researcher hopes this research will be useful for others.

Malang, 11 Februari 2015

Ahmad Mudhofir

ABSTRACT

Mudhofir, Ahmad Mudhofir. 2015. *Politeness Strategies Used in “The Social Network” Movie*. English Language and Letters Department, Faculty of Humanities, Maulana Malik Ibrahim State Islamic University of Malang. Advisor: Rina Sari, M.Pd.

Key Words: Politeness Strategies, Face Threatening Act, The Social Network

Politeness cannot be separated from daily life. Politeness strategies are used in communication to show the respect to other people and satisfy the hearer. It is very important to consider those in communication for avoiding a conflict as well as creating good harmony. Those phenomena can appear in any kinds of conversations. Politeness phenomenon appears in the dialogues of a 2010 American drama movie entitled *The Social Network*. Therefore, this research focuses on finding out the kinds of politeness strategies used in *The Social Network* movie.

This study uses descriptive qualitative because it seeks to understand a certain phenomenon, namely the politeness strategies in *The Social Network* movie. Therefore, the main instrument of this research is the researcher himself. The source of the data in this research is the transcript of *The Social Network* movie. The data were analyzed inductively done by the researcher himself. The approach for analyzing the politeness strategies is based on Brown and Levinson's Theory of Politeness.

The results of this research shows that all four types of politeness strategies are applied though not all strategies are used. Bald on-record is used when the speakers do not minimize the FTA delivered to the hearers. It is used by the speakers without paying any attention to the hearer's face. Positive politeness is used when the speaker wants to impede the FTA by showing the closeness as best friends and maximizes the efficiency of the hearer's positive face. Negative politeness is used when the speaker does not minimize the social distance with the hearer. In this case the speaker does not want to disturb the hearer's face, but the speaker is forced by the circumstance. Off-record is used when the speakers want to say something in other dictions in order the hearers interpret what the speakers mean. In other words, the speakers let the hearers understand by their own interpretations.

This research explores politeness strategies as proposed by Brown and Levinson (1987) and a movie as a subject. Therefore, the researcher suggests for the next researcher to analyze the social factors of politeness strategy by using other experts' theories and different subjects.

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This research explores politeness strategies as proposed by Brown and Levinson (1987) and a movie as a subject. Therefore, the researcher suggests for the next researcher to analyze the social factors of politeness strategy by using other experts' theories and different subjects.

APPENDIX 1

List of usage Politeness Strategies used in “The Social Network” Movie

Data	Bald on-Record	Positive Politeness	Negative Politeness	Off Record
<p>1</p> <p>Erica Albright is a bitch</p>	✓	-	-	-
<p>2</p> <p>You’re being accused of intentionally breaching security, violating copyrights, violating individual privacy by creating the website, www.facemash.com.</p>	-	-	✓	-
<p>3</p> <p>I tried to stop you</p>	✓	-	-	-
<p>4</p> <p>You guys look like you spend some time at the gym</p>	-	✓	-	-
<p>5</p> <p>I told him I thought it sounded great. It was a great idea. There was nothing to hack, people were going to provide their</p>	✓	-	-	-

own pictures, their own information				
6 We'll split it 70-30. 70 for me 30 for you for putting up the thousand dollars and handling for everything on the business end	✓	-	-	-
7 Yes. He resented--Mark resented that they--your clients, thought he needed to rehabilitate his image after Facemash but Mark didn't want to rehabilitate anything	✓	-	-	-
8 How did you know? You weren't there!	-	-	-	✓
9 I need a dedicated Linux box running Apache with a mySQL backend. It's gonnacost a little more money	✓	-	-	-
10	-	-	-	✓

I made the second cut				
11 Did I use any of your code?	-	-	-	✓
12 They want to have drinks later	-	-	-	✓
13 It's time to monetize the thing	-	-	-	✓
14 I said it's time to monetize the site	-	-	-	✓
15 It won't be finished, that's the point. The way fashion's never finished	-	-	-	✓
16 Fashion. Fashion is never finished	-	-	-	✓
17 Do they have grounds	-	-	-	✓
18 I'll be right back	✓	-	-	-
19	✓	-	-	-

We have to expand				
20 Somebody at the newspaper will be a computer science major	✓	-	-	-
21 Are you gonna talk about ads again?	-	-	-	✓
22 He's not a god	-	-	-	✓
23 Yeah, I'll be here	-	-	-	✓
24 You issued over 24-million new shares of stock	✓	-	-	-
25 It's won't be like you're not part of Facebook, you're not part of Facebook	-	-	-	✓

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TRANSCRIPT OF "THE SOCIAL NETWORK" MOVIE

Did you know there are more people	Or you could get into a final club.	They're world-class athletes.
with genius IQs living in China	Or I get into a final club.	And a second ago,
than there are people of any kind	You know, from a woman's perspective,	you said you like guys who row crew
living in the United States?	sometimes not singing in	so I assumed you had met one.
- That can't possibly be true.	an a cappella group is a good thing.	I guess I just meant I like the idea of it.
- It is.	This is serious.	You know, the way a girl likes cowboys.
What would account for that?	On the other hand,	Okay.
Well, first, an awful lot of people	I do like guys who row crew.	Should we get something to eat?
live in China, but here's my question.	Well, I can't do that.	Would you like to talk about something else?
How do you distinguish yourself	I was kidding.	No. It's just since the beginning of
in a population of people	And, yes, I got nothing wrong on the test.	the conversation about finals club,
who all got 1600 on their SATs?	- Have you ever tried?	I think I may have missed a birthday.
- I didn't know they take SATs in China.	- I'm trying right now.	There are really more people in China with
- They don't.	- To row crew?	genius IQs than the entire population...
I wasn't talking about China anymore,	- To get into a final club.	The Phoenix is the most diverse.
I was talking about me.	To row crew? No.	The Fly Club... Roosevelt punched the Porc.
You got a 1600?	Are you, like, whatever, delusional?	Which one?
Yes. I could sing in an a cappella group,	Maybe it's just sometimes	The Porcellian, the Porc.
but I can't sing.	you say two things at once.	It's the best of the best.
Does that mean you actually got nothing wrong?	I'm not sure which one	- Which Roosevelt?
I could row crew or invent a \$25 PC.	I'm supposed to be aiming at.	- Theodore.
	But you've seen guys who row crew, right?	
	No.	
	Okay, well, they're bigger than me.	

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Is it true that they send a bus around	the final club that's easiest to get into	You don't care if the side effects
to pick up girls	is the one where I'll have the best chance.	may include blindness.
who want to party with	I... What?	Final clubs. Not "finals clubs. ''
the next Fed chairman?	You asked me which one was	And there's a difference between
So you can see why	the easiest to get into	being obsessed and being motivated.
it's so important to get in.	because you think that that's the one	Yes. There is.
Okay, well, which is the easiest to get into?	where I'll have the best chance.	Well, you do.
- Why would you ask me that?	The one that's the easiest to get into	That was cryptic, so you do speak in code.
- I was just asking.	would be the one	I didn't mean to be cryptic.
None of them. That's the point.	where anybody has the best chance.	I'm just saying I need to do something substantial
My friend Eduardo made \$300,000	You didn't ask me which one	in order to get the attention of the clubs.
betting oil futures one summer	was the best one,	- Why?
and Eduardo won't come close to getting in.	you asked me which one	- Because they're exclusive.
The ability to make money doesn't	was the easiest one.	And fun, and they lead to a better life.
impress anybody around here.	I was honestly just asking, okay?	Teddy Roosevelt didn't get elected president
Must be nice.	I was just asking to ask.	because he was a member
He made \$300,000 in a summer?	- Mark, I'm not speaking in code.	of the Phoenix Club.
- He likes meteorology.	- Erica.	He was a member of the Porcellian,
- You said it was oil futures.	You're obsessed with finals clubs.	and yes, he did.
You can read the weather,	You have finals clubs OCD	Well, why don't you just concentrate
you can predict the price of heating oil.	and you need to see someone about it	on being the best you you can be?
I think you asked me that	who will prescribe you	Did you really just say that?
because you think	some sort of medication.	

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I was kidding.	have the chance to meet?	- I appreciate that, but I have to go study.
Just because something's trite	What the... What is that supposed to mean?	Come on, you don't have to study.
doesn't make it less true.	- Wait, settle down.	Let's just talk.
I wanna try to be straightforward with you	- What is it supposed to mean?	- I can't.
and tell you I think you might	Erica, the reason we're able to sit here	- Why?
want to be a little more supportive.	and drink right now	Because it is exhausting.
If I get in, I will be taking you	is 'cause you used to sleep with the door guy.	Dating you is like dating a StairMaster.
to the events and the gatherings,	"The door guy"? His name is Bobby.	All I meant is that you're not likely to...
and you'll be meeting a lot of people	I have not slept with the door guy.	Currently...
you wouldn't normally get to meet.	The door guy is a friend of mine,	I wasn't making a comment on your appearance.
You would do that for me?	and he's a perfectly good class of people.	I was saying that you go to BU.
We're dating.	And what part of Long Island	I was stating a fact, that's all,
Okay.	are you from, Wimbledon?	and if it seemed rude, then I apologize.
Well, I wanna try and be straightforward with you	- Wait. Wait, wait.	- I have to go study.
and let you know that we're not anymore.	- I'm going back to my dorm.	- You don't have to study.
- What do you mean?	- Is this real?	Why do you keep saying
- We're not dating anymore. I'm sorry.	- Yes.	I don't have to study?
- Is this a joke?	- Then wait, I apologize, okay?	'Cause you go to BU.
- No, it's not.	- I have to go study.	Do you want to get some food?
You're breaking up with me?	- Erica?	I am sorry you are not sufficiently
You're gonna introduce me to people	- Yes?	impressed with my education.
I wouldn't normally	- I'm sorry, I mean it.	And I'm sorry I don't have a rowboat,

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so we're even.	all BU girls are bitches?	and have people vote on who's hotter.
- I think we should just be friends.	For the record, she may look like a 34C,	Good call, Mr. Olson.
- I don't want friends.	but she's getting all kinds of help	Yeah, it's on.
I was just being polite.	from our friends at Victoria's Secret.	I'm not gonna do the farm animals,
I have no intention of being friends with you.	She's a 34B, as in barely anything there.	but I like the idea of comparing two people together.
I'm under some pressure right now	False advertising.	It gives the whole thing a very "Turing" feel
from my OS class	The truth is, she has a nice face.	since people's ratings of the pictures
and if we could just order some food,	I need to do something to take my mind off her.	will be more implicit than, say, choosing a number to
I think we should...		represent each person's hotness,
Okay, you are probably going to be	Easy enough, except I need an idea.	like they do on hotornot.com.
a very successful computer person.	I'm a little intoxicated, I'm not gonna lie.	The first thing we're going to need
But you're gonna go through life	So what if it's not even 10/00 p. m.	is a lot of pictures.
thinking that girls don't like you	and it's a Tuesday night?	Unfortunately, Harvard doesn't keep
because you're a nerd.	Billy.	a public centralized facebook,
And I want you to know from the bottom	The Kirkland facebook	so I'm going to have to get all the images
of my heart that that won't be true.	is open on my desktop,	from the individual houses
It'll be because you're an asshole.	and some of these people have	that people are in.
Erica Albright's a bitch.	pretty horrendous facebook pics.	Let the hacking begin.
Do you think that's because her family	Billy Olson's sitting here and had	First up is Kirkland.
changed their name from Albrecht,	the idea of putting some of the pictures	They keep everything open and allow
or do you think it's because	next to pictures of farm animals	

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indexes in their Apache configuration.	They require a user name/password combo,	This may be difficult. I'll come back later.
So a little Wget magic is all that's necessary	and I'm gonna go ahead and say they don't	- Hey, Shark Week's on.
to download the entire Kirkland facebook.	have access to the main FAS user database,	- What?
Kids' stuff.	so they have no way	- Great white, beautiful fish.
Next is Eliot.	of detecting an intrusion.	- Nice.
They're also open,	Adams has no security, but limits	Leverett is a little better.
but with no indexes on Apache.	the number of results to 20 a page.	They still make you search, but you can do an empty search and get
I can run an empty search	All I need to do is break out the same script	links to pages with every student's picture.
and it returns all of the images	I used on Lowell and we're set.	It's slightly obnoxious that they
in the database in a single page.	Quincy has no online facebook.	only let you view one picture at a time,
And I can save the page and Mozilla	What a sham.	and there's no way I'm going to go
will save all the images for me.	Nothing I can do about that.	to 500 pages to download pics one at a time.
Excellent. Moving right along.	Dunster is intense.	So it's definitely necessary to break out
Excuse me! Everybody!	Not only is there no public directory,	Emacs and modify that Perl script.
You are at one of the oldest,	but there's no directory at all.	Here you go.
one of the most exclusive clubs,	You have to do searches,	Done.
not just at Harvard, but in the world.	and if your search returns more	Hey, what's going on?
And I want to welcome you all	than 20 matches, nothing gets returned.	Perfect timing. Eduardo's here
to Phoenix Club's first party	And once you do get results,	and he's going to have the key ingredient.
of the fall semester!	they don't link directly to the images.	- Hey, Mark.
Lowell has some security.	They link to a PHP that redirects	- Wardo.
	or something. Weird.	You and Erica split up.

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How did you know that?	Let's write it.	Oh, shit.
It's on your blog.	One on the left.	Albright.
- Yeah.	The right.	He blogged about you.
- Are you all right?	Yeah, still the right.	You don't wanna read it.
- I need you.	- It works.	Left.
- I'm here for you.	- Who should we send it to first?	Latina.
No, I need the algorithm you use	- Dwyer.	Erica.
to rank chess players.	- Neal.	Is this yours?
- Are you okay?	- Who are you gonna send it to?	I stole it from a tranny.
- We're ranking girls.	- Just a couple of people.	Get the hell out of here!
	The question is,	- Left.
- You mean other students.	who are they gonna send it to?	- One on the right.
- Yeah.	Hey, guys, check this out.	Left.
You think this is such a good idea?	Someone go to the left. Dude, do left.	Man, that's an awful lot of traffic.
- I need the algorithm.	Look at these girls. Right or left?	You think maybe we shouldn't shut it down
- Mark...	- Left is hot.	before we get into trouble?
I need the algorithm.	- Left? Yeah, yeah, yeah, yeah.	Hello?
Give each girl a base rating of 1400.	Right or left?	Wait, wait, wait, wait. What?
At any given time Girl A has a rating R-a	That's my roommate.	At 4:00 in the morning?
and Girl B has a rating R-b.	- Oh, my God.	Well, there's a very unusual amount
When any two girls are matched up,	- The girl on the left.	of traffic to the switch at Kirkland.
there's an expectation of which will win	This is pathetic.	You're saying it's unusual
based on their current rating, right?	Right.	for 4:00 in the morning?
Yeah. And those expectations	Left.	No, this'd be unusual
are expressed this way.	- Left.	for halftime at the Super Bowl.
	- Left?	All right.

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I gotta go in.	That's really for us to decide.	I think we'd have to jump out and drown.
What's going on?		
Harvard's network is about to crash.	You think if I know she can make me	Well, you could row forward
You don't think...	look like a jerk, I'll be more likely to settle.	and I could row backward.
I do.		We're genetically identical.
Go see if it's everybody's.	Why don't we stretch our legs for a minute?	Science says we'd stay in one place.
I can't connect.	Can we do that?	Just row the damn boat.
The network's down.	It's been almost three hours.	- You guys hear about this?
Unless it's a coincidence, I think this is us.	And frankly, you did spend an awful lot	- What?
It's not a coincidence.	of time embarrassing Mr. Zuckerberg	Two nights ago, a sophomore choked
Holy shit.	with the girl's testimony from the bar.	the network from a laptop at Kirkland.
So you were called in front of the Ad Board.	I'm not embarrassed,	- Really?
That's not what happened.	she just made a lot of that up.	- At 4:00 a. m.
You weren't called in front of the Administrative Board?	She was under oath.	How?
No, back. I mean back at the bar	Then I guess that would be the first time	He set up a website where you vote
with Erica Albright. She said all that?	somebody's lied under oath.	on the hotness of female undergrads.
- Mark...	The site got 2,200 hits within two hours?	What were we doing
- That I said that stuff to her?	Thousand.	that none of us heard about this?
I was reading from the transcript	What?	I don't know.
of her deposition.	Twenty-two thousand.	A three-hour low-rate
	Wow.	technical row before breakfast.
	These guys are just freakin' fast.	Full course load. Studying.
Yeah, why would you even need	Is there any way to make this a fair fight?	Another three hours in the tank
to depose her?	Jump out and swim.	and then studying.

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I'm not sure how we missed it.	of intentionally breaching security,	I don't understand.
How much activity was there on this thing?	violating copyrights,	Which part?
Twenty-two thousand page requests.	violating individual privacy	You deserve recognition?
Twenty-two thousand?	by creating the website www. facemash. com.	I believe I've pointed out
Cam, this guy hacked the facebook of seven houses.	You're also charged with being in violation of university policy,	some pretty gaping holes in your system.
He set up the whole website in one night,	on distribution of digitized images.	- Excuse me, may I?
and he did it while he was drunk.	Before we begin with our questioning,	- Yes.
Twenty-two thousand?	you're allowed to make a statement.	Mr. Zuckerberg,
- Well, how do you know he was drunk?	Would you like to do so?	I'm in charge of security
- He was blogging simultaneously.	I...	for all computers on the Harvard network,
- You know what I think?	You know, I've already apologized	and I can assure you of its sophistication.
- Way ahead of you.	in The Crimson to the ABHW,	In fact, it was that level of sophistication
This is our guy.	to Fuerza Latina,	that led us to you in less than four hours.
Cameron Winklevoss.	and to any women at Harvard	- Four hours?
W- I-N-K-L-E-V-O-S-S.	who may have been insulted,	- Yes, sir.
"Cameron" spelled the usual way.	as I take it that they were.	That would be impressive,
Tyler Winklevoss.	As for any charges stemming	except if you had known
Tyler spelled the usual way, and my	from the breach of security,	what you were looking for,
last name is the same as my brother's.	I believe I deserve	you would have seen it
Mr. Zuckerberg, this is	some recognition from this board.	written on my dorm room window.
an Administrative Board hearing.	- I'm sorry?	So?
You're being accused	- Yes.	Six months academic probation.
		Wow. Well, they had to make
		an example out of you.
		They had my blog.

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I shouldn't have written that thing about the farm animals.	Assume page-table entries have eight status bits.	No. You didn't. Actually, I don't know. - Yeah, we never asked.
That was stupid.	The eight status bits would then be...	- We should do that.
But I was kidding, for God's sakes.	Anybody?	No.
Doesn't anybody have a sense of humor?	And I see we have our first surrender.	We have an idea we want to talk to you about.
- I tried to stop you.	Don't worry, Mr. Zuckerberg.	You got a minute?
- I know.	Brighter men than you	You guys look like
How do you do this thing where you manage to get all girls to hate us?	have tried and failed this class.	you spend some time at the gym.
- And why do I let you?	One valid bit, one modified bit,	- We have to.
- I know.	one reference bit and five permission bits.	- Why?
- You can't do that.	That is correct.	We row crew.
- Wardo, I said I know.	Does everybody see how he got there?	- Yeah, I've got a minute.
Okay, let's look at a sample problem.	Mark?	- Great.
Suppose we're given a computer	- You Mark Zuckerberg?	- So, you ever been inside the Porcellian?
with a 16-bit virtual address	- Yeah.	- No.
and a page size of 256 bytes.	- Cameron Winklevoss.	You understand we can't take you
The system uses one-level page tables	- Hi.	past the bike room,
that start at address hex 400.	Tyler Winklevoss.	because you're not a member.
Maybe you want DMA on your 16-bit system.	Are you guys related?	I've heard.
Who knows?	- That's good.	- You want a sandwich or something?
The first few pages are reserved	- Funny.	- Okay.
for hardware flags, etc.	We never heard that before.	- Mark, right?
	So, what can I do for you?	- Yeah.
	Did I insult your girlfriends?	- Mark, this is Divya Narendra, our partner.

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- Hi.	It's called the Harvard Connection.	- Yeah.
We were really impressed with Facemash.	You create your own page.	We'd love for you to work with us, Mark.
When we checked you out,	Interests, bio, friends, pics.	I mean, we need a gifted programmer
you also built CourseMatch.	And then people can go online,	who's creative.
I don't know CourseMatch.	see your bio, request to be your...	And we know that
You go online and see	Yeah, how is that different	you've been taking it in the shins.
what courses your friends are taking.	from MySpace or Friendster?	Women's groups are ready
It's really smart, man.	Harvard. edu.	to declare a fatwa.
- Mark.	Harvard. edu is the most prestigious	But, you know, this could help
- Yeah.	e- mail address in the country, man.	rehabilitate your image.
We were talking about CourseMatch.	I mean, the whole site's kind of	Wow. You would do that for me?
It was kind of a no-brainer.	based on the idea that girls...	We'd like to work with you.
But you invented something	Not to put anything indelicately, but...	Our first programmer graduated
in high school, too, right?	Girls wanna go with guys	and went to work for Google.
An app for an MP3 player	who go to Harvard.	Our second programmer
that recognizes your taste in music.	Divya and my brother don't have trouble	just got overwhelmed with schoolwork.
Anybody try to buy it?	putting things indelicately.	We would need you to build the site and
Microsoft.	The main difference between what we're	write the code, and we'll provide all the...
Wow. How much?	talking about and MySpace or Friendster,	I'm in.
Didn't sell it. Uploaded it for free.	or any of those other	What?
- For free?	social networking sites is...	I'm in.
- Yeah.	Is exclusivity. Right?	Awesome.
Why?	- Right.	That's what you said?
Okay, well, we have something		
that we've been working on for a while		
and we think it's great.		

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It was three or four years ago.	I wouldn't say I approached him.	What?
I don't know what I said.	- Sy.	I got punched by the Phoenix.
When did you come to Eduardo?	- You can answer the question.	- Are you kidding?
I don't understand that question.	At a party at Alpha Epsilon Pi.	- No.
Do you remember answering in the affirmative?	What's that?	I mean, it's just the first of a four-step process,
The affirmative?	The Jewish fraternity.	but they slid the invitation under my door tonight.
When did you come to Eduardo	It was Caribbean Night.	I go to my first punch party tomorrow.
with the idea for Facebook?	It's not that guys like me are generally attracted to Asian girls.	So...
It was called The Facebook then.	It's that Asian girls are generally attracted to guys like me.	You got punched by the Phoenix.
This doesn't need to be that difficult.	I'm developing an algorithm to define the connection between Jewish guys and Asian girls.	Yeah, but, you know, it was probably just a diversity thing.
I'm currently in the middle of two different lawsuits.	I don't think it's that complicated.	It was just a diversity thing.
Did you answer affirmatively when Tyler and Cameron Winklevoss	They're hot, they're smart, they're not Jewish, and they can't dance.	Just ride that horse until...
and Divya Narendra asked you to build Harvard Connection?	Hey, Mark's here.	What did you wanna talk to me about?
Did you say yes?	Mark!	- Mark?
I said I'd help.	Be right back.	- Yeah.
When did you approach Mr. Saverin	I think I've come up with something.	You said you'd come up with something.
with the idea for The Facebook?	Hang on. I gotta tell you something that you're not gonna believe.	Yeah, I think I've come up with something.
		Come outside and let's talk.
		It's 20 degrees outside.
		I can't stare at that loop of Niagara Falls,
		which has absolutely

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nothing to do with the Caribbean.	I'm totally psyched about this, too.	coming to me and not his roommates,
People came to Facemash	But, Wardo?	Dustin Moskovitz and Chris Hughes.
in a stampede, right?	Yeah?	They were programmers.
Yeah.	"It would be exclusive. ''	We're gonna need a little start-up cash
But it wasn't because they saw pictures of hot girls.	You would have to know the people on the site to get past your own page.	to rent the servers and get it online.
You can go anywhere on the Internet	Like getting punched.	So that was why.
and see pictures of hot girls.	Now, that's good.	- Did he offer terms?
Yeah.	Wardo, it's like a final club, except we're the president.	- Yes.
It was because they saw pictures of girls that they knew.	I told him I thought it sounded great.	We'll split it, 70/30.
People want to go on the Internet	It was a great idea.	70 for me, 30 for you
and check out their friends,	There was nothing to hack.	for putting up the \$1,000
so why not build a website that offers that?	People were gonna provide their own pictures, their own information.	and for handling everything on the business end. You're CFO.
Friends, pictures, profiles, whatever you can visit.	And people had the ability to invite,	And you said?
Browse around.	or not invite, their friends to join.	I said, "Let's do it. ''
Maybe it's someone you just met at a party.	See, in a world where	Okay. Did he add anything else?
But I'm not talking about a dating site.	social structure was everything,	Yes.
I'm talking about taking the entire social	that was the thing.	It probably was a diversity thing.
experience of college and putting it online.	It was a big project, and he was going to have to write	But so what?
	tens of thousands of lines of code,	Why do you think he said that?
- I can't feel my legs.	so I wondered why he was	Gretchen, excuse me for interrupting,
- I know.		but whose discovery is this?
		Sy, if you'll let me continue with my line of questioning.

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What are you suggesting?	prior to Mark's telling you his idea,	he'd gotten a lot of notoriety.
That I was jealous of Eduardo	did he mention Tyler Winklevoss,	Facemash did exactly
for getting punched by the Phoenix	Cameron Winklevoss,	what he wanted it to do.
and began a plan	Divya Narendra or Harvard Connection?	Were you aware that while Mr. Zuckerberg
to screw him out of a company	Yes. He said they'd asked him	was building The Facebook,
- I hadn't even invented yet.	to work on their site,	he was also communicating
- Were you?	but that he looked at what they had	with the plaintiffs?
- Gretchen.	and decided it wasn't worth his time.	Not at the time, I wasn't. But...
- Jealous of Eduardo?	He said even his most pathetic friends	It really didn't have much to do
Stop typing. We're off the record.	knew more about getting people	with the Winklevosses' dating site.
Ma'am, I know you've done your homework,	interested in a website than these guys.	How would you know?
and so you know that money isn't a big part of my life.	"These guys," meaning my clients.	You weren't even there.
But at the moment,	Yes. He resented...	Ty.
I could buy Mount Auburn Street,	Mark resented that your clients thought	Were you aware that while Mr. Zuckerberg
take the Phoenix Club	that he needed to rehabilitate	was building The Facebook,
and turn it into my ping-pong room.	his image after Facemash.	he was leading the plaintiffs to believe
I'll let you know how the party is.	But Mark didn't want	he was building Harvard Connection?
We recognize that you're a plaintiff	to rehabilitate anything.	You're offering a conclusion
in one suit involving Facebook,	With Facemash, he'd hacked into	not found in evidence.
and a witness in another.	the Harvard computers,	We are about to find it in evidence.
Yes, sir.	he'd thumbed his nose at the Ad Board,	From Mark Zuckerberg to Tyler Winklevoss.
At any time in the weeks		November 30th, 2003.
		"I read over all the stuff you sent me

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re/ Harvard Connection.	but we do have to make sure that	that I'm just getting started with
"And it seems like it shouldn't	we meet up before we all go off for break.	"and it should be about 15 hours of coding,
take too long to implement.	I know, I know. Yeah, watch out.	so I'll be busy tomorrow night. ''
"So we can talk about it after I get all	Hey, Mark.	"I won't really be free to meet
the basic functionality up tomorrow night. ''	I need a dedicated Linux box	until next Wednesday afternoon. ''
From Mark Zuckerberg	running Apache with a MySQL back end.	"I have to cancel Wednesday afternoon.
to Cameron Winklevoss. December 1st, 2003.	It's gonna cost a little more money.	"I've basically been in the lab
"Sorry I was unreachable tonight.	- How much more?	this whole time, and also I...
I just got about three of your missed calls.	- About 200 more.	"...won't be able to do Saturday,
"I was working on a problem set	- Do we need it?	as I have to meet up with my parents. ''
for my systems class."	- Gotta handle the traffic.	As the plaque reads, this is John Harvard,
From Mark Zuckerberg	- Do it.	founder of Harvard University in 1638.
to Tyler and Cameron Winklevoss.	- I already did.	It's also called the Statue of Three Lies.
December 10, 2003.	Hey, guess what?	What are the three lies?
"This week has been pretty busy	I made the second cut.	Mr. Dowd.
thus far with classes and work,	That's good.	The three lies. First...
"so I think it's probably best	You should be proud of that right there.	Shit!
to postpone the meeting."	Don't worry if you don't make it any further.	- Take your pants off.
"I'm also really busy tomorrow. ''	I'll get out of here.	- I know.
Okay, anybody else feel like	From Mark Zuckerberg	Mr. Saverin.
there's something up with this guy?	to Tyler and Cameron Winklevoss	One, Harvard was founded in 1636, not 1638.
Tell him okay,	and Divya Narendra.	Two, Harvard was not founded
	December 15th, 2003.	
	"I have a CS problem set	

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by John Harvard.	This is the first time	and watch you write us a check.
And three, that is not John Harvard.	he mentioned any problem?	No shit.
Who is it?	Yes, it was.	Let's continue.
It's a friend of the sculptor, Daniel Chester.	You sent 36 e-mails to Mr. Zuckerberg	February 4, 2004.
Keep your jacket on.	and received 16 e-mails in return,	Mark.
Thirty-nine days after Mr. Zuckerberg's	and this was the first time	Mark.
initial meeting with my clients,	he indicated he was not happy.	There is a girl in your art history class.
and he still hadn't completed work	That's correct.	Her name is Stephanie Attis.
on Harvard Connection.	He had 42 days to study our system	Do you happen to know
But on January 11th, 2004,	and get out ahead.	if she has a boyfriend?
Mr. Zuckerberg registered	- Do you see any of your code on Facebook?	Have you ever seen her with anyone?
the domain name The Facebook	- Sy, could you...	And, if not, do you happen to know
via Network Solutions.	Did I use any of your code?	if she's looking to go out with anyone?
To the best of your knowledge, had he even	You stole our whole goddamn idea.	Dustin.
begun work on Harvard Connection?	- Fellas.	People don't walk around with
Not to my knowledge. No.	- What? Match. com for Harvard guys?	a sign on them that says...
What in the world is this?	Can I continue with my deposition?	Mark?
"Hey, Cameron, I'm still a little skeptical	You know, you really don't need	We were supposed to meet at 9:00.
that we have enough functionality in the site	a forensics team to get to the bottom of this.	- Have you slept yet?
"to really draw the attention	If you guys were the inventors of Facebook,	- I have to add something.
and gain the critical mass necessary	you'd have invented Facebook.	What?
"to get a site like this to run"?	I can't wait to stand over your shoulder	Shit, that looks good.
"We'll speak soon"?		That looks really good.
		It's clean and simple.
		No Disneyland, no "live nude girls. ''

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But watch.	- "Eduardo Saverin, co-founder and CFO." "	Yeah, they're literary geniuses
What'd you write?	- Yeah.	because the world's most obvious
"Relationship Status. ' '	You have no idea what	Lewis Carroll reference is in...
"Interested In. ' '	that's gonna mean to my father.	- They're not so bad.
This is what drives life at college.	Sure I do.	- I'm just saying.
"Are you having sex or aren't you?"	So when's it going live?	Yeah, you're right.
It's why people take certain classes	Right now. Get your laptop out.	The site's live.
and sit where they sit and do what they do.	What? Why do we need my laptop?	You know, let's go get a drink and celebrate.
And at its center, you know, that's	Because you got e-mails	I'm buying.
what The Facebook is gonna be about.	for everybody at the Phoenix.	Mark.
People are gonna log on because	Yeah, I'm not sure if it's gonna be cool	Mark, are you praying?
after all the cake and watermelon,	with them that I spam their e-mails.	Whatever happened to Cole Porter
there's a chance they're actually gonna...	- This is not spam.	and Irving Berlin?
- Gonna get laid.	- No, I know it's not spam.	It's a Valentine's Day theme.
- ...meet a girl. Yes.	If we send it to our friends,	They're playing love songs.
That is really good.	it's just gonna bounce around Dworkin.	Good point.
And that was it.	I haven't gotten in yet.	'Cause Cole Porter and Irving Berlin
- What do you mean?	These guys know people.	never wrote any love songs.
- It's ready.	And I need their e-mails.	Honey, you should put your laptop away.
- It's ready? Right now?	- Sure.	Seven different people
- Yeah. That was it.	- Good.	spammed me the same link.
And here's the masthead.	Give me the mailing list.	- KC.
- You made a masthead.	Jabberwock12.listserv@harvard.edu.	- What is it?
- Yeah.	These guys.	I don't know.
		But I'm really hoping

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it's Cats That Look Like Hitler,	that connects people	"He said he anticipated that 900 students
'cause I can never get enough of that.	"through different social networks.	would have joined the site by this morning. ' '
No, it's not.	"You must have a harvard. edu address	Yeah, Divya was just reading that 650
Div!	to register. ' '	students signed up for it on the first day.
What?	Yeah, I called earlier.	God, if I was a drug dealer I couldn't
This isn't mine.	I'm looking for Mark Zuckerberg.	give free drugs to 650 people in one day.
Okay, what is wrong?	Yes, sir.	And this guy doesn't have three friends
It's fine. It's fine. It's fine.	He's actually quoted a couple times.	to rub together to make a fourth.
Hey!	I can read it to you.	All right.
Hey!	"Everyone's been talking a lot about a	Yes, that's what we'll do, Mr. Hotchkiss.
Not now!	universal facebook within Harvard,' he says. ' '	We'll put all this together and we'll e-mail it to you.
We need 20 minutes!	"He" meaning Mark.	Well, you won't be able to go on the website yourself.
Okay.	"I think it's kind of silly that it would take the university	Because you don't have a Harvard...
I just wanted to let you know	"a couple of years to get around to it.	You know what, it would just be easier
that Zuckerberg stole our website.	"I can do a classier job than they can	for us to e-mail it to you.
Mark Zuckerberg?	and I did it in a week. ' "	I'm sure you're right.
He stole our website.	Tell him Divya Narendra called.	He's a good guy and he's very bright
It's been live for more than 36 hours.	- I know, that's how he talks.	and I'm sure he didn't mean to do...
Mr. Hotchkiss?	- Appreciate it.	Wow.
Ty, lawyer's on the phone with Dad.	"As of yesterday evening, Zuckerberg said,	...what he did.
Yes, sir, I'm here with my brother Tyler	"over 650 students had registered	
and our business partner Divya.	to use thefacebook. com.	
"Welcome to The Facebook.		
"The Facebook is an online directory		

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All right, thank you very much. And, Dad...	he'll send a cease-and-desist letter.	Shit, I need a second to let the classiness waft over me.
All right, love you, too.	What's that gonna do?	Okay, look, we don't know...
- This is a good guy?	What, do you wanna hire an IP lawyer	Cam, they wrote, "Zuckerberg said
- We don't know that he's not a good guy.	and sue him?	he hoped the privacy options
We know he stole our idea.	No, I wanna hire the Sopranos to beat	"would help restore his reputation
We know he lied to our faces	the shit out of him with a hammer.	"following student outrage
for a month and a half.	- We don't even have to do that.	over facemash. com. ' '
- No, he never lied to our faces.	- That's right.	That's exactly what we said to him.
- Okay, he never saw our faces.	We could do that ourselves.	He's giving us the finger in The Crimson.
Fine, he lied to our e-mail accounts	I'm 6'5", 220, and there's two of me.	While we're waiting for Dad's lawyer
and he gave himself a 42-day head start,	- I'm with this guy.	to look this stuff over,
because he knows	- Well, whatever.	we can at least get something
what apparently you don't,	I'm saying, let's calm down	going in the paper so people know...
which is that getting there first	until we know what we're talking about.	- What?
is everything.	How much more information	- ...that this is in dispute.
I'm a competitive racer, Div.	are you waiting for?	We're not starting a knife fight
I don't think you need to school me in the	We met with Mark three times,	in The Crimson.
importance of getting there first. Thank you.	we exchanged 52 e-mails,	And we're not suing anybody.
- That was your father's lawyer?	we can prove that he looked at the code.	Why not?
- It was his in-house counsel.	- What is that on the bottom of the page?	I don't understand, I don't understand.
He's gonna look at all this	- It says "A Mark Zuckerberg production. ' '	Why not?
and if he thinks it's appropriate	- On the home page?	He's gonna say it's stupid.
	- On every page.	

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What, who, me?	you referenced Howard Winklevoss'	that's who I wanted to be partners with.
Say it. Why not?		
Because we're gentlemen of Harvard.	consulting firm.	Eduardo was the president of
	If you say so.	
This is Harvard, where you don't	Howard Winklevoss founded a firm whose	the Harvard Investors Association,
plant stories and you don't sue people.	assets are in the hundreds of millions.	and he was also my best friend.
You thought he was gonna be	You also knew Tyler and Cameron	Your best friend is suing you
	were members	for \$600 million.
the only one who thought that was stupid?		I didn't know that. Tell me more.
During the time when you say	of a Harvard final club called the Porcellian.	Eduardo, what happened
you had this idea,	They pointed that out.	after the initial launch?
did you know Tyler and Cameron	- Excuse us for inviting you in.	I'm sorry, Sy, would you mind
came from a family of means?	- To the bike room.	addressing him as Mr. Saverin?
"A family of means"?	Please. So it's safe to say you were aware	- Gretchen, they're best friends.
Did you know their father was wealthy?	that my clients had money.	- Not anymore.
I'm not sure why you're asking me that.	Yes.	Well, we already went through this on the...
It's not important you be sure	Let me tell you why I'm asking.	Never mind.
why I'm asking.	I'm wondering why, if you needed \$1,000	Mr. Saverin, what happened
- It's not important to you.	for an Internet venture,	after the initial launch?
- Sy.	you didn't ask my clients for it.	It exploded.
Did you know that they came from money?	They had demonstrated an interest to you	Everybody on campus was using it.
I had no idea whether	in that kind of thing.	"Facebook me" was a common expression
they came from money or not.	I went to my friend for the money because	after two weeks.
In one of your e-mails to Mr. Narendra,		And Mark?

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And Mark was the biggest thing on	That kit computer on the cover of	Absolutely do that.
a campus that included 19 Nobel laureates,	that magazine had an 8080 processor in it.	She said, "Facebook me
15 Pulitzer Prize winners,	Unless you paid extra for	and we can all go for a drink later,"
two future Olympians, and a movie star.	a 1 K memory board, you got 256 bytes.	which is stunningly great for two reasons.
Who was the movie star?	So the challenge when I wrote BASIC	One, she said "facebook me," right?
Does it matter?	wasn't just to run at 4 k-bytes,	And then the other is, well, you know...
No.	but I also had to leave room for the users	They wanna have drinks later.
...at Out of Town News and picked up	to run their programs in 4 k-bytes.	Yes, have you ever heard
that copy of Popular Electronics magazine		so many different good things
with the MITS Altair kit on the cover.	Your friend. Is that Mark Zuckerberg?	packed into one regular-sized sentence?
It was a beautiful day	Yeah.	Excuse me, Mark?
and I was in my Radcliffe dorm room.	- He made The Facebook.	Yeah?
He brought that magazine up	- Yeah.	I'm Stuart Singer. I'm in your OS lab.
and he showed it to me and he said,	I mean, it's both of ours. We're...	Sure.
"Look, it's gonna happen without us.	Yeah, we... Yes.	- Awesome job with The Facebook.
We've gotta start now. '	Cool.	- Awesome job.
And I said, "Okay.	I'm Christy Ling. This is Alice.	Thanks.
Let's get BASIC out there. '	Hi.	- I'm Bob.
Now, most of you think you know	Well, very nice to meet you.	- How you doing?
the rest of the story, but you may not.	Facebook me when you get home.	You know, I could swear
The beginnings of this industry	You know, maybe we can all go out	he was looking at you
were very humble.	and grab a drink.	when he said the next Bill Gates
	Certainly.	could be right in this room.
		I doubt it.

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And I showed up late.	'Cause The Facebook is cool,	and I'm saying that it's never finished.
I don't even know who the speaker was.	and if we start installing pop-ups	Okay. But they manage
It was Bill Gates.	for Mountain Dew, it's not gonna be cool.	to make money selling pants.
Shit, that makes sense.	Well, I wasn't thinking Mountain Dew,	Mark, what is this?
All right. Thanks, guys.	but at some point,	- What?
- Are you a moron?	and I'm talking as the business end	- This.
- Are you medically stupid?	of the company, the site...	It's called a cease-and-desist letter.
You can't tell Bill Gates	We don't even know what it is yet.	What were their names?
is in front of you for an hour?	We don't know what it is.	- Who?
I wasn't wearing my contacts.	We don't know what it can be.	- The girls.
Can I get a Glock and kill you?	We don't know what it will be.	When did you get this?
It's time to monetize the thing.	We know that it is cool.	About 10 days ago.
What were their names?	That is a priceless asset I'm not giving up.	Right after we launched the site.
- Hear what I just said?	- So when will it be finished?	- Jesus Christ.
- When?	- It won't be finished.	- Hey, the girls. What were their names?
I said it's time to monetize the site.	That's the point.	The Winklevoss twins are saying
What does that mean?	The way fashion's never finished.	that you stole their idea.
It means it's time for the website	- What?	I find that to be a little more
to start generating revenue.	- Fashion. Fashion is never finished.	than mildly annoying.
No, I know what the word means.	You're talking about fashion? Really, you?	Oh, well, they find it to be
I'm asking how you wanna do it.	I'm talking about the idea of it	intellectual property theft.
- Advertising.		- Look...
- No.		- Why didn't you show this to me?
Well, we got 4,000 members.		It was addressed to me.
		They're saying that we stole The Facebook

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from Divya Narendra and the Winklevosses.

- I know what it says.

- Did we?

Did we what?

Don't screw around with me now.

Look at me.

The letter says we could face legal action.

No, it says I could face legal action.

This is from a lawyer, Mark.

They must feel they have some grounds.

- The lawyer is their father's house counsel.

- Do they have grounds?

The grounds are

our thing is cool and popular,

and Harvard Connection is lame.

Wardo, I didn't use any of their code,

I promise.

I didn't use anything.

Look, a guy who builds a nice chair

doesn't owe money

to everyone who ever

has built a chair, okay?

They came to me with an idea,

I had a better one.

- Why didn't you show me this letter?

- I didn't think it was a big deal.

Okay.

So if there's something wrong, if there's

ever anything wrong, you can tell me.

I'm the guy that wants to help.

This is our thing.

Now, is there anything

that you need to tell me?

No.

What are we doing about this?

I went to a 3L at Student Legal Services

and he told me to write them back.

And what did you say?

"When we met in January,

I expressed my doubts about the site.

"Where it stood with graphics,

how much programing was left

"that I had not anticipated. ''

"The lack of hardware

we had to deal with site use,

"the lack of promotion that would go on

to successfully launch the website. ''

This was the first time you raised

any of those concerns, right?

I'd raised concerns before.

- Bullshit.

- Not to us.

Gentlemen, I'm talking about at the meeting

in January to which this letter is referring.

Yeah.

Let me rephrase this.

You sent my client 16 e-mails.

In the first 15 you didn't raise any concerns.

Is that a question?

In the 16th e-mail you raised concerns

about the site's functionality.

- Were you leading them on for six weeks?

- No.

Then why didn't you raise

any of these concerns before?

- It's raining.

- I'm sorry?

It just started raining.

Mr. Zuckerberg,

do I have your full attention?

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No.	including and especially your clients,	I saw you from over there.
Do you think I deserve it?		I didn't know you came to this club a lot.
What?	are intellectually or creatively	
Do you think I deserve your full attention?	capable of doing.	- First time.
I had to swear an oath	Did I adequately answer	- Mine, too.
before we began this deposition	your condescending question?	Could I talk to you alone for a second?
and I don't wanna perjure myself,	Well, I have 12:45.	I think I'm good right here.
so I have a legal obligation to say no.	Why don't we say that's lunch?	I just... I'd love to talk to you alone
Okay. No.	Back at 2:30.	if we could just go someplace.
You don't think I deserve your attention?	So what were their names?	Right here is fine.
I think if your clients wanna sit on	Their names were Christy and Alice,	I don't know if you heard about
my shoulders and call themselves tall,	and they wanna have drinks tonight.	this new website I launched.
they have a right to give it a try,	You're not supposed to be in here.	No.
but there's no requirement that I enjoy	This is a men's room.	- The Facebook?
sitting here listening to people lie.	Wow.	- You called me a bitch on the Internet, Mark.
You have part of my attention.	Oh, my God.	That's why I wanted to talk to you.
You have the minimum amount.	I don't care.	- On the Internet.
The rest of my attention is	Hey, man, sorry.	- That's why I came over.
back at the offices of Facebook,	A couple girls are freshening up in there.	Comparing women to farm animals.
where my colleagues and I are doing things	Sweet.	I didn't end up doing that.
that no one in this room,	We have groupies.	It didn't stop you from writing it.
	I'll be right back.	As if every thought that tumbles
	Mark, where you going? Mark.	through your head was so clever
	Erica?	
	Hi.	it would be a crime for it not to be shared.

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The Internet's not written in pencil, Mark,	Is he mad about something?	Chris is director of publicity,
it's written in ink,	Okay, we are expanding to Yale and Columbia.	and his compensation will depend on
and you published that Erica Albright	Dustin, I want you to share the coding work with me.	how much work he ends up doing.
was a bitch,	Chris, you're gonna be in charge	Any questions?
right before you made some ignorant crack	of publicity and outreach, and you could start by getting a story	- Who are the girls?
about my family's name, my bra size,	in the BU student newspaper.	- Sorry. They're Christy and Alice.
and then rated women based on their hotness.	It's The Bridge.	- Hi.
- Erica, is there a problem?	They hate doing stories about Harvard.	- Hi.
- No, there's no problem.	Somebody at the newspaper will be a computer science major.	- Hello.
You write your snide bullshit	Tell them that Mark Zuckerberg	- Hi.
from a dark room	will do 10 hours of free programing.	Is there anything we can do?
because that's what the angry do nowadays.	Why do you want a story in the BU newspaper?	No, that's it.
I was nice to you. Don't torture me for it.	Because I do. Now here's the arrangement.	- Yale and Columbia, let's go.
If we could just go somewhere for a minute...	Eduardo is CFO	- And Stanford.
I don't wanna be rude to my friends.	and owns 30% of the company.	- What?
Okay.	Dustin is vice president	- Stanford.
Good luck with your video game.	and head of programing,	It's time for them to see this in Palo Alto.
Hey, that was great.	and his 5% of the company will come from my end.	You don't want any lunch?
That was the right thing to do.		No.
You apologized, right?		You're welcome to some salad.
We have to expand.		No, thank you.
Sure. Mark?		This must be hard.
		Who are you?
		I'm Marilyn Delpy.
		I introduced myself when we first...

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I mean, what do you do?	Well, looks like that cease-and-desist letter	he'll have violated federal law.
I'm a second-year associate at the firm.	really scared the shit out of him, huh?	And, by the way,
My boss wanted me to sit in on the deposition phase.	I wanna hire a lawyer to file for injunctive	he's in violation of Harvard law.
What are you doing?	relief and get the site taken down now.	There's no such thing as Harvard law.
Checking in to see how it's going in Bosnia.	Every minute the site is up,	Wait. Yeah, there is.
Bosnia.	Harvard Connection becomes less valuable.	Harvard Student Handbook.
They don't have roads,	I want an injunction. I want damages.	Every freshman is issued one of these,
but they have Facebook.	I want punitive relief.	and somewhere in this book it says...
You must really hate the Winklevosses.	And I want him dead.	You can't steal from another student.
I don't hate anybody.	Yeah, I want those things, too.	This is what we needed.
The Winklevi aren't suing me	Then why aren't we doing anything about it?	We're going to Summers.
for intellectual property theft.	Because we're gentlemen of Harvard?	Well, you can't get a meeting
They are suing me because	No, it's because you're not thinking	with Larry Summers.
for the first time in their lives,	how it's gonna look.	My brother and I,
things didn't work out the way	How's it gonna look?	we pay tuition at this school.
they were supposed to for them.	Like my brother and I	We carry a 3.9 GPA at this school.
He's expanding.	are in skeleton costumes	We've won trophies for this school.
What?	chasing the Karate Kid	And we'll be rowing in the Olympics
He's expanding	around a high school gym.	for this school.
to Yale, Columbia and Stanford.	Cam, he's violated Massachusetts state law.	I want a meeting with
It's gonna be in The Crimson tomorrow.	When he goes to Connecticut,	the goddamn president of this school.
- Really?	New York and California,	Why Stanford?
- Yep.		Why do you think?

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I'm sorry.	William Taft Elementary, for a little while.	- Table, which has turned.
I'm late for biochem.	Seriously?	I just slept with Sean Parker?
Okay.	You're not like 15 years old or anything,	You just slept on Sean Parker.
You don't know my name, do you?	are you?	- You're a zillionaire.
Is it Stanford?	No.	- Not technically.
I should just kick your ass.	Wait, you're not like 15, are you?	What are you?
How do you go to a party and you meet someone...	No.	Broke. There's not a lot of money in free music, even less when you're being sued by
Amelia Ritter, but you prefer Amy.	So, what do you do?	everyone who's ever been to the Grammys.
You're from Orinda.	I'm an entrepreneur.	This is blowing my mind.
Your father's in commercial real estate	- You're unemployed.	I appreciate that.
and your mother's 10 years sober.	- I wouldn't say that.	I gotta hop in the shower and get ready for class.
What's my major?	What would you say?	Biochem, even though you're
- Trombone.	That I'm an entrepreneur.	a French major whose name is Amy.
- Really?	Well, then, what was your latest preneur?	You passed.
I remember something about a trombone.	Well, I founded an Internet company that	I'm a hard worker.
French.	let folks download and share music for free.	There's juice or anything else you can find.
Your major's French.	Kind of like Napster?	Help yourself.
- And yours?	Exactly like Napster.	You mind if I check my e- mail?
- Mine?	What do you mean?	Yeah, go ahead.
- I don't have one.	I founded Napster.	Amy!
- You haven't declared?	Sean Parker founded Napster.	Jesus.
I don't go to school.	Nice to meet you.	
- You're kidding.	You're Sean Parker?	
- No.	You see, the shoe's on the other...	
Well, where did you go to school?	- Foot?	

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- Amy! Can you come out here?	like five times a day.	- Good morning.
- Yeah?	Mind if I send myself an e-mail?	- Good morning, sir.
Just a second.	Yeah, is everything okay?	I'm Cameron Winklevoss
There's a snake in here, Amy.	Everything's great.	and this is my brother, Tyler.
What?	I just need to find you, Mark Zuckerberg.	And you're here because...
Where?	I've never been in this building before.	Either of you can answer.
There isn't a snake, but I need to ask you something.	This building's 100 years older	I'm sorry, sir,
Are you kidding me? I could've been killed.	than the country it's in, so do be careful.	I thought you were reading the letter.
How?	We're sitting in chairs.	I've read the letter.
By running too fast	Yes.	Well, we came up with an idea for
and getting twisted in the curtain.	Very good. You can go in now.	a website called Harvard Connection...
What do you need to ask me?	That's their own stupidity.	We've since changed the name to ConnectU.
Yeah, I went to check my e-mail and	I should've been there.	And Mark Zuckerberg stole that idea...
there's a website open on your computer.	Well, darkness is the absence of light,	I understand.
Yeah, after you passed out last night	and the stupidity in that instance	And I'm asking what you want me
I went on The Facebook for a little bit.	was the absence of me.	to do about it.
- What's that?	Catherine, I've got students	Well, sir, in the Harvard Student Handbook,
- The Facebook?	in my office now.	which is distributed to each freshman,
Stanford's had it for, like, two weeks now.	Students. Undergrads.	under the heading "Standards of Conduct
It's really awesome,	I don't know.	in the Harvard Community,"
except it's freakishly addictive.	From the looks of it, they want	it says the college expects all students
Seriously, I'm on the thing	to sell me a Brooks Brothers franchise.	to be honest and forthcoming
	All right, bye-bye.	

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in their dealings with members	but the Ad Board won't see us.	I'm sorry, President Summers, but what
in this community.	Have you tried dealing with	you just said makes no sense to me at all.
Students are required to respect	the other student directly?	I'm devastated by that.
public and private ownership,	Mr. Zuckerberg hasn't been responding	What my brother means is, if
and instances of theft, misappropriation or...	to any of our e-mails or phone calls	Mark Zuckerberg walked into our dorm room
- Anne?	for the last two weeks.	and stole our computer,
- Yes, sir?	He doesn't answer when	that would be a university issue.
Punch me in the face. Go ahead.	we knock on his door at Kirkland,	I really don't know.
...or unauthorized use	and the closest I've come	This office doesn't handle petty larceny.
will result in disciplinary action,	to dealing with him face-to-face	This isn't petty larceny.
including the requirement	is when I saw him on the quad	This idea is potentially worth
to withdraw from the college.	and chased him through Harvard Square.	millions of dollars.
And you memorized that	You chased him?	- Millions?
instead of doing what?	I saw him and I know he saw me.	- Yes.
What my brother and I came here today	I went after him and then he disappeared.	You might just be letting
to ask of you, respectfully, of course...	- I don't see this as a university issue.	your imaginations run away with you.
Sir, it's against university rules to steal	- Of course this is a university issue.	Sir, I honestly don't think you're
from another student, plain and simple.	There's a code of ethics and an honor code	in any position to make that call.
And you've spoken to your House Master?	and he violated them both.	I was the US Treasury Secretary.
Yes, sir. And the House Master made	You enter into a code of ethics with	I'm in some position to make that call.
a recommendation to the Ad Board,	the university, not with each other.	Letting our imaginations run away with us
		is exactly what we were told to do

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in your freshman address.	Colleagues of their father.	Broke your 335-year-old doorknob.
Well, then I would suggest	Let me tell you something,	Eduardo, spring break, you
that you let your imaginations	Mr. Winklevoss, Mr. Winklevoss,	and Mr. Zuckerberg took a trip to New York.
run away with you on a new project.	since you're on the subject of right and wrong.	- Yes.
You would?	This action, this meeting,	- What was the purpose of the trip?
Yes. Everyone at Harvard's inventing something.	the two of you being here is wrong.	Well, as CFO, I had set up some meetings
Harvard undergraduates believe that	It's not worthy of Harvard.	with potential advertisers.
inventing a job is better than finding a job.	It's not what Harvard saw in you.	Who paid for the trip?
So I'll suggest again that the two of you	You don't get special treatment.	It was paid for out of the \$1,000 account
come up with a new new project.	- We never asked...	I had set up a few months earlier.
- I'm sorry, sir, but that's not the point.	- Just start another project?	At this point, your \$1,000 was the only
- Please, arrive at the point.	Like we're making a diorama for a science fair?	money that had been put into the company?
You don't have to be	If you have a problem with that, Mr. Winklevoss...	- Yes.
an intellectual property expert	We never asked for special treatment.	- How did you feel the meetings went?
to understand the difference between right and wrong.	...the courts are always at your disposal.	- They went terribly.
And you're saying that I don't?	Is there anything else I can do for you?	- Why?
- Of course I'm not saying that, sir.	You can take the Harvard Student Handbook and shove it...	Mark was asleep.
- I'm saying that.	Ty.	I was not asleep.
- Really?	Thank you very much for your time, sir.	Can I rephrase my answer?
- Sir.	Whoops.	I wish he'd been asleep.
Anne, how did they get this appointment?		So we're in 29 schools now, with over 75,000 members.
		People who go on The Facebook tend to stay on longer

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than almost any other website.	- They're not gonna card us.	Internet companies in spectacular fashion,
Now, here's the most impressive statistic.	- Mark...	he's had a reputation with drugs...
91 % of people who try it once	- Are you gonna talk about ads again?	He also founded the companies.
will come back.	Unless you're the ballet theater of Hartford,	We don't need him.
- Now, if you'll allow me...	the purpose of a business	He's here.
- Excuse me one second.	is to make a profit.	No, no, take your time.
What sound is he making? Is that like a tsk?	It isn't a business yet.	- And he does own a watch.
It wasn't a tsk.	That's tough for me, 'cause my...	- Stop it.
It was...	Never mind.	- I'm Sean Parker.
Like a glottal stop.	He's 25 minutes late.	- How do you do?
Almost a gag reflex.	He founded Napster when he was 19.	You must be Eduardo. And Christy.
Guys, what is this?	He can be late.	And Mark.
There was one more meeting scheduled	- He's not a god.	- Great to meet you.
for the New York trip.	- Then what is he?	- Great to meet you.
Yes, it was a dinner.	He's 25 minutes late.	You guys don't have anything
It was set up through	I think Wardo's jealous.	in front of you.
my girlfriend at the time.	I honestly wasn't jealous. I was nervous.	- No.
Would you say that Mark was	Why?	- Tori.
excited about this meeting?	Well, I didn't know him at all, but I had	We were waiting.
Yes. Very.	done a search and I'd asked around.	- Hey, baby boy.
- Look, they're not gonna card us.	And he struck me as kind of a...	- Can you bring out some things?
- They might.	A wild card.	The lacquered pork with that ginger confit.
- I mean, look around.	Why?	Tuna tartare?
- It'll be embarrassing.	He crashed out of two pretty big	And the lobster claws, that'll get us started.
- Tell him they're not gonna card us.		

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Christy, what do you like to drink?	which was an online Rolodex that	And if somehow, someway, you've managed
An appletini.	he got thrown out of by Case Equity.	to live your life like the Dalai Lama,
Great. Four of those.	And I wanted to do it nice this time.	they'll make shit up.
From that point on, it was a Seanathon.	I put on a tie and I shined my shoes,	Because they don't want you,
The question was,	but nobody wants to take orders from a kid.	they want your idea.
"What did you talk about?"	So let me tell you what happens to	And they want you
He took us through his episode	a 20-year-old at the top of a hot dot-com.	to say "thank you" while you...
with Napster.	- I'm not a psychiatrist, but...	Excuse me.
I didn't wanna spend my 20s as a professional defendant.	- I'm glad we've got that on the record.	...wipe your chin and walk away.
Who knew? The music industry	You're not a psychiatrist, but what?	That's what happened to you?
doesn't have a sense of humor.	A psychiatrist would say	And delusional.
We tried to sell the company to pay the	that he was paranoid.	Yes. But there'll be payback at Case.
35 million they said we owed in royalties,	They'll hire private detectives	I brought down the record companies
but I guess to them that was a little like	who'll follow you day and night.	with Napster
selling a stolen car to pay for the stolen gas.	You're a target for high-priced escorts.	and Case'll suffer for their sins, too.
So we said screw it, declared bankruptcy.	I can't prove it,	Sorry, you didn't bring down
- But you made a name for yourself.	but I know they tap my phones.	the record companies.
- And you are dry.	Whatever it is that's gonna trip you up,	They won.
- Tori!	you've done already.	- In court.
- No, no, I'm good.	Private behavior is a relic of a time gone by.	- Yeah.
And then he went on to his second business venture,		You wanna buy a Tower Records, Eduardo?
		And he told story after story about life in Silicon Valley,

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and parties at Stanford and down in LA,	- Thanks, that was mine.	You know what's cool?
and friends who'd become millionaires...	- Easy.	You?
But mostly how Mark had to...	Hey, you know what?	"A billion dollars. ' "
He had to come to California.	Settle an argument for us.	And that shut everybody up.
And then he got around to The Facebook.	I say it's time to start making money	And that's where you're headed.
So, tell me about your progress.	from The Facebook,	A billion-dollar valuation.
Well, we're in 29 schools now.	but Mark doesn't want advertising.	Unless you take bad advice, in which case
We got over 75,000 members.	Who's right?	you may as well have come up with
- Tell me about the strategy you're using.	Well...	a chain of very successful yogurt shops.
- Okay.	Neither of you yet.	When you go fishing, you can catch
For instance, we wanted Baylor, in Texas,	The Facebook is cool,	a lot of fish or you can catch a big fish.
but Baylor already had	that's what it's got going for it.	You ever walk into a guy's den and see
a social network on campus.	Yeah.	a picture of him standing next to 14 trout?
So instead of going right after them,	You don't wanna ruin it with ads	- No, he's holding a 3,000-pound marlin.
we made a list of every school	because ads aren't cool.	- Yep.
within 100 miles...	Exactly.	- That's a good analogy.
You put The Facebook on those campuses first.	It's like you're throwing the greatest party on campus	- Okay.
Pretty soon all the Baylor kids saw	and someone's saying it's gotta be over by 11:00.	But we all know marlins don't really
their friends on our site and we were in.	That's exactly right.	weigh 3,000 pounds, right?
It's called the Little Bighorn.	- You don't even know what the thing is yet.	Have you seen the big ones up close?
That's smart, Mark.	- Exactly.	No, but I don't think the guy's holding
	How big it can get, how far it can go.	a marlin the size of a Range Rover.
	This is no time to take your chips down.	
	A million dollars isn't cool.	

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That would be a really big fish	So, what do you think?	that might be considered
and a very strong guy.	Yeah, sure, let's drop the "The. ' '	legitimate grounds for termination?
You think we might be getting away	I meant to catching the marlin	No.
from the point?	instead of the 14 trout.	You never did anything to embarrass the
I don't have a dog in this fight.	Doesn't that sound good?	company or even seriously jeopardize it?
I'm just a fan who came to say hi.	If you're a trout.	- No.
He owned Mark after that dinner.	I'm going to enter this into the record.	- No?
He picked up the check,	Incorporation papers for Facebook,	No.
he told Mark they'd talk again soon,	an LLC registered in Florida.	You were accused of animal cruelty.
and he was gone.	- Why Florida?	- Wait.
But not before he made his biggest	- It's where my family lives.	- You weren't?
contribution to the company.	And ask the respondent to stipulate	This is not happening.
Drop the "The. ' ' Just "Facebook. ' '	that the articles of incorporation	I have here an article from The Crimson...
It's cleaner.	state the ownership as follows:	Jesus Christ.
Shit.	65% for Mark Zuckerberg,	I can't have this, Wardo.
Goodbye, sweetie.	30% for Eduardo Saverin	Come on, man. This is bullshit.
Yeah.	and 5% for Dustin Moskovitz.	This is another club playing a prank.
That's gotta be some kind of	Yeah, we stipulate.	I'd gotten into the Phoenix.
land speed record for talking.	- And that was April 13th, 2004.	I'd been accepted,
You wanna end the party at 11:00.	- You can mark it.	and as part of my initiation I had to,
- I'm trying to pay for the party.	You have anything here?	for one week, carry with me at all times
- There won't be a party unless it's cool.	Yes. Thank you.	and take care of a chicken.
	Mr. Saverin, have you ever done anything	They identify you

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as one of the founders of Facebook.	and I gave it to the chicken.	for Postwar and Contemporary Art
"Junior Eduardo Saverin..."	Someone must have seen me,	and I haven't been to class.
I'm not the expert, but being connected	because the next thing I knew	I'm supposed to write about these four paintings.
to torturing animals	I was being accused of forced cannibalism.	That's a Facebook page?
is probably bad for business.	I didn't know you couldn't do that.	Yeah. I opened it under an alias.
I did not torture the chicken.	I dealt with the various animal rights groups,	I posted the paintings
I don't torture chickens. Are you crazy?	I dealt with the associate dean	and asked people to comment.
No, and settle down, please.	of the college.	Every once in a while, I hop on
I have here an article from The Crimson...	This was all resolved.	and stir the pot to get a good debate going.
- This is scathing.	Someone from the Porc or the Fly	
-956.	must have reported it.	Mr. Zuckerberg was cheating
I was having dinner in the Kirkland dining hall with Mark,	For all I know, it was the Winklevosses.	on his final exam?
and I had the chicken with me,	All right, let's just forget about it.	- I'd rather not answer that, Gretchen.
because I had to have the chicken	This is absurd.	- And why not?
with me at all times.	I'm being accused of animal cruelty.	Because I'm not suing him
This was college.	It's better to be accused of necrophilia.	for cheating on his final exam.
- Somebody's gonna have to answer for this.	It is better to be accused of necrophilia.	- That's not what friends do.
-969.	Now I have to explain this to my father.	- Well, you just told us he was cheating.
And the dining hall	I'm gonna have to explain this to everybody.	Oops.
was serving chicken for dinner,	What is happening on that?	You told your lawyers
and I had to feed my chicken, so I...	I have my final coming up	I was torturing animals?
Well, I took little pieces of chicken		No, he didn't tell us about it at all.
		Our litigators are capable

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of finding a Crimson article.	California's the place we've gotta be.	he was followed by private detectives?
In fact, when we raised the subject with him,	What, you're Jed Clampett?	Who came up with nothing.
he defended you.	I didn't know you guys	Enough to get him out of the company.
Oops.	got The Beverly Hillbillies in Brazil.	The drugs, the girls.
993. We are so close.	Yeah, got the show in Brazil, it was genius.	- We don't know that any of that's true.
Yeah, that reminds me,	- What is your problem with Sean?	- You can read about it.
we're gonna need more money, Wardo.	- He doesn't bring anything to the table.	I can read about you torturing birds.
Yeah, no, I agree. More servers, more help.	He doesn't have money.	Since when...
I'm interviewing two interns	Dustin's a better programmer.	Okay, don't fish eat other fish?
to come to Palo Alto	- He's got connections to VCs.	The marlins and the trout?
and we're gonna have	- We don't need VCs, we need advertisers.	What's he talking about?
to pay them something.	- And I have connections to VCs.	I'm interviewing interns at 10:00
- Sorry, what?	- No real players.	tomorrow night in the CS lab.
- I already found a house for rent	And as somebody who's just really	Get on board with this, man.
on a street	embarrassed the company in a bad way...	You know, I don't really know
two blocks from the Stanford campus.	- It was the Winklevosses, Mark.	what else to say.
It is perfect and it's got a pool.	- Hang on.	You can do one more! One more!
When did you decide to go to California	Hit "Refresh. ''	Wardo!
for the summer?	150,000 members, Wardo.	Yo! Mark!
You mean when did I actually decide?	- Congratulations, dude.	What's going on?
Was it somewhere in the middle	- Congratulations.	They have 10 minutes to get root access
of the Sean Parker Variety Hour?	You don't think it was strange that	to a Python web server,
He was right,		expose its SSL encryption,
		and then intercept all traffic

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over its secure port.	will they need to be able to do drunk?	about Mr. Zuckerberg taking the company
They're hacking.	You're right.	and moving it to California for the summer,
Yes, all behind a Pix Firewall Emulator.	A more relevant test might be seeing	why did you put \$18,000
But here's the beauty.	if they can keep a chicken alive for a week.	in an account for his use?
You know I didn't understand	- That was mean.	I figured we were partners.
anything you just said, right?	- Here.	I wanted to be a team player.
- I do know that.	What is this?	I figured Mark, Dustin and the new interns
- So what's the beauty?	I opened a new account	could work on the site
Every tenth line of code written,	and put \$18,000 in it.	while I was generating
they have to drink a shot.	Will that get you through the summer?	advertiser interest in New York.
Hacking's supposed to be stealth,	- Here!	But mostly I figured, how much could
so every time the server detects an intrusion,	- Mark?	possibly go wrong in three months?
the candidate responsible	Right here!	Go, go, go, go, go.
has to drink a shot.	Welcome to Facebook.	- I didn't die.
I also have a program running	- \$18,000?	- I know.
that has a pop-up window	- Yes.	- I made it.
appear simultaneously on all five computers.	In addition to the \$1,000 you'd already put up.	- You did.
The last candidate to hit the window	- Yes.	Okay, ready?
has to drink a shot.	- A total of \$19,000 now.	- That was like an 8.
Plus, every three minutes	- Yes.	- That was like a 2.
they all have to drink a shot.	- Hang on.	- It was better than that.
- Three minutes!	I'm just checking your math on that.	- Yeah.
- Drink one now!	Yes, I got the same thing.	I'm okay.
Hey, can I ask, what part of the intern's job	May I continue?	- You sure?
	After expressing misgivings	- Yeah.
		Yikes.

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That's the doorbell.	Sharon?	I asked what your plan for the...
I didn't know we had a doorbell.	I'm so sorry.	A hundred schools
- Andrew, get the door!	- No problem.	by the end of the summer.
- No, he's wired in.	- I didn't know you were gonna...	- We're gonna go to the restroom.
That's gonna cut into your security deposit.	- Here you go.	- Okay.
- Andrew.	- No, no, no. Wait!	Yeah, I'll go with you.
- Not now.	This house and this team are great.	Your date looks so familiar to me.
Good boy.	It's exactly what it should be.	She looks familiar to a lot of people.
- Sean?	I'm Sean Parker.	What do you mean?
- Mark?	Oh, he's wired in.	A Stanford MBA named Roy Raymond
- Do you live here?	That's what I'm talking about.	wants to buy his wife some lingerie,
- Yeah.	Where's Eduardo?	but he's too embarrassed
Do you?	He got an internship in New York.	to shop for it in a department store.
We were right across the street.	Eduardo didn't come out?	He comes up with an idea
We saw the chimney...	I was crashing there for a little bit	for a high-end place
- Is anybody hurt?	while I'm taking care of some things,	that doesn't make you feel like a pervert.
- No. You live across the street?	but she's done for the summer	He gets a \$40,000 bank loan,
I'm Sharon.	so she's back at her parents' place.	borrowes another 40,000 from his in-laws,
This is my... Sharon.	- The homeless rock star of Palo Alto.	opens a store and calls it Victoria's Secret.
She lives across the street.	- All right.	Makes a half million dollars his first year.
I was helping her move out,	What's your plan for the summer?	Starts a catalog, opens three more stores,
we saw the chimney...	Mark?	and after five years, he sells the company
We had a zip line to the pool.	I'm sorry. I was looking at the architecture.	
You came to California.		
Yeah.		
You made the right choice.		
Here you go.		

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to Leslie Wexner and The Limited	- I didn't know that.	A billion-dollar company's here.
for \$4 million.	- Napster wasn't a failure.	
Happy ending, right?	I changed the music industry	- Do you live and breathe Facebook?
Except two years later,	for better and for always.	- Yes.
the company's worth \$500 million,	It may not have been good business,	I know you do.
and Roy Raymond jumps off	but it pissed a lot of people off.	Wardo wants to be a businessman
the Golden Gate Bridge.	And isn't that what your Facemash	and for all I know he's gonna be a good one,
Poor guy just wanted to buy his wife	was about?	but he shouldn't be in New York
a pair of thigh-highs, you know?	They're scared of me, pal,	kissing Madison Avenue's ass.
Was that a parable?	and they're gonna be scared of you.	This is a once-in-a-generation,
My date's a Victoria's Secret model.	What the VCs want is to say,	"holy shit" idea.
That's why she looks familiar to you.	"Good idea, kid,	And the water under
- God.	the grown-ups will take it from here. ' '	the Golden Gate is freezing cold.
- Don't be impressed by all this.	But not this time. This is our time.	Look at my face and tell me
I read your blog.	This time, you're gonna hand them	I don't know what I'm talking about.
You know, no, that was for web cretins.	a business card that says,	Do you ever think about that girl?
You know why I started Napster?	"I'm CEO, bitch. ' '	
The girl I loved in high school was with	That's what I want for you.	What girl?
the co-captain of the varsity lacrosse team,	So where the hell is Eduardo?	The girl from high school with the lacrosse thing.
and I wanted to take her from him.	- He's in New York.	No.
So I decided to come up with	- Sucking up to ad execs.	If you guys are gonna talk about bandwidth,
the next big thing.	- He's got an...	we need shots.
	- An internship.	A hundred schools
	The company's here.	

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by the end of the summer?	- Thank you.	Sorry you flew all the way out here
Yeah.	- And this is my brother, Cameron.	to see that.
Tell you what. Gesture of good faith.	- Excellent.	Wouldn't have missed it, brother.
While you're getting into 100 schools,	Sir?	How was the royalty?
I'll put you on two continents.	His Royal Highness Prince Albert.	I just wanted him to tell me
Two...	Your Highness, this is	a couple more times how close the race was.
If you don't have a place to crash,	Cameron and Tyler Winklevoss.	Just brutal, brutally close.
I think you should definitely	Of course. Brilliant race.	Brutally excruciating. Jesus.
come and live with us.	I've never seen a race that close.	The guy is the prince of a country
Let's line up some shots.	Yes, Your Highness.	the size of Nantucket.
- Excuse me!	My grandfather, Jack Kelly,	Relax, it's fine.
- Yes, sir.	was one of the premier rowers of his day.	- Boys. Divya.
You can take this away		- Dad.
and bring back the 1942.	I've been coming to Henley for 30 years	- Mr. Winklevoss.
Absolutely, Mr. Parker.	and I'd never seen a race that close.	- That was a tough beat.
Attention... Go!		I'm sorry that you and Mom
At the barrier, Hollandia is	Have you? Have you seen a race that close?	had to fly out here to see that.
leading Harvard University by one length.	No, Your Highness.	No, don't ever apologize to me
Approaching the grandstands,	Mile-and-a-half races are more	for losing a race like that.
Hollandia maintains a lead	commonly won by a boat length or two.	Don't ever apologize to anyone
of three-quarters of a length.	Yes, that's absolutely right. Brutally close.	for losing a race like that.
Come on!		- Boys.
Whatever.	May I introduce my teammates?	- Mr. Kenwright.
- Mr. Winklevoss.	I'm sorry. You'll have to excuse us.	Dad, this is Mr. Kenwright,
- Tyler.		head of the host family for this week.
- Tremendous race.	On to the Dutch.	

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- Pleasure to meet you.	I'm gonna go watch the race film.	Let's gut the friggin' nerd.
- Good to meet you.		That's what I'm talking about!
I've just had a phone chat with my daughter.	If this is online, I wanna see it.	No, no, no, no, no.
She told me that she and her friends	Stop it.	But check it out, I saw him today.
are already talking about the race,	Stop it, Cam.	
which they've just seen via their computers.	Knock it off.	Manningham, Mitchell Manningham,
A new website called Facebook.	I don't mind that we lost to the Dutch today by less than a second.	my Case Equity guy.
Do you have this in America?	That was a good race,	Hang on.
I'm gonna find your mother.	and that was a fair race.	Are you guys using Spikes or Ghost Missiles?
Have I said something wrong?	And they'll see us again.	We don't know,
Your daughter doesn't go to school in the States?	What I mind, and what you should mind,	we're just shooting at each other.
No, no. Cambridge.	is showing up on Monday for a race that was run on Sunday.	Use Sweet Kamikazes.
Majoring in French literature, though	We tried talking to him ourselves,	Like we know what that is.
I wasn't aware there was such a thing.	we tried writing a letter,	I saw him getting into his Turbo Carrera
And they have Facebook at Cambridge?	we tried the Ad Board, and we tried	and he saw me, too.
And apparently Oxford and the London School of Economics.	talking to the president of the university.	I know he did.
That's where her friends are.	Now, I am asking you for the last time,	Don't. Don't sweat it. I'm on a landline.
That's awesome.	let's take the considerable resources	Bong hit.
Good race, boys.	at our disposal and sue him in federal court.	Does anybody hear that banging?
Take the bitter with the better, eh?	Come on.	You don't hear anything.
	I need a real drink.	You're writing code.
	Screw it.	Dude, somebody's at the door.
		It's not a dish best served cold.

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It's best served immediately and relentlessly.	Nothing.	then a long wait at the passenger
I'm gonna call you back.	- Wardo.	loading and unloading zone at SFO,
What's up?	- Hey, man.	and in between there was a long flight.
What's up?	- I waited an hour for you at the airport.	
Mark was supposed to pick me up	- What time is it?	I'm the business end of this company.
at the airport an hour ago.	It's midnight. Or 3:00 a. m. in New York,	And he is a houseguest living here rent free
I've been calling his cell.	where I just came from.	on a very generous grant
He was on a 36-hour coding tear,	You gotta see some of the new stuff we got.	from the Eduardo Saverin Foundation.
so he took a nap for a couple of hours.	Hey, Dustin. Show him the Wall.	I heard about your big-ticket ad buys.
What happened here?	I'm just calling it the Wall.	Gary's Tuxedos.
Not happened. Happening.	Forget the Wall, tell him about	- Hey, man...
The next big thing.	the meeting I've got set up.	- Harvard Bartending Course.
Wardo.	You know Peter Thiel?	You're just a small step away
Hey, man.	- Nope.	from bagging Snookies Cookies, I can feel it.
- Back to work.	- No reason you should.	- You wanna talk to me alone for a minute?
- Okay.	He just runs a \$2-billion hedge fund	- Sure.
The more bad I get at this,	called Clarium Capital.	Bong hit.
the more wasted I get.	Why's he setting up meetings?	- I'm so high.
I mean the more wasted that I get...	Thiel might wanna make	- No, you're not.
We understand.	an angel investment.	So how's it going?
How old are they, Sean?	I don't care if he's an actual angel.	How's the internship? How's Christy?
It's not polite to ask.	Why is he setting up business meetings?	- How's the internship?
Sean, how old are they?	- You've had a long flight.	- Yeah.
You think you know me, right?	- No, I had a long wait on the tarmac at JFK,	
I've read enough.		
You know how much I've read about you?		

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Mark, Jesus, I quit the internship.	- Please don't tell him I said that.	14 hours a day, trying to find advertisers!
We talked about this on the phone.	- What did you just say?	And how's it going so far?
I quit on my first day.	It's moving faster than any of us	What did you mean, "get left behind"?
I do remember you saying that.	ever imagined it would.	- Hi.
So how is Christy?	- It's moving fast.	- Can I help you?
Christy's crazy.	- What did you mean?	I'd like to freeze this bank account
- Is that fun?	- And Sean thinks we have...	and cancel all existing checks
- No.	- Sean is not part of this company.	and lines of credit.
I mean, she's actually psychotic.	We have over 300,000 members, Wardo,	- May I see some ID, please?
She's insanely jealous, she's irrational,	and we're in 160 schools,	- Yeah, sure, sorry.
and I'm frightened of her.	including five in Europe.	Sean, he'll be right with you.
Still, it's nice you have a girlfriend.	I'm aware of that! Mark, I am the CFO!	No problem.
I do not want that guy representing	We need more servers	You know this is where
himself as part of this company.	than I ever expected we'd need.	they filmed Towering Inferno?
You gotta move out here, Wardo,	We need more programmers	That's comforting.
this is where it's all happening.	and we need more money,	Hey, guys. Come on back.
- Did you hear what I just said?	and he set up the Thiel meeting.	- She offer you some waters?
- The connections, the energy...	He set up meetings all over town.	- Oh, yeah. We're cool.
Mark, you got...	- He set up other meetings?	Sean, how are you? Come on in.
I'm afraid if you don't come out here,	- Yes.	- You must be Mark.
you're gonna get left behind.	- Without me knowing anything about it.	- Hi.
I want... I need you out here.	- You're in New York.	We took a look at everything,
	I'm in New York riding subways	and congratulations.
		We're gonna start you off

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with a \$500,000 investment.	on your Facebook page?	don't care what anyone's
Maurice is gonna talk to you	What?	Relationship Status is on
about some corporate	Why does your Relationship	Facebook.
restructuring.	Status	Please, open your present.
We'll file as a corporation in	say "single" on your	Your phone does work.
Delaware	Facebook page?	It's Mark.
and come up with a stock	Well, I was single when I	Okay, this is gonna be
structure	set up the page.	tricky.
that allows for new	And you just never bothered	Open your present. It's a silk
investors.	to change it?	scarf.
Now, let me ask you	What?	Have you ever seen me wear
something.	I don't know how.	a scarf?
Who's Eduardo Saverin?	Do I look stupid to you?	This'll be your first.
Jesus Christ.	No, calm down.	Yeah.
When did you get back?	You're asking me to believe	- You froze our account?
You scared me. I need you	that the CFO of Facebook	- I did.
to knock.	doesn't know how to change	- You froze the account.
When did you get back?	his Relationship Status on	- I had to get your attention,
I got back this afternoon.	Facebook?	Mark.
And when were you gonna	It's embarrassing, so you	Do you realize that you
call me?	should take it	jeopardized
Chris, it was kind of a rough	as a sign of trust that I	the entire company?
trip	would tell you that.	Do you realize that your
and I was tired...	- Go to hell.	actions
Yeah, or answer one of my	- Take it easy.	could have destroyed
47 texts.	No, you didn't change it so	everything I've been
Did you know I sent 47	you could	working on?
texts?	screw those Silicon Valley	We have been working on.
I did, and I thought that was	sluts	Without money, the site
incredibly normal behavior.	every time you go out to see	can't function.
Are you mocking me?	Mark.	Let me tell you the
I brought you a present.	Not even remotely true, and	difference
Why does your Status say	I can	between Facebook and
"single"	promise you that the Silicon	everybody else.
	Valley sluts	

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We don't crash ever!	and it certainly was not the act of a friend.	on some documents,
If the servers are down for even a day, our	You know how embarrassing it was for me	so you gotta get your ass
entire reputation is irreversibly destroyed.	to try to cash a check today?	on the first flight back to San Francisco.
- Look...	I am not going back to that life.	I need my CFO.
- Users are fickle. Friendster has proved that.	- Maybe you were frustrated.	I'm on my way.
Even a few people leaving would reverberate	- Yeah!	- Wardo?
through the entire user base.	- Maybe you were angry.	- Yeah?
The users are interconnected.	- I was!	We did it.
That is the whole point.	But I am willing to let bygones be bygones,	Wardo?
College kids are online because their friends are online	because, Wardo, I've got some good news.	You're going back there already?
and if one domino goes, the other dominos go.	I'm sorry.	Yes.
Don't you get that?	I was angry, and maybe it was childish,	And also, I'm breaking up with you.
I am not going back to the Caribbean Night at A-E-Pi!	but I had to get your attention.	Somebody stop her!
Holy shit.	Wardo, I said I've got some good news.	Four documents.
What is wrong with you?	What is it?	The first two are common stock
Did you like being nobody?	Peter Thiel just made an angel investment	purchase agreements,
Did you like being a joke?	of half a million dollars.	allowing you to buy stock
Do you wanna go back to that?	What?	in the newly reincorporated Facebook,
Hang on, hang on, hang on, hang on.	Half a million dollars.	as opposed to the old shares,
That was the act of a child, not a businessman,	And he's setting us up in an office.	which are now worthless.
	They wanna reincorporate the company.	The third is an exchange agreement
	They wanna meet you.	allowing you to exchange
	They need your signature	the old shares for new shares,
		and then finally a voter holding agreement.

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How many shares of stock will I own?	No, it was an outrageously leading question	He'd already told me that he wouldn't be
1,328,334.	the first time around,	coming back to school
Jesus Christ.	and now you want us to hear it twice?	for at least a semester,
That represents a 34.4% ownership share.	Yes. Would you read it back, please?	so we were saying goodbye for a while.
Why the increase from the original 30%?	Well, go ahead.	And then before I left he said...
'Cause you may need to dilute it	"Counsel: 'And when you signed	But you gotta come back.
to award shares to new investors.	these documents,	Somewhere around the end of November
- I love working with business majors.	"were you aware that you were signing	or early December.
- I'm telling you.	your own death certificate?"	Peter wants to throw us an amazing party
- Economics.	No.	when we hit a million members.
- Right.	It was insanely stupid of me not to have	It's gonna be out of control.
You should know that Mark has already	my own lawyers look over all the...	You gotta come back for it.
taken his percentage from 60 down to 51.	In all honesty,	A million members?
Well, Mark doesn't care about money	I thought they were my lawyers.	Yeah.
and he needs to be protected.	I was your only friend.	Remember the algorithm on the window at Kirkland?
Dustin Moskovitz owns 6.81 %.	You had one friend.	Yeah.
Sean Parker, 6.47%.	My father won't even look at me.	Yeah, I'll be here.
I can live with that.	Okay, Eduardo, did Mr. Zuckerberg say	You sure about this?
And Peter Thiel, 7%.	anything to you after you signed the papers?	You're 20 minutes late.
Would you like to use my pen?		You're gonna walk in there and say you overslept
Eduardo? Eduardo?	There was a lot of handshaking,	and didn't have time to get dressed.
Can you please repeat the question?	a lot of congratulations.	They're gonna pitch you.
		Case Equity is going to pitch you.

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They're gonna beg you to take their money.	that was hard to turn down.	What is this?
You're gonna nod, you're gonna nod,	So I went to California,	Mr. Saverin.
you're gonna nod,	and I went straight to the new offices.	Mark!
and then you're gonna say,	I didn't know whether to dress for the party	- Mark?
"Which one of you is Roth?"	or for the business meeting,	- He's wired in.
No, not Roth. Manningham.	so I kind of dressed for both.	- Sorry?
	- But it didn't matter.	- He's wired in.
	- Why not?	- Is he?
"Which one of you is Mitchell Manningham?"	Because I wasn't called out there	- Yes.
And he'll say, "I am. ' "	for either one.	- How about now? Are you still wired in?
And then you say,	What were you called out there for?	- Call security.
"Sean Parker says, 'Fuck you. ' "	An ambush.	You issued 24 million new shares of stock!
Walk out.	Mr. Saverin. Hey. Right over here.	You were told that if new investors
Okay.	Hey, man.	came along...
In late November, I got the e-mail from Mark	- How are you?	How much were your shares diluted?
telling me to come out	- Good. How are you?	How much were his?
for the millionth-member party.	- Good, good, good, good, good.	What was Mr. Zuckerberg's
What else did the e-mail say?	- Good to see you.	ownership share diluted down to?
It said that we had to have a business meeting.	At first I thought he was joking.	It wasn't.
That Mark and Sean had played	Giving me more contracts to sign.	What was Mr. Moskowitz's ownership share
some kind of revenge stunt on Case Equity,	But then I started reading.	diluted down to?
and that Manningham was so impressed	Wait, what is this?	It wasn't.
that he was now making an investment offer	Well, as you know, we had some	What was Sean Parker's ownership share
	new investors that have come in.	diluted down to?
		It wasn't.

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What was Peter Thiel's ownership share	pretending you were running this company?	- Get him out of here.
diluted down to?	Sorry, my Prada's at the cleaner's!	- It's okay, I'm going.
It wasn't.		Hang on.
And what was your ownership share	Along with my hoodie and my fuck-you	Almost forgot.
diluted down to?	flip-flops, you pretentious douchebag!	Here's your \$19,000.
.03%	Security's here. You'll be leaving now.	I wouldn't cash it, though.
- You signed the papers.	- I'm not signing those papers.	I drew it on the account you froze.
- You set me up.	- We will get the signature.	I like standing next to you, Sean.
		It makes me look so tough.
You're gonna blame me because you were	Tell me this isn't about me	Well...
the business head of the company,	getting into the Phoenix.	That's it, that's our show for tonight, people.
and you made a bad business deal	You... You did it. I knew you did it.	And look, I wanna see everyone here
with your own company?	You planted that story about the chicken!	geared up for a party.
It's gonna be like I'm not a part of Facebook.	- I didn't plant that story.	We're gonna walk into that club
It won't be like	- What's he talking about?	like it's the Macy's Parade.
you're not a part of Facebook.	- You had me accused of animal cruelty.	Mackey, put it up on the big screen.
You're not a part of Facebook.	- Seriously. What the hell's the chicken?	We've gotta almost be there.
- My name's on the masthead.	And I'll bet what you hated the most	- You all right?
- You might wanna check again.	is that they identified me	- Yeah.
	as a co-founder of Facebook.	You were kind of rough on him.
This because I froze the account?	Which I am. You better lawyer up, asshole.	That's life in the NFL.
You think we'd let you	'Cause I'm not coming back for 30%.	You know you didn't have to be
parade around in your ridiculous suits,	I'm coming back for everything.	that rough on him.
		- Listen, I put him...
		- Sean!

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You didn't have to be that rough on him.	And you're not a hugger.	How they check their friends' status updates.
He almost killed it.	I know.	
I'll send flowers.	One million!	Wait. That's weird. Why did the music stop?
Speaking of flowers, I'm putting together	Who's got champagne?	Check to see which one of their friends
a party after the party at Kappa Eta Sigma.	Huh?	changed their profiles,
Ashleigh's a sister.	I've got champagne.	changed their photos...
- Ashleigh?	The next transformative development,	Seriously, what happened to the music?
- The intern.	a picture-sharing application.	We lived on farms
Yeah. I know who she is. Are you guys...	A place where you view pictures	and then we lived in cities,
	that coincide with your social life.	and now we're going to live on the Internet!
Ashleigh? Me? No.	It is the true digitalization of real life.	Sean, stop.
Well, a little bit.	- You can use a CD.	I think something's going on downstairs.
Why?	- You can do it off of me.	Ladies and gentlemen,
- No. Nothing, I just...	You don't just go to a party anymore.	can I have your attention, please?
- Excuse me. Mark?	You go to a party with a digital camera,	It's time for you to go home.
- We were just talking about you.	and then your friends relive the party online.	The party is over.
- Just that you're doing a really good job.	And tagging. The idea...	Then it's all good.
Thanks. I appreciate that.	- Would this be easier without the bra?	- It's the cops.
These came in for you.	- It's worth finding out.	- What?
Put them on my desk.	All right, shut the music down!	Shit! Shit.
What's the package?	The party's over!	- Shit, shit, shit, shit, shit.
Nothing.	Everybody, go home!	- Okay, it's okay. Be cool.
- Mackey.	I've spent hours watching	Good to see you, Officer.
- Yes, sir.	what people do when they log on.	What can I do for you?
Refresh.		What's going on?
Sweet!		Was the music too loud?

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We were having a celebration.	Listen, something's happened.	You believe me. God, this is gonna be fine.
Miss, I need you to button your blouse.	Shit.	Right?
I can tell them to turn the music down.	No, it's all right. It's gonna be all right.	Go home, Sean.
That's not mine.	I posted bond, and I wasn't doing anything.	Mark?
Okay, we're gonna need identification.	I mean, I've got allergies.	Mark.
Keep your hands where we can see them.	Interns.	We're done for the day.
Oh, my God.	It was just a party.	Yeah. Yeah, I was just sitting here.
You got anything else in your pockets	This is gonna be news, Sean.	What happened to Sean?
I should know about?	It's gonna be online any second.	He still owns 7% of the company.
No, sir. No.	I know.	All you had all day was that salad.
- Don't be stupid, now.	You know with an intern...	Do you wanna get something to eat?
- I don't, I don't.	No, it's cool. I have it under control.	I can't.
What's this?	I will get it under control.	I'm not a bad guy.
That's an EpiPen.	I will call someone	I know that.
- And this?	and see what the next move is.	When there's emotional testimony,
- That's my inhaler.	But this is gonna be news now.	I assume 85% of it is exaggeration.
How old are you?	You don't think Wardo	And the other 15?
Twenty-one.	was involved, do you?	Perjury. Creation myths need a devil.
Twenty-one.	I mean, do you think...	What happens now?
- Twenty-one.	No.	Sy and the others are having a steak
- I'm 21.	Or Manningham. One of them.	on University Avenue.
Lying only makes it worse.	Somebody. Somebody sent the coke	Then they'll come back up to the office,
I'm sorry, I shouldn't have lied.	in there, because it got in there.	and start working on a settlement
Hello.		

APPENDIX 2

TRANSCRIPT OF "THE SOCIAL NETWORK" MOVIE

agreement to present to you.	that night?
- They're gonna settle?	- You think I'm the one that called the police?
- Oh, yeah.	- Doesn't matter.
- And you're gonna have to pay a little extra.	I asked the question,
- Why?	now everybody's thinking about it.
So that these guys sign a nondisclosure agreement.	You've lost your jury in the first 10 minutes.
They say one unflattering word about you	Farm animals.
in public, you own their wife and kids.	Yeah.
I invented Facebook.	I was drunk and angry and stupid.
I'm talking about a jury.	- And blogging.
I specialize in voir dire, jury selection.	- And blogging.
What a jury sees	Pay them.
when they look at a defendant.	In the scheme of things,
	it's a speeding ticket.
	That's what Sy will tell you tomorrow.
Clothes, hair, speaking style, likeability...	Do you think anybody would mind if I stayed
Likeability.	and used the computer for a minute?
I've been licensed to practice law	I can't imagine it would be a problem.
for all of 20 months,	Thanks.
and I could get a jury to believe	I appreciate your help today.
that you planted the story	You're not an asshole, Mark.
about Eduardo and the chicken.	You're just trying so hard to be.
Watch what else.	
Why weren't you at Sean's sorority party	

CHAPTER I

INTRODUCTION

This chapter covers the introduction of the research. It consists of seven sections, namely background of the study, research problems, objectives of the study, significances of the study, scope and limitation, definition of the key terms, and research methodology.

1.1 Background of the Study

Politeness is best expressed as the practical application of good manners or etiquette. It is a culturally-defined phenomenon, therefore, what is considered polite in one culture can sometimes be quite rude or simply eccentric in another cultural context.

Politeness is a strategy used by people to be polite and to build harmony in term of communication. Renkema (1993: 8) has stated that to make a conversation run smoothly, it needs a strategy which is called politeness. In building interaction sometimes people need to know the partner's background including culture and personality to avoid misunderstanding in conversation. In some cases, interactions are built by different people which have different culture from the whole of the world. Therefore, using politeness strategies is necessary in building virtual or real interaction.

Brown and Levinson (1987) outline four main types of politeness strategies; namely bald on-record, positive politeness, negative politeness, and off-record (indirect). Bald on-record strategies usually do not attempt to minimize the threat to the hearer's face although there are ways that bald on-record politeness can be used in trying to minimize FTAs implicitly. Using such a strategy will shock or embarrass the addressee, so this strategy is most often utilized in

situations where the speaker has a close relationship with the audience, such as family or close friends. Positive politeness strategies seek to minimize the threat to the hearer's positive face. They are used to make the people feel comfortable about himself, his interests or possessions, and are most usually used in situations where the audience knows each other fairly well. In addition to hedge and attempt to avoid conflict, some strategies of positive politeness including statements of friendship, solidarity and compliments are applied. Meanwhile, negative politeness strategies are oriented towards the hearer's negative face and emphasize avoidance of imposition on the hearer. These strategies presume that the speaker will be imposing on the listener and there is a higher potential for awkwardness or embarrassment than in bald on record strategies and positive politeness strategies. Furthermore, negative face is the desire to remain autonomous, so the speaker is more apt to include an out for the listener through distancing styles like apologies. The next politeness strategy is off-record. It is a strategy that uses indirect language and removes the speaker from the potential to be imposing. As an example, the sentence, "Wow, it's getting cold in here" means that it would be nice if the listener would get up and turn up the thermostat without directly asking the listener to do so.

In this research, the researcher intends to learn politeness strategies in a movie, that is "The Social Network" movie. The researcher explores kind of politeness strategies used in the conversation sections of the movie. "The Social Network" movie is a 2010 American drama movie directed by David Fincher and written by Aaron Sorkin. Adapted from Ben Mezrich's 2009 book, *The Accidental Billionaires*, the film portrays the founding of social networking website Facebook and the resulting lawsuits. The stars are Jesse Eisenberg as Mark Zuckerberg the founder of Facebook, along with Andrew Garfield and Justin Timberlake as the other

principals involved in the website's creation. It performs the way to interact with other people by using virtual and real interaction.

This movie tells a story about two closed friends who stay in the same dormitory and in the same university. In the beginning of the story, they build a website as their main project in building a company. In the middle of the story, there is a conflict that one of them wants to take over all parts of the company. As the impact they become enemy and it changes the way they talk each other and influence the politeness strategies that they use in the conversations.

There are some previous researchers who have done researches on similar topic. Rahmawati (2008) described politeness strategies used by the main character (Marcus) in “Get Rich or Die Trying” movie. She used Brown and Levinson’s theory to analyze the data and found the politeness strategies used by the main character of “Get Rich or Die Trying” movie are Bald on record such as in an emergency. The strategies found are mostly positive politeness, such as attend to the hearer, avoid disagreement, assume agreement, and hedge opinion. The second strategy is Negative politeness, such as minimizing imposition, and be indirect. The third strategy is Off record, such as in give hints, be vague, and be sarcastic.

The next researcher, Achmad (2010) described politeness principles used in “Spartacus” movie. In this research the researcher used Brown and Levinson’s theory. The results of this research show that the main characters (Spartacus and David) use four kinds of politeness strategies to invite other slaves to fight against the Oppression of Rome as being proposed by Brown and Levinson (1987), they are: Bald on Record, Positive Politeness, Negative Politeness, and Off Record. The function of using Bald on Record is to achieve the maximum efficiency of their utterance. Positive Politeness is used by the main characters to satisfy the hearer’s positive face by approving or including them as friend or the member of the group. Negative Politeness is

used in the situation in which the main characters have the main focus on assuming that they may be imposing and intruding on hearer's face. Off Record is used in the condition in which the main characters have to take some pressures of the hearer.

The last researcher, Ahlian (2011) analyzed politeness strategies used in Jakarta Post caricatures. The theory used is Brown and Levinson's theory. The results of this research show that four strategies are used in the caricatures. Bald on record strategy is used in data for the purpose of making the readers understand clearly what is meant by the caricaturist, it also makes the person criticized or teased on the caricatures and understand easily. Positive politeness strategy is used to minimize the distance between the caricaturist and his readers. Negative politeness strategy is used to avoid the further imposition of prolixity and obscurity. Off record strategy is used in the purpose of minimizing any potentially damaging face interpretation.

This research has both similarity and difference with the previous research. The similarities are the theory used, that is Brown and Levinson's Politeness strategies, and the object of the analysis is a movie's script (the previous first and second research). However, this research has different form of movie from the previous research. The first and second research uses fiction movie as the object, while the third research uses a caricature as the object. But, in this research the object is documentary movie. Therefore, the results of this research may be useful to get new findings in Politeness strategies.

1.2 Research Problems

Based on the description on the background of the study above, this research is conducted to find out the answer of some problems in relation to the discussion above, as follows:

1. What are the types of politeness strategies used by the characters of *The Social Network* movie?

2. What are the functions of politeness strategies used by the characters of *The Social Network* movie?

1.3 Objectives of the Study

Concerning with the problems mentioned above, the objectives of this research are to:

1. identify the types of politeness strategies used by the characters of “The Social Network” movie;
2. describe the functions of politeness strategies used by the characters of “The Social Network” movie.

1.4 Significances of the Study

This research is expected to give theoretical and practical contribution to enrich the area of Discourse Analysis. Theoretically, the findings of this research are expected to enrich the practices of the use of politeness strategy, especially proposed by Brown and Levinson. The uniqueness of the movie will show that politeness strategies can be found in any conversations. Therefore, the findings of this research may become new references to get deeper understanding, especially about politeness strategy.

Practically, the results of this research are very important for linguists, students of English Department, society, and next researchers. The findings of this research will be useful for the linguists to get broader understanding about politeness strategies proposed by Brown and Levinson. However, linguists need references to complete their understanding about politeness strategy. Besides, for the students of English Department, it will be useful in providing additional references, especially for those who will do the same topic on politeness strategies. Moreover, the utterances will be analyzed may also be used by society in applying daily conversations,

somehow, life cannot be separated from politeness phenomena. Finally, this research is also expected to give an important direction and contribution for next researchers in the same field in helping them to analyze politeness strategies in any conversations.

1.5 Scope and Limitation

This research deals with politeness strategies, in the area of Pragmatics. It studies the use of politeness strategies in “The Social Network” movie. Therefore, the researcher does not investigate on other Pragmatics areas, such as deixis, speech act, implicature, and et cetera, but politeness strategy only. The data studied are the sentences or utterances used by the main and supporting characters in the movie and specified into the types of politeness which are used by using Discourse approach. The object of this research is the transcript of “The Social Network” movie dialogue. The dialogues taken are said by the main and supporting characters of the movie.

1.6 Definition of the Key Terms

Below are the definition of the key terms which are used in this research:

1. Politeness strategies are method of communication used to avoid or minimize the FTA (Face Threateing Act) that a speaker makes.
2. FTA’s (Face Threatening Acts) is an act that threatens the positive or negative face of the hearer.
3. The Social Network is a 2010 American drama film directed by David Fincher and written by Aaron Sorkin. Adapted from Ben Mezrich's 2009 book, The Accidental Billionaires, the film portrays the founding of social networking website Facebook and the resulting lawsuits.

The story begin when the student of Harvard University (Mark Zuckerberg) make a website to rank all the girls of Harvard University. Then he got six months academic probation because he was accused of intentionally breaching security, violating copyrights and individual privacy. After this tragedy, Mark and his friend (Eduardo) make a new social media website to earn more money in this business project. Finally they become billionaires by creating “facebook” as the social network website. It stars Jesse Eisenberg as Mark Zuckerberg founder of Facebook, along with Andrew Garfield and Justin Timberlake as the other principals involved in the website's creation.

1.7 Research Method

In this step the researcher tries to specify the research method by dividing it into five parts, namely research design, data sources, research instrument, data collection and data analysis.

1.7.1 Research Design

This research used descriptive qualitative design. It is used in this research because the major purpose of this research is to describe systematically the analysis of the object chosen and it focuses on the exploration of concept of the data. In this research the researcher describes the politeness strategies used in the conversations of “The Social Network” movie. It is an appropriate design because in investigating the data the researcher did not use any kind of statistic rate, but the researcher performed critical analysis that is influenced by some cases, including knowledge, experience, sensitivity, and culture.

Moleong (2007:6) explains that qualitative research is a research that is conducted to understand phenomena holistically and descriptively in the form of words and language in a

scientific context using a certain scientific methods. Therefore, the researcher analyze the data descriptively in the form of words and language based on Brown and Levinson's theory of politeness strategy.

1.7.2 Data Sources

The data sources of this research are the transcript of "The Social Network" movie. It is a 2010 American drama film directed by David Fincher and written by Aaron Sorkin. The characters are Mark Zuckerberg, Erica Albright, Cameron and Tyler Winklevoss (Winklevoss twins), Divya Narendra, Eduardo Saverin, Bill Gates, Christy Lee, Alice, Larry Summers, Sean Parker, Peter Thiel, and Marylin Delpy. All of them are the main and supporting characters in "The Social Network" movie. Meanwhile, the data of this research are taken from the sentences or utterances, consisting Politeness strategies produced by the main and supporting characters as proposed by Brown and Levinson.

1.7.3 Research Instrument

In qualitative research the researcher himself is the main instrument. The researcher is the one that must do the research and have the biggest role in it. The researcher acted directly in collecting, identifying, and analyzing the data. Then the researcher investigated the data by performing critical analysis that is influenced by some cases, including knowledge, experience, sensitivity, and culture.

1.7.4 Data Collection

The researchers collected the data by doing some steps. First, watch “The Social Network” movie, in this case, the researcher caught the story and recognized all of the characters in “The Social Network” movie. Then the researcher understand the conversations discussed in the movie. By doing these steps, the researcher got the point of the sentences and utterances stated in the movie. Next, the researcher read and understood the whole transcript of the movie. It made the researcher understood better about the movie’s story and easier to find the data. Finally, the researcher took note the sentences and utterances of the movie which contain Politeness strategies proposed by Brown and Levinson, namely Bald on-record, Positive politeness, Negative politeness, and Off-record.

1.7.5 Data Analysis

In analyzing the data, the researcher did some steps. Firstly, the researcher classified the data which have been collected before into some classification of Politeness strategies, namely Bald on-record, Positive politeness, Negative politeness, and Off-record, proposed by Brown and Levinson. Secondly, the researcher explained the context of the conversations discussed in the movie. It was done to give deep understanding to the reader about the situation while the sentences were produced. Finally, the researcher analyzed and drew conclusion based on Politeness strategies as proposed by Brown and Levinson’s theory.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter presents about the related literature that is relevant to this research and is able to help the researcher to analyze the data. It involves Politeness, Brown and Levinson's Concept of Politeness (Face and Face Threatening Acts), Brown and Levinson's Politeness Strategies (Bald on-Record Strategy, Positive Politeness, Negative Politeness and Off Record Strategy), "The Social Network" movie, and previous research.

2.1 Politeness

People use politeness as communication strategy to maintain and develop relationship. Politeness is an aspect of pragmatics in that its use in language is determined by an external context. Polite person makes others feel comfortable. Being linguistically polite involves speaking to people appropriately in their relationship to others. Besides, someone can be considered as a polite person depending on how, to whom, and when he or she applies those polite manners.

Through politeness people show concern for addressee's face. Holmes (2001) states that politeness involves taking account of the feeling of others. The appropriate way of talking will depend on one's role in particular context. Politeness is manifested not only in the context of conversation, but also in the way conversation is managed and structured by its participants. For example, conversational behavior, such as speaking at the wrong time (interrupting) or being silent' at the wrong time has impolite implications. There are many theoretical findings related to politeness concepts, including Brown and Levinson's concept of politeness.

2.2 Concept of Politeness by Brown and Levinson

Brown and Levinson (1987) define politeness as behaving a way that attempts to take into account the feeling of people being addressed. In other words, being polite means that we try to keep our manners or behaviors and our language not to hurt other people's feelings. Moreover, they proposed the concept of politeness strategies which are developed to save hearer's face. Face refers to the respect that an individual has for him or herself and maintaining that 'self esteem' in public or in private situations.

2.2.1 Face

Face refers to the respect that an individual has for himself or herself, and maintaining that "self-esteem" in public or private situations (Brown and Levinson, 1987:61). Moreover, Brown and Levinson state that face is the public self-image that every member wants to claim for him. From here, it is known that face is something that every person really keeps in order not to be embarrassed or rejected. Face is something that is emotionally invested, and it can be lost, maintained or enhanced, and must be constantly attended to an interaction. (Brown and Levinson, 1978: 66).

Brown and Levinson in Grundy (2000: 156) explain that face comes into two varieties, positive and negative face and exist universally in human culture. Positive face is a person's need to be accepted or liked by others and to be treated as a member of a group knowing that their wants are shared by others. While the negative face is a person's needs to be independent or not to be imposed by others.

2.2.2 Face Threatening Acts (FTA)

Sometimes in our daily lives, people can find acts that do not satisfy the "face wants" of the speaker and the hearer. The acts that threaten either positive or negative face of the hearer are called 'Face Threatening Acts' (Brown and Levinson). In other words, those acts infringe on the hearer's need to maintain his/her self-esteem and are respected. Those acts that primarily threaten the addressee's or Hearer (H's) negative face want, by indicating (potentially) that the speaker (S) does not intend to avoid impeding H's freedom

of action, include orders, requests, suggestions, advice, reminding, threat, warning, offer, promise, compliment, and expression of negative emotion.

In contrast, there are acts that threaten H's positive face such as expression of dissatisfaction, disagreement, criticisms, complaints, accusation, and insults, out of control, irrelevance, bringing bad news about H or boasting about S, raising divisive topics, and blatant non-cooperation in an activity. All these acts indicate that the speaker does not care about the addressee's feeling or want. For example, disagreeing with someone's opinion also causes threat to his positive face, as it means that you indicate that he is wrong about something.

2.3 Brown and Levinson's Politeness Strategies

In the context of mutual vulnerability of face, any rational agent will seek to avoid face threatening acts or will employ certain to minimize the threat. Politeness strategies are strategies which are used in order to avoid or minimize the FTA that the speaker makes. Face Threatening Acts (FTA) are acts that offend the hearer's needs to be respected (positive face needs) and independent (negative face needs). Dealing with this FTA, Politeness strategies are developed in order to save the hearer's face (Brown and Levinson, 1987). Applying the type of politeness strategies depends on the weightiness of the FTA determined by three factors; the imposition of the act itself, relative power of the hearer over the speaker, and social distance between the speaker and the hearer (Brown and Levinson, 1987:68-74). Brown and Levinson (1978:65) present four broad strategies to face FTA; Bald on Record, Positive Politeness, Negative Politeness, and Off Record. The figure adapted from Brown and Levinson (1987:60) is presented below.

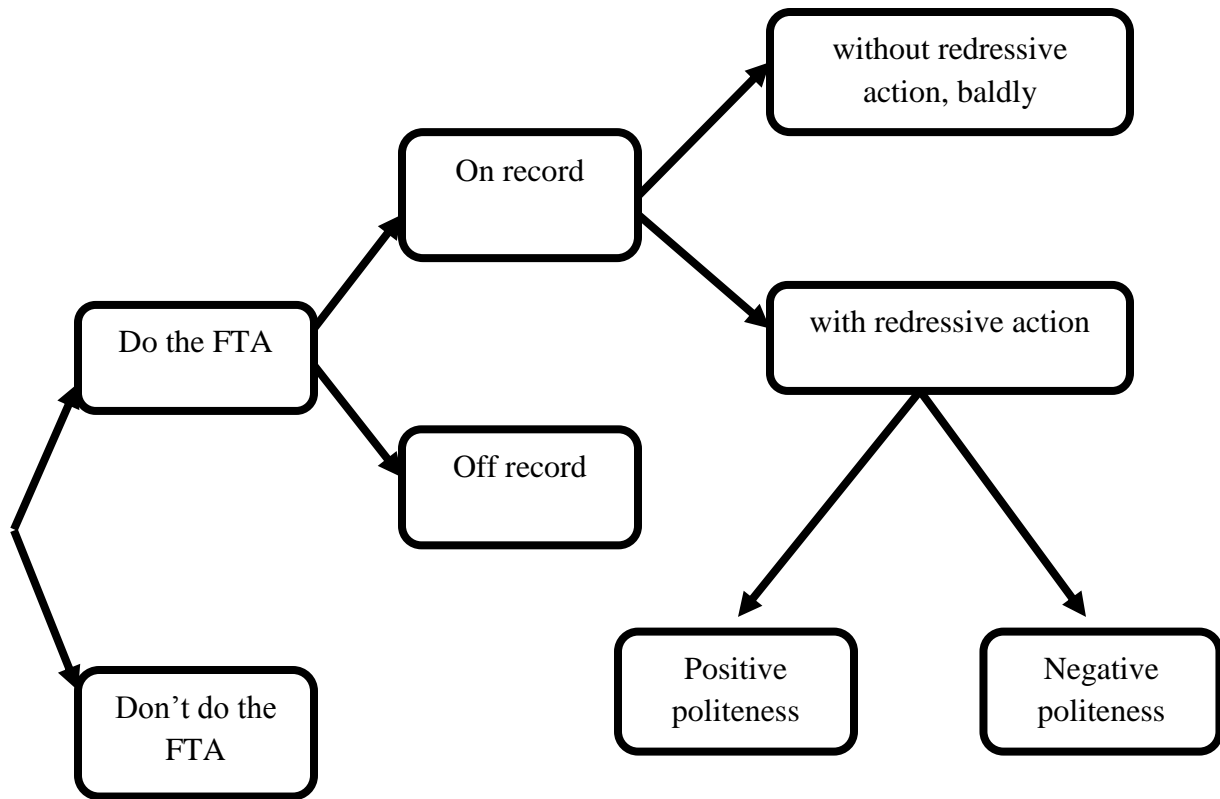


Figure of Politeness Strategies (Brown and Levinson, 1987:69)

The explanation of the figure above:

- An actor goes **on record** in doing an act A if it is clear to participants what communicative intention led the actor to do A (Brown and Levinson, 1987:69).
- If an actor goes **off record** in doing A, then there is more than one unambiguously attributable intention so that the actor cannot be held to have committed himself to one particular intent (Brown and Levinson, 1987:69)
- Doing an act **baldly, without redress**, involves doing it in the most direct, clear, unambiguous, and concise way possible. An FTA will be done in this way only if the speaker does not fear retribution from the addressee (Brown and Levinson, 1987:69)

- By **redressive action**, action that ‘gives face’ to the addressee, that attempts to counteract the potential face damage of the FTA by doing it in such a way, or with such modifications or additions, that indicate clearly that no face threat is intended or desired, and that S in general recognizes H’s face wants and himself wants them to be achieved. (Brown and Levinson, 1987:69)
- **Positive politeness** is oriented toward the positive face of H, the positive self-image that he claims for himself. It ‘anoints’ the face of the addressee by indicating that in some respects, S wants H’s wants. (Brown and Levinson, 1987:70)
- **Negative politeness** is oriented mainly toward partially satisfying (redressing) H’s negative face, his basic want to maintain claims of territory and self-determination (Brown and Levinson, 1987:70).

2.3.1 Bald On-Record Strategy

Bald on-record strategy, the speaker does not minimize the effects of the FTA. The speakers usually will offend the hearers, embarrass them or make them experience a bit uncomfortable. Brown and Levinson (1987: 95) describe the prime reason for bald on-record is whenever S wants to do the FTA with maximum efficiency more than he wants to satisfy H’s face. However, this type of strategy is commonly applied by people who recognize each other very well, and very close relation such as best friend and family.

This strategy is speaking in conformity with Grice’s maxim (Grice 1975) in Brown and Levinson. These maxims are an intuitive characterization of conversational principles that would constitute guidelines for achieving maximally efficient communication. These maxims are:

1. Maxim of Quality: Be non-spurious (speak the truth, be sincere).

2. Maxim of Quantity : (a) Don't say less than is required
(b) Don't say more than is required
3. Maxim of Relevance : Be relevant.
4. Maxim of Manner : Be perspicuous; avoid ambiguity and obscurity.

Brown and Levinson (1987: 95) define the prime reason for bald on record usage may be stated simply: in general, whenever S wants to do the FTA with maximum efficiency more than he wants to satisfy H's face, even to any degree, he will choose the bald on record strategy. There are, however, different kinds of bald on record usage in different circumstances, because S can have different motives for his want to do the FTA with maximum efficiency.

Brown and Levinson have categorized bald on-record into two classes, they are:

A. Cases of non-minimization of the face threat

The condition when maximum efficiency of FTA is very important, and this is mutually known to both S and H, no face redress is necessary as stated by Brown and Levinson (1987: 95-98).

1. In cases of great urgency or desperation, redress would actually decrease the communicated urgency. For example:

"Watch out!" (The speaker told the hearer about something around him)

2. The condition in which S provides metaphorical urgency for emphasis. It is applied by people which has close relationship in urgent circumstance. It is usually called imperative, For example:

"transfer my money" (In this situation the speaker asks the money to the hearer, so the hearer should transfer the money immediately)

3. The situation in which S speaks as if imploring H to care for S, it shows the high respect of H's friendship. There is task-oriented interaction in which face redresses may be felt to be relevant, for example: "*Give me the algorithm!*" (The speaker wants the hearer gives the algorithm because he needs it to create a website code)
4. The situation in which S's wants to satisfy H's face is small, because S is powerful and doesn't fear incooperation of H, or S wants to be rude, or doesn't about maintaining face, usually in teasing and joking. For example:
"*Facebook me!*" (The speaker as the boss teases the hearer to give an inbox because the hearer does not make a good deal)
5. The condition in which S conveys that he cares about H. It can happen in sympathetic or warning. For example: "*Be Careful! He is a smart and brilliant.*" (The speaker conveys to the hearer because he wants the hearer doing carefully, because they will have a big deal with the client).
6. The situation in which S give permission for something that H has requested. For example:
"*Yes, you may absent!*" (In this situation the speaker gives permission for something that has requested by the hearer)

B. Cases of FTA-oriented bald on-record usage

In this circumstance, Brown and Levinson (1987: 98-101) it is polite for S to reduce H's anxieties by pre-emptively inviting H to impinge on S's preserve that includes:

1. Welcoming, in this situation S asks that H may feel a bit afraid. For example:
"*Come in, don't hesitate, I'm not busy.*" (The speaker permits the hearer to come in his room because he looks hesitate or not sure to enter the room)

2. Farewell, in this condition S asks that H may miss on his positive face by talking his leave.

For example:

"I am staying, you go" (The speaker leave the meeting because he needs to do something outside and he asks the hearer to continue the discussion)

3. Offers, in this situation S asks that H may threaten on S's negative face. For example: *"leave it to me"*. (The hearer want to help the speaker to finish the project, but the speaker reject the help. It is because he is sure to finish this and he does not want his face threatened)

2.3.2 Positive Politeness

Positive politeness maximizes efficiency of the addressee's positive face and accept what his wants (or the actions/ acquisitions/ values resulting from them). It also satisfies what addressee's wants which is equal with speaker's wants, because both have similar desire to be shared. Unlike negative politeness, positive politeness maintain face wants and impedes FTA while in negative politeness, the imposition is limited, both speaker and addressee want to be freedom with what they feel. In positive politeness the appreciation of both are improved and they want to have mutual cooperation. Positive politeness are in many respects simply representative of the normal linguistic behavior between intimates, where interest and approval of each other's personality, presuppositions indicating shared wants and shared knowledge, implicit claims to reciprocity of obligations or to reflexivity of wants, etc. are routinely exchanged, Brown and Levinson (1987: 101).

Positive politeness utterances are used as a kind of metaphorical extension of intimacy, to imply common ground or sharing of wants to a limited extent even between strangers who perceive themselves, for the purposes of the interaction, as somehow similar. For the same

reason, positive politeness techniques are usable not only for FTA redress, but in general as a kind of social accelerator, where S, in using them, indicates that he wants to ‘come closer’ to H , Brown and Levinson (1987: 103).

2.3.2.1 Claim common ground

Brown and Levinson (1987: 103) define the strategies of positive politeness involve three broad mechanisms. Those of the first type involve S claiming ‘claiming ground’ with H, by indicating that S and H both belong to some set of persons who share specific wants, including goals and values. Three ways of making this claim are these: S may convey that some want (goal, or desired object) of H’s is admirable or interesting to S too; or he may stress common membership in a group or category, thus emphasizing that both S and H belong to some set of persons who share some wants; finally, S can claim common perspective with H without necessarily referring to in-group membership. The outputs of these three methods of stressing common ground give us positive politeness strategies 1-8:

(a) Strategy 1: Notice, attend to H (his interests, wants, needs, goods)

This output suggests that S should take notice of aspects of H’s condition (noticeable changes, remarkable possessions, anything which looks as though H would want S to notice and approve of it). (Brown and Levinson 1987: 103) For example:

“What a wonderful website this is! How do you create it? I want to learn that” (A programmer comes to his friend who is clever and create a nice website. In the beginning he gives compliment to H, then he says what he needs)

Another aspect of the notice output is that when H makes an FTA against himself (a breakdown of body control, or any faux pas), S should ‘notice’ it and indicate that he’s not embarrassed by it. He tries to save his positive face by including H in action (By contrast, in

negative politeness S should always ignore H's faux pas). He can do this by a joke, or teasing H about his penchant for faux pas (Brown and Levinson 1987: 104). For example:

"We ate too many breads to night, didn't we!" (The speaker eats with his friend. He eats more than his friend. Then, he includes his friend in the statement to save his positive face)

(b) Strategy 2: Exaggerate (interest, approval, sympathy with H)

This is often done with exaggerated intonation, stress, and other aspects of prosodic, as well as with intensifying modifiers. (Brown and Levinson 1987: 105) For Example:

"Unbelievable result!" (The speaker exaggerates the statement about the website which have two thousands hits because he wants to give sympathy to the programmer.)

(c) Strategy 3: Intensify interest to H

S communicate to H that he shared some of his wants to intensify the interest of his own contributions to the conversation by making a good story, Brown and Levinson (1987: 106). For example:

"He is returning home. He is the best programmer in Harvard. It is amazing. He is a huge talent and he is a huge part of this company. But for me it is an honor that he is with me at facebook." (The speaker state that the programmer is the best one in the company. By using this strategy he wants to make the listener interested and satisfy the hearer's face)

(d) Strategy 4: Use in-group identity markers

By using a lot of ways to convey in-group membership, S can implicitly request with H because they are in one member or group and close each other. These include in group usages of

address forms, of language or dialect, of jargon or slang, and of ellipsis (Brown and Levinson 1987: 107).

Address forms used to convey such in-group membership include generic names and terms of address like *Mate, honey, dear, babe, mom, brother, sister, cutie, sweetheart, guys*. Using such in-group kinds of address forms with imperatives. For example: “*Come here, buddy*” (Mark tells to Eduardo as his partner). It indicates that S considers the relative P (power, status difference) between himself and the addressee to be small, thus softening the imperative by indicating that it isn’t a rude command (Brown and Levinson 1987: 107-108).

Use of in-group language or dialect. Another type of code-switching phenomenon is the switch in English into a spurious dialect, or a dialect not normally used by S or H, to soften an FTA or turn it into a joke. For example: “*Hey Wardo*” “*Hey Eduardo Saverin*” (Mark call his roommate. He switches from nickname to full name. It is used to soften an FTA of H)

Use of jargon or slang. Use brand names in a request may stress that S and H share an (in-group) reliance on the required object. For example: “*Log in to Facebook*” (The speaker uses brand names (Facebook) in a request, stress that S and H share (in-group)).

Contraction and Ellipsis. S and H must share some knowledge about the context that makes the utterance understandable. For example: “*Algorithm*” (Speaker means that S and H are cooperating in building a website and S has the secret code in his idea).

(e) **Strategy 5: Seek Agreement**

Safe topics. The raising of ‘safe topics’ allows S to stress his agreement with H and therefore to satisfy H’s desire to be ‘right’, or to be strengthened in his opinions. (Brown and Levinson 1987: 112) For Example: “*Isn’t your new blog beautiful template!*” (Eduardo state to Mark about the Blog, and another thinks it hideously huge and not well prepared)

Repetition. Agreement may also be stressed by repeating part or all of what the preceding S has said in the conversation and by using that function to indicate emphatic agreement whenever someone is telling story (Brown and Levinson 1987: 112-113).

For example: *Mark: "Facebook is cool"*

Eduardo: "Cool!"

(Mark and Eduardo are the website creator. When Mark say like that,

Eduardo repeats the word to stress his interest)

(f) Strategy 6: Avoid Disagreement

Token agreement. S produce twisting utterances, therefore it appears to agree or to hide disagreement-to respond to a preceding utterance with 'yes, but.....'in effect, rather than use 'No' (Brown and Levinson 1987: 113-114).

For example: *"You hate myspace,right?"*

"Oh, not really."

(The Speaker gives an answer "*not really*" to satisfy the hearer face)

Pseudo-agreement. Another example of apparent or pseudo-agreement is found in English in the use of *then* as a conclusory marker (Brown and Levinson 1987: 115).

For example: *"I'll meet you in front of the theatre just before 8.0, then"* (The word "Then" points to conclusion of an actual agreement between S and H)

White lies. S has confrontation to state an opinion with the necessity, he wants to lie rather than damage H's positive face.(Brown and Levinson 1987: 116).

For example: *"Oh I can't. The Laptop is off"* (Mark wants to borrow Eduardo's laptop, but Eduardo say like that. Both Mark and Eduardo may know that this is not true, but Mark's face is saved by not having his request refused)

Hedging opinions. S speaks vague opinion to cover that it is not seem disagree. To soften FTA of suggesting, criticizing or complaining, hedges may also be used (Brown and Levinson 1987: 117).

For example: *"It is really beautiful, any way."* (When Mark is asked by Eduardo about the website which looks great. Actually, he disagrees with that, but he chooses this strategy to satisfy H.)

(g) Strategy 7: Presuppose/ raise/ assert common ground

Gossip or small talk. S is spending time and effort on being with H, as a mark of friendship or interest in him, give rise to the strategy of redressing an FTA by talking for awhile about unrelated topic then he requests to H. This strategy uses to soften FTA (Brown and Levinson, 1987: 117).

For example: *"You look so cool today. It must be because your jersey is new, right? By the way, can you improve your skill?"* (Mark as a big boss uses this strategy to ask his programmer to improve his programming skill)

Point-of-view operations. S may claim common ground by using cooperation point of view. (S speaks as if H were S, or H's knowledge were equal to S's knowledge), Brown and Levinson 1987: 119).

For example: *"I had a really hard time learning the algorithm, didn't I"* (S speaks as if H were S, or H's knowledge were equal to S's knowledge)

Presupposition manipulations. S presupposes something when he presumes that it is mutually taken for accepted (Brown and Levinson 1987: 122).

For example: *"Wouldn't you like a drink?"* (Mark as a big boss presupposes something when he presumes that it is mutually taken for accepted by programmer)

(h) Strategy 8: Jokes

Jokes can be used to stress the fact that there must be some mutual background knowledge and values that S and H share. That is why, the strategy of joking may be useful in reducing the social distance between S and H (Brown and Levinson 1987: 124).

For example: *“How about lending me this old heap of junk?”* (Mark as a boss makes a joke to a programmer by saying like that. Joking is employed by him to put H “at ease”)

2.3.2.2 Convey that S and H are cooperators

In this strategy, S and the addressee are cooperatively involved in the relevant activity. If S and H are cooperating, then they share goals in some areas, and thus to convey that they are cooperators can serve to redress H’s positive-face want. This cooperation may be stressed by S’s indicating his knowledge of and sensitivity to H’s wants, as in output strategy 9. It may be done by claiming some kind of reflexivity between S’s and H’s wants - either that S wants what H wants for H, or (by a point-of-view flip) that H wants what S wants for himself. These manipulations give us output strategies 10, 11, 12, and 13. S may convey his cooperation with H by indicating that he believes reciprocity to be prevailing between H and himself, that they are somehow locked into a state of mutual helping. Strategy 14 is derived from this means (Brown and Levinson 1987: 125).

(i) Strategy 9: Assert or Presuppose S’s knowledge of and concerns for H’s

wants

Indicating that S and H are cooperators, and S potentially puts pressure on H to cooperate with S. S wants to assert and imply knowledge of H’s wants and willingness to fit S’ wants (Brown and Levinson 1987: 125).

For example: *"We've managed to make it news when Tyler got some hits. Just imagine the level he's at!"* (Edoardo asks Mark about Tyler achievement, He satisfies H's wants first to create news then he offers Eduardo to imagine Tyler's Hits)

(j) Strategy 10: Offer or promises

S may choose to stress his cooperation with H in other way. He may claim that whatever H wants, S wants for him and will help to obtain those. Promise or offer demonstrates S's good attention in satisfying H's positive-face wants, even if they are false (Brown and Levinson 1987: 125).

For example: *"We have to prove it. We have the key ingredients."* (Mark promises to Eduardo that they will make a big project.)

(k) Strategy 11: Be optimistic

S assumes that H wants to satisfy S's wants (or for S and H) and will help to obtain them. This usually happens among people with close relationship (Brown and Levinson, 1987: 126).

For example: *"I hope this idea will be a fantastic project."* (Mark shows his optimism to satisfy Eduardo's face.)

(l) Strategy 12: Include both S and H in the activity

Here, S manipulates the subject of an activity is done together. S uses an inclusive 'we' when S actually means 'you' or 'me'. Inclusive form 'we' is usually used to soften the request (Brown and Levinson 1987: 127).

For example: *"We'll try to take this opportunity"* (Only the speaker actually will take the opportunity, but the speaker wants impedes the FTA to the hearer)

(m) Strategy 13: Give (or ask for) reasons

S uses H as the reason why S wants something so that it will seem reasonable to the hearer. S assumes (via optimism) that there are no good reasons why H should not or cannot cooperate (Brown and Levinson 1987: 128).

For example: “*Why don’t you tell me the idea?*” (Eduardo asks to Mark the reason why don’t he tells the idea)

(n) Strategy 14: Assume or assert reciprocity

S asks H to cooperate with him by giving evidence of reciprocal rights or obligations between S and H. Thus, S may say, in effect, “I’ll do x for you if you can do y for me” (Brown and Levinson 1987: 129).`

For example: “*I gave you the idea, so now you give me the reason.*” (Mark talks to Eduardo that he gave the idea, and now it’s time for him to get the reason.)

2.3.2.3 Fulfill H’s want for some X

The last positive politeness strategy involves S deciding to satisfy H’s face directly by fulfilling some of H’s wants (Brown and Levinson 1987:129).

(o) Strategy 15: Give gifts to H (goods, sympathy, understanding, cooperation)

S satisfies H’s Positive Face want by giving gift, not only tangible gifts, but human relation wants which are the wants to be liked, admired, cared about, understood, listened to, etc. in other words, this strategy is usually used for the benefit of H (Brown and Levinson 1987: 129).

For example: “*Your blog is awesome.*” (Mark appreciates Eduardo about his blog. Mark wants to satisfy H face.)

2.3.3 Negative Politeness

Brown and Levinson (1987: 129-30) define negative politeness as the action to maintain the addressee's negative face: his wants to have freedom of action unhindered and his attention unimpeded. This politeness strategy is used when S wants to show that he cares of aspect H's negative face. In this strategy, S assures that he does not disturb H's freedom action by not showing off, being formal, and restraining himself. If S did or will do an FTA, he will minimise the threat by using apology, deference, hedges, and other strategies. Unlike positive politeness, which functions to minimise the social distance, negative politeness is used to indicate social distancing. In other words, the speaker is aware and respects the social distance between him and the hearer.

There are ten strategies of negative politeness (Brown and Levinson, 1987: 130-210):

(a) **Strategy 1: Be conventionally indirect**

The speaker tries to be indirect, but at the same time wants to say the intended meaning baldly, so there can be misinterpretation of what he means. He uses an understandable indirect speech acts and includes 'please' or deletion of auxiliary and tense markers, and exclamatory expression (Brown and Levinson 1987: 132-133).

For example: "*Can you please take the drink?*" (Mark wants Eduardo get him the drink without minimize the threat of FTA)

(b) **Strategy 2: Question, hedges**

A hedge is particle, a word or phrase that modifies the degree of membership of a predicate or a noun phrase in a set. This strategy derives from the desire which is not to presume and the want which is not to force the H. It is used to modify speech act (Brown and Levinson 1987:145).

For example: “*I think we created more chances this time.*” (Mark want to clarify to the hearer that his company make more chances at the time. He uses this, because he wants to be independent with his own idea.)

(c) Strategy 3: Be pessimistic

This strategy gives maintaining to H’s negative face by explicitly expressing doubt or awkwardness to get the appropriateness of S’s speech act (Brown and Levinson, 1987: 173).

For example: “*Could you give your comment?*” (Mark as a boss employs this strategy to the programmer because the social distance between them)

(d) Strategy 4: Minimize Imposition

The expression may be used to minimize imposition like a tiny, little bit, a sip, a taste, a drop, just, a bit serve a minimum favour asked (Brown and Levinson, 1987: 176).

For example: “*You can see us do just that.*” (Mark talks to Tyler using this strategy by minimizing the imposition)

(e) Strategy 5: Give deference

S humbles and lower her/himself or S raises H to satisfy H’s want to be treated as superior. Here, H has higher social status than S (Brown and Levinson 1987: 178).

For example “*Bill Gates is the best programmer in the world.*” (The speaker assure that Bill Gates is the best one in computer programming.)

(f) Strategy 6: Apologize

S expresses his reluctant to maximize on H’s negative face by apologizing, asking forgiveness, and admitting impingement (Brown and Levinson, 1987: 187).

For example: *“I am sorry, but you have no choice.”* (The speaker apologizes to the hearer, but the speaker is forced by circumstance of saying that.)

(g) Strategy 7: Impersonalise S and H

One way of indicating that S does not want to disturb H's face is by saying that as if S is not the subject who does the FTA, or S is not alone who does the FTA towards H, besides, the addressee were other than H, or only inclusive of H (Brown and Levinson 1987: 190).

For example: *“It is regretted that.....”* (With the bad result ‘no hits at all’, Mark says like that without mentioning the name of the programmer.)

(h) Strategy 8: State the FTA as general rule

This strategy is used by manipulation that S does not want to disturb H's face, but she/he does is forced by circumstances. Then, here the FTA serves as social rule, regulation, or obligation (Brown and Levinson, 1987: 206).

For example: *“People will please use the computer now”* (Sean states general rules for the programmers. He does FTA because regulation of the company)

(i) Strategy 9: Nominalize

In English, degree of negative politeness goes hand in hand with the degree of formality. It is used to make distance and add formality (Brown and Levinson 1987:207).

For example: *“Your good performance on website impressed us favourably”* (Mark say to the programmer, he uses expression of nominalize can make H less threatened)

(j) Strategy 10: Go on record as incurring a debt, or as not incurring H

S minimizes an FTA by explicitly claiming his any indebtedness to H (Brown and Levinson, 1987: 210).

For example: *“I could easily do it for you.”* (Eduardo wants Sean’s Signature. But Sean is busy and say like that.)

2.3.4 Off-Record

According to Brown and Levinson (1987: 211), an interpretation in communication to create an act is needed. Thus, if the speaker wants to do an FTA but wants to avoid the responsibility for doing it, he can do it Off-Record and leave it up the addressee to decide how to interpret it. Such off-record utterances are essentially indirect uses of language to construct an off-record utterance one says something that is either more general or actually different from what one means. In some way, off-record strategy can be done by violating conversational implicatures as explained by Grice’s (1975) maxims of Quality, Quantity, Relevance, and Manner.

- a) Maxim of Quality: Speakers should tell the truth. They should not say something that they think is false or lack of evidence.
- b) Maxim of Quantity: Speakers should say as much as necessary, no more or no less.
- c) Maxim of Relevance: Speakers should go to the point in saying something.
- d) Maxim of Manner: Speakers should say something in clear, brief, and unambiguous way (Grice (1975))

Off-record is realized by means of fifteen strategies (Brown and Levinson, 1987: 211-227).

(a) Strategy 1: Give Hints

S implies something that is not explicitly relevant. He lets H to interpret of the possible relevance message to act (Brown and Levinson 1987: 213).

For example: *"It's hot in this room."* (The speaker wants the window opened)

(b) Strategy 2: Give Association Clues

S gives a related of implicature by mentioning something associated with the act required of H. Either S-H have same experience or by mutual knowledge which is not depend on their interactional experience (Brown and Levinson 1987: 215).

e.g: "It is fantasy, it's hypothetical" (The speaker means it is impossible to do, because that is just fantasy or imagination)

(c) Strategy 3: Presuppose

S makes H to search for the presupposed prior event by implicating something. For example: *"I wrote an article again today."* (In this example, S assumes that he has done it before and therefore may implicate a criticism. The use of "again" forces H to search for the relevance, so it should be H who wrote article).

(d) Strategy 4: Understate

S violates the Quality maxim by saying less than is required to generate implicatures. Here, S chooses to give compliment to describe the contrary with the real condition . In the case of criticism, S avoids to say the low of the skill and in the case of compliments or admissions, S avoids the great point/skill (Brown and Levinson 1987: 218).

For example: “*He is all right*” means “*He is awful*” (Mark tells to Eduardo about the programmer that is *awful*.)

(e) Strategy 5: Overstate

Here, S violates the Quantity maxim by saying more than is necessary. S exaggerates or chooses a point on a skill which is higher than the actual state of affairs (Brown and Levinson, 1987:219).

For example: “*I tried to call her a hundred times last night, but I got no answer from her.*” (Eduardo wants to criticize Cristy because he could not call her.)

(f) Strategy 6: Tautologies

By saying a tautology, S encourages H to look for an informative interpretation of the non-informative utterance (Brown and Levinson, 1987: 220).

For example: “*rules are rules*” (The speakers conveys an excuse and lets the hearer seeks the interpretation of it.)

(g) Strategy 7: Contradiction

In contradiction, S violates the quality maxim (speak truth, be sincere). By stating two things that contradict to each other, S makes the utterance that he produces cannot tell the truth. He thus encourages H to look for an interpretation that reconciles the two contradicting propositions (Brown and Levinson, 1987: 221).

For example: “*Well, Mark not here. He is here.*” (The speaker conveys a complaint or a criticism. S may unsatisfied with H behavior.)

(h) Strategy 8: Irony

S violates the quality maxim by saying the opposite of what he means. By saying the opposite of what he means, S can indirectly convey his intended meaning if there are clues that the intended meaning is being conveyed indirectly (Brown and Levinson 1987: 221).

For example: “*He is a smart programmer?*” (The speaker means that he is a stupid programmer.)

(i) Strategy 9: Metaphors

S violates quality maxim for metaphors are literally false. Metaphors may be marked with hedging particles (real, sort of, etc) that make their metaphorical status explicit. S uses a metaphor and leaves it to H to interpret the intended meaning (Brown and Levinson 1987: 222).

For example: “*Charlie is a real computer*” (He is genius like a computer.)

(j) Strategy 10: Rhetorical questions

S asks question without intention of obtaining an answer and it is aimed to provide H with the indicated meaning (Brown and Levinson, 1987: 223).

For example: “*What can I say?*” (Nothing, it is so bad. Mark is upset with the website hits. This strategy may be used to do FTA)

(k) Strategy 11: Be ambiguous

S makes a purposeful ambiguity statement and lets H to guess what he means (Brown and Levinson, 1987: 225).

For example: “*Mark has nice skill.*” (It can be either programming or hacking. The speaker does not specify what he means by saying *nice skill*.)

(l) Strategy 12: Be vague

S goes off-record with an FTA by being vague about the object of the FTA is or what the offense is (Brown and Levinson, 1987: 226).

For example: “*Perhaps someone has done something bad*” (Mark criticizes the performance of the programmers, but he does not mention who is the object to soften the FTA.)

(m) Strategy 13: Over generalize

S utters a rule if installation, which may leave the object of the FTA vaguely off-record. H then has the choice of deciding whether the general rule applies to him (Brown and Levinson 1987: 226).

For example: “*Mature people sometimes help to do the job*” (Mark want to do FTA to his programmer who is mature by stating general rule. He asks his programmer indirectly to avoid for doing FTA)

(n) Strategy 14: Displace H

S goes off-record as to whom the target of the FTA is, or he may pretend to address to someone whom it would not threaten and it hope the real target will see the FTA is aimed at him (Brown and Levinson 1987: 226)

For example: “*could you pass the salt?*”. (Mark wants to take the salt near the window but he asks Eduardo who quite far from the salt, with negative politeness he says)

(o) Strategy 15: Be incomplete, use ellipsis

S purposely does not finish his utterance and leave an FTA half done, and H this leave the implicature “hanging on the air” just as the rethorical question (Brown and Levinson, 1987: 227).

For example: “*Well, I don’t see you....*”(Mark states the utterance to Eduardo in a half, but he means he just gives him options to join the party or not.)

2.4 Synopsis of “The Social Network” Movie

In 2003, Harvard University student Mark Zuckerberg (Jesse Eisenberg) is dumped by his girlfriend Erica Albright (Rooney Mara). He returns to his dorm drunk and writes a scathing blog entry about her. This inspires him to create an on-campus website called Facemash which allows users to rate the attractiveness of female students using photographs pilfered from various university systems. Mark receives six months of academic probation after traffic to the site crashes parts of Harvard's network. Facemash's popularity and the fact that Mark created it in one night while drunk brings him to the attention of Cameron and Tyler Winklevoss (both portrayed by Armie Hammer) and their business partner Divya Narendra (Max Minghella). The Winklevoss twins invite Mark to their final club, where Mark accepts a job as programmer for a proposed dating website they call Harvard Connection which will be exclusive to Harvard alumni.

Mark approaches his friend Eduardo Saverin (Andrew Garfield) and tells him of his idea for what he calls "Thefacebook", an online social networking website exclusive to Harvard University students. He explains that this would mimic the popularity of FaceMash but since

signing up would be consensual it would avoid the ethical problems of the earlier site. Eduardo agrees to help Mark, providing \$1,000 to help start the site. They distribute the link to Eduardo's connections at the Phoenix S-K final club, and it becomes popular throughout the student body. When they learn of Thefacebook, the Winklevoss twins and Narendra believe Zuckerberg has stolen their idea while stalling on their website. Tyler and Divya want to sue Mark for intellectual property theft, but Cameron convinces them to settle the matter as "Gentlemen of Harvard".

During a visiting lecture by Bill Gates (Steve Sires), fellow Harvard University student Christy Lee (Brenda Song) introduces herself and her friend Alice (Malese Jow) to Eduardo and Mark and asks the boys to "Facebook me". Christy's use of this phrase impresses both of them. Christy invites them to a bar, where Mark runs into Erica, who is not aware of The facebook because she is not a Harvard student. Mark decides to expand the site to Yale University, Columbia University and Stanford University as Thefacebook grows in popularity, while the Winklevoss twins and Narendra watch "their idea" advance without them. Cameron refuses to sue them, instead accusing Mark of violating the Harvard student Code of Conduct. Through their father Howard's (John Hayden) connections, they meet with Harvard President Larry Summers (Douglas Urbanski), who is dismissive towards the twins and sees no potential value in either a disciplinary action or in The facebook website itself.

Through Christy, now Eduardo's girlfriend, Eduardo and Mark arrange a meeting with Napster co-founder Sean Parker (Justin Timberlake). Eduardo becomes skeptical, noting Sean's problematic personal and professional history. Sean presents a vision for Facebook very similar

to that of Mark, which earns Mark's instant admiration. In a parting comment, Sean suggests they drop the "The" from The facebook.

At Sean's suggestion, Mark moves the company to Palo Alto while Eduardo remains in New York seeking advertising support. Sean advises Mark to keep hold of his ownership of Facebook to ensure that Mark does not lose control of a potentially lucrative business venture, using Victoria's Secret founder Roy Raymond as an example. After Sean promises to expand Facebook to two continents, Mark invites Sean to live at the house he is using as the company headquarters.

While competing in the Henley Royal Regatta for Harvard, the Winklevoss twins discover Facebook has expanded to a number of English universities and footage of their lost finals match against the Hollandia Roeclub is posted on it. Cameron relents and they decide to sue. When Eduardo visits from New York, he is angered to find Sean living in their house and making business decisions for Facebook. Eduardo argues with Mark, with Mark making a demeaning remark regarding Eduardo's failed attempts to find advertisers. Eduardo freezes the company's bank account and returns to New York.

Christy argues with Eduardo about his Facebook profile, which lists him as "single". Christy does not believe Eduardo when he reluctantly explains that he does not know how to change his profile. She accuses him of cheating on her and sets fire to a scarf he gave to her. While Eduardo extinguishes the fire she caused, Mark reveals on the phone that although he was upset that Eduardo almost jeopardized Facebook by freezing the bank account, they have secured \$500,000 from angel investor Peter Thiel (Wallace Langham). As a result of Christy's odd behavior, Eduardo ends his relationship with her.

While visiting the new headquarters for a meeting, Eduardo discovers the deal he signed with Sean's investors has allowed them to dilute his share of the company from 34 percent to 0.03 percent, while maintaining the ownership percentage of all other parties. He confronts Mark and announces his intention to sue him. During a party celebrating Facebook's one millionth member, Sean and a number of underage Facebook interns are arrested for possession of cocaine. Sean tries deceiving Mark into believing that he had nothing to do with the incident and that Eduardo stashed the cocaine, but Mark does not believe him and tells him to "go home".

The story is intercut with scenes from depositions taken in lawsuits against Mark and Facebook—one filed by the Winklevoss twins, the other by Eduardo. The Winklevoss twins claim that Zuckerberg stole their idea, while Saverin claims his shares of Facebook were diluted when the company was incorporated. At the end, Marilyn Delpy (Rashida Jones), a junior lawyer for the defense, informs Mark they will be settling with Eduardo, since the sordid details of Facebook's founding and Mark's callous attitude will make a jury highly unsympathetic. After everyone leaves, Mark sends a friend request to Erica Albright on Facebook, and refreshes the page every few seconds waiting for a response.

CHAPTER III

FINDING AND DISCUSSION

This chapter presents the result of the data analysis which is discussed based on the theory of politeness strategies and followed by discussion that can be obtained from the result of analysis.

3.1 Finding

The Social Network movie contains four kinds of Politeness strategies, namely Bald on record, Positive politeness, Negative politeness, and Off-record. The data analysis is explained below directly after displaying the data, thus these become consideration of the discussion to help the readers easy to understand the analysis.

3.1.1 Bald On-Record

Bald on-record is a type of Politeness strategy used by the speaker when he does not intend to minimize the FTA to the hearer. The researcher found 10 utterances that can be classified as Bald on-record strategies. Since *The Social Network* movie is a documentary movie which is performed by the characters which is mutually known each other, so bald on-record are often used in the movie. It is in a form of conversation, discussion and in a form of statement that is published online on a blog. The following data will be presented below.

Datum 1

Mark : **Erica Albright is a bitch.** (1) Do you think that's because her family changed their name from Albrecht or do you think it's because all B.U. girls are bitches?

Context:

This statement was published online by Mark on his blog after he split up with his girl friend (Erica). He was so angry at the time, so he blogged about her on his web.

Analysis:

The utterance “**Erica Albright is a bitch**” (1) was said by Mark which uses a kind of Bald on-record strategy of *cases of non minimization of the face threat*. In this situation, Mark was in a bad mood situation to talk anything else except write about something in his mind. Mark used this kind of strategy because he wants every body read his blog and get negative thinking about Erica.

Datum 3

Eduardo: **I tried to stop you (3)**

Mark: I know

Eduardo: How do you do this thing where you manage
to get all girls to hate us? Why did I let you--

Context:

In this situation Mark was getting a problem because he just got six months academic probation because of his violations. That is way Eduardo tried to give him an advice in order he stop making violation.

Analysis:

The utterance “**I tried to stop you**”(3) is a kind of Bald on-record strategy of *cases of non-minimization of the face threat*. In this situation, Mark is in danger situation, so that Eduardo tried to stop him doing such kind of violations anymore.

Datum 5

Eduardo: **“I told him I thought it sounded great. It was a great idea. There was nothing to hack, people were going to provide their own pictures, their own information.”(5)** And people had the ability to invite--or not invite--their friends to join. See, in a world where social structure was everything, that was the thing. It was a big project and he was going to have to write tens of thousands of lines of code so I wondered why he was coming to me and not his roommates. Dustin Moskovitz and Chris Hughes they were programmers.

Context:

This statement was said by Eduardo in the deposition room in front of Mark and others. In this situation Eduardo and Mark as a couple of best friend, they face different situation unlike usual. They must keep the agreement that they had done.

Analysis:

The utterance **“I told him I thought it sounded great. It was a great idea. There was nothing to hack, people were going to provide their own pictures, their own information”**(5) is including phenomena of bald on-record of *cases of non-minimization of the face threat* strategy. As performed in the story, Eduardo and Mark are best friend, so they are mutually known well. As what was performed in the movie, Eduardo produced utterance without any attention to the face of another one and what he said is making H's face shock. Brown and Levinson state that bald on-record provide no effort by you to reduce the impact of the FTA's. This type of strategy is commonly found with people known well each other, such as closed friends like Eduardo and Mark.

Datum 6

Mark: **“We’ll split it 70-30. 70 for me 30 for you for putting up the thousand dollars and handling for everything on the business end.”**(6) You’re CFO.

Context:

This statement is said by Mark when he talked about the business project with Eduardo. In this situation Eduardo just went with the flow, means he follow the terms that offered by Mark.

Analysis:

The utterance **“We’ll split it 70-30. 70 for me 30 for you for putting up the thousand dollars and handling for everything on the business end”**(6) indicates that Mark used bald on-record of *cases of non-minimization of the face threat* strategy. He wants Eduardo listen what he said without paying attention to H’s face. In this case Mark provided no effort to reduce the impact of the FTA’s. He would shock Eduardo and made him feel a bit uncomfortable. This type of strategy is commonly found with people known well each other, such as closed friends and family. As performed in the story, Mark and Eduardo are best friend that mutually known both of them.

Datum 7

Eduardo: **“Yes. He resented--Mark resented that they--your clients, thought he needed to rehabilitate his image after Facemash but Mark didn’t want to rehabilitate anything.”**(7) With Facemash he’d hacked into the Harvard computers, he’d thumbed his nose at the Ad Board, he’d gotten a lot of notoriety. Facemash did exactly what he wanted it to do.

Context:

This statement was said by Eduardo in the deposition room in front of Mark and other people. He clarified the problem about the business that had been done by them. In this situation all the audiences were paying attention seriously of what Eduardo said.

Analysis:

The utterance **“Yes. He resented--Mark resented that they--your clients, thought he needed to rehabilitate his image after Facemash but Mark didn’t want to rehabilitate anything”**(7) indicates that Eduardo used bald on-record of *cases of non-minimization of the face threat* strategy. He told something that would make H feel uncomfortable and he said without paying attention to H’s face. In this case Eduardo provided no effort to reduce the impact of the FTA’s. This type of strategy is commonly used by people who know well each other, such as closed friends like Eduardo and Mark in the movie.

Datum 9

Eduardo: “Mark”

Mark: **“I need a dedicated Linux box running Apache with a mySQL backend. It’s gonnacost a little more money.”**(9)

Eduardo: “How much more?”

Mark: “Two-hundred more.”

Context:

The conversation happened when Eduardo came in the room and wanted to ask about something. When Eduardo came in, Mark was so busy at the time. So, Mark did not pay attention to Eduardo.

Analysis:

The utterance **“I need a dedicated Linux box running Apache with a mySQL backend. It’s gonna cost a little more money”**(9) indicates that Mark used bald on-record of *cases of non-minimization of the face threat* strategy. As performed in the conversation, Mark and Eduardo are best friend, so they are mutually known well. As what was performed in the movie, Mark produced the utterance without any attention to the face of another one and what he said is make H’s face shock. Mark used this type of strategy because they known well each other.

Datum 18

Eduardo: “We have groupies.”

Mark: **“I’ll be right back.”**(18)

Eduardo: “Mark, where you going?”

Context:

In this conversation Eduardo wanted to talk about something that is very important and serious. But, Mark did not pay more attention to him and just leave and go without any confirmation except “I’ll be right back”.

Analysis:

The utterance **“I’ll be right back”**(18) indicates that Mark used Bald on-record of *cases of non-minimization of the face threat* strategy. As performed in the conversation, Mark and Eduardo are best friend, so they are mutually know well. As what was performed in the story, he produced the utterance without any attention to the face of H and what he said made H’s face shock. It would make Eduardo felt a bit uncomfortable. This type of strategy was used by Mark because he did not minimize the FTA of the H’s face.

Datum 19

Eduardo: “Hey, that was great. That was the right thing to do. You apologized, right?”

Mark: **“We have to expand.”(19)**

Eduardo: What?

Context:

In this conversation Mark was in bad mood condition because he was just being embarrassed by his ex-girl friend in front of her friends. Then, Eduardo as his friend just asked to him that Mark just apologized to his ex-girl friend. But, Mark did not care about anything and just went and said “we have to expand”.

Analysis:

As the short conversation performed above, the utterance **“We have to expand”(19)** indicates that Mark used bald on-record of *cases of non-minimization of the face threat* strategy. As performed in the conversation, Mark and Eduardo are best friend, so they are mutually know well. He produced the utterance without any attention to the face of H and what he said made Eduardo’s face shock.

Datum 20

Mark: **“Somebody at the newspaper will be a computer science major”(20)** Tell ‘em Mark Zuckerberg will do 10 hours of free programming.

Eduardo: “Why do you want a story in the B.U. news.”

Mark: “Because I do. Here’s the arrangement. Eduardo is CFO and owns 30% of the company. Dustin is Vice President and Head of Programming and his 5% of the company will come from my end. Chris is Director of Publicity and his compensation will depend on the amount of work he ends up doing. Any questions?”

Context:

In this discussion Mark, Eduardo, Dustin, Christy and Alice were involved in the conversation. At the beginning, Mark told his friends “**Somebody at the newspaper will be a computer science major**” as the opening of the conversation.

Analysis:

The utterance “**Somebody at the newspaper will be a computer science major**”(20) indicates that Mark used bald on-record of *cases of non-minimization of the face threat* strategy. As in the conversation, Mark, Eduardo, Dustin, Christy and Alice are closed friends, so they know one another. As what was performed in the story, Mark produced the utterance without any attention to the face of H and what he said made H’s face shock. Because he blatantly said that kind of utterance. This type of strategy is commonly found with people know well one another, such as closed friends like Mark, Eduardo, Dustin, Christy and Alice in the story.

Datum 24

Eduardo: “**You issued over 24-million new shares of stock.**”(24)

Mark: You were told that if new investors came along

Eduardo: How much were your shares diluted? How much were his?!

Context:

The conversation happened when Eduardo is getting angry and dissappointed, because he felt that Mark play trick on him. In this case Eduardo was not under the control because he was in bad situation.

Analysis:

The utterance “**You issued over 24-million new shares of stock**”(24) is a kind of bald on record of *cases of non-minimization of the face threat* strategy. In this situation Eduardo spoke loudly without paid attention to H’s face, so that he did the FTA with maximum efficiency. Eduardo wants Mark understand directly what he accused to Mark that issued over 24-million new shares of stock.

3.1.2 Positive Politeness

Positive politeness is applied to minimizes the FTA delivered to the hearer by satisfying the hearer’s positive face. This strategy is not only usable to avoid FTA but as a kind of social accelerator that indicates the speaker wants to come closer with the addressee. As in this research, the researcher found this strategy only in datum 4. In this datum the speaker used this strategy to indicate that he wants to come closer with the addressee. The datum is presented below directly.

Datum 4

Cameron: “We should do that. No, we have an idea we want to talk to you about. Do you have a minute?”

Mark: “**You guys look like you spend some time at the gym**”(4)

Cameron: We have to.

Context:

This conversation occurred in front of the class between Cameron and Mark. Cameron have been waiting with Tyler. In this situation they just met at the first time, so they just know one another.

Analysis:

The utterance **“You guys look like you spend some time at the gym”**(4) is a kind of positive politeness of *assume or assert reciprocity* strategy. It is clearly that Mark just tried to make positive of H’s face, because they just met and greeted at the first time. In this kind of situation he tried to avoid H’s negative face. By using this kind of strategy Mark wants to come closer with the hearer by minimize the social distance among them.

3.1.3 Negative Politeness

Negative politeness is a strategy used by the speaker to get the negative face of the hearer by minimizing the FTA. The speaker wants to be independent and maintains the distance to the addressee. In this case the speaker sometimes does not want to do this kind of strategy, but he is forced by the circumstance. In this research the researcher found the Negative politeness only in datum 2. It will be presented below directly.

Datum 2

Administrator: “Mr. Zuckerberg, this is an Administrative Board hearing. **“You’re being accused of intentionally breaching security, violating copyrights, violating individual privacy by creating the website, www.facemash.com.”**(2) You’re also charged with being in violation of university policy on distribution of digitized images. Before we begin with our questioning you’re allowed to make a statement. Would you like to do so?”

Context:

This statement was clarified by the administrator in administrative hearing room to Mark in front of all of the audiences. Mark was being accused of intentionally breaching security, violating copyrights, violating individual privacy by creating the website, www.facemash.com. Mark also charged with being in violation of university policy on distribution of digitized images.

Analysis:

The utterance “**You’re being accused of intentionally breaching security, violating copyrights, violating individual privacy by creating the website, www.facemash.com**”(2) indicates that the administrator used negative politeness of *state the FTA as general rule* strategy. In this case the administrator did not want to disturb H’s face, but she was forced by the circumstance. By using this strategy the administrator also aware that there is social distance between her and Mark as the student of university.

3.1.4 Off Record

Off-record is a strategy used by the speaker to avoid responsibility of doing FTA. The speaker does off-record and makes the addressee interpret what he means. He lets the hearer think about what he said by other words of choices. In some cases this strategy is often used by the speaker when he wants to hide the FTA. In this research, the researcher found 13 data that can be classified into Off-record strategy. All the data will be presented below.

Datum 8

Eduardo: “Not at the time I wasn’t, but it really didn’t have much to do with the Winklevoss’s dating.”

Tyler: “**How did you know? You weren’t there!**”(8)

Context:

The statement “**How did you know? You weren’t there!!**” was said by Tyler to Eduardo in the deposition room when he was about angry to him. He accused Eduardo weren’t at the place at the time. Tyler was so angry to him.

Analysis:

The utterance “**How did you know? You weren’t there!!**”(8) indicates that Tyler used off-record of *rethorical questions* strategy. What Tyler said is to do FTA but he wants to avoid the responsibility. According to Brown and Levinson (1987: 211), an interpretation in communication to create an act is needed. That is way, in this kind of situation Tyler wants to make an interpretation to Eduardo.

Datum 10

Eduardo: “Hey, guess what?” (MARK shows the envelope to Mark) “**I made the second cut.**”(10)

Mark: “Good job. You should be proud of that right there, don’t worry if you don’t make it any further.”

Eduardo: “I’ll get outa here.”

Context:

In this conversation Mark show something and asking question to mark what is in the envelope. He just got a good news about the project that had been prepared by them in the past.

Analysis:

The utterance “**I made the second cut**”(10) indicates that Eduardo used Off-record of *metaphor* strategy. In this case he wants to mark with hedging particle that make his metaphorical status explicit. He used a metaphor and left it to Mark to interpret the intended meaning. Brown and Levinson (1987) state that this strategy needs an interpretation in communication to create an act. S left H to make his own interpretation about what produce by S which is actually different from what ones means.

Datum 11

Mark: **“Did I use any of your code?”(11)**

Divya: You stole our whole goddam idea!

Context:

This conversation occurred in deposition room. In this short conversation, Mark and Divya are getting in hot situation. They involve in a debate that make angry both of them.

Analysis:

The utterance **“Did I use any of your code?”(11)** indicates that Mark used off-record of *rethorical question* strategy. In this situation Mark wanted Divya understand that what actually happen is clear and no need more explanation. He made FTA into a form of question rather than saying it clearly “I didn’t stole your idea”. He made H to look for it’s interpretation by hidden the FTA. Thus, by using this kind of strategy the speaker will make different situation and H’s face can be saved.

Datum 12

Eduardo: “She said “Facebookme” and we can all go for a drink later. Which is stunningly great for two reasons. One, she said “Facebook me”. Right? And the other is, you know—“

Mark: **“They want to have drinks later.”(12)**

Eduardo: “Yes! Have you ever heard so many different good things packed into one regular-sized sentence?”

Context:

This conversation is between Mark and Eduardo in auditorium. Eduardo said that the girl that they were talking was asking them to have a party.

Analysis:

The utterance **“They want to have drinks later.”(12)** indicates that Mark used off-record of *understate* strategy. In this case he wanted Eduardo understand that the meaning of “drinks” is a party. He made him to look for his interpretation by hidden the FTA. Thus, by using this kind of strategy the speaker will make different situation but the same meaning.

Datum 13 & Datum14

Eduardo:” **It’s time to monetize the thing.” (13)**

Mark: “What were their names?”

Eduardo: “Did you hear what I said?”

Mark: “When?”

Eduardo: **“I said it’s time to monetize the site.” (14)**

Mark: “What does that mean?”

Context:

In this conversation Eduardo and Mark were talking about their project. Eduardo proposed an idea to make generate revenue from the website.

Analysis:

The utterance **“It’s time to monetize the thing” (13)** indicates that Eduardo used Off-record of *understate* strategy. In this case he wanted Mark understand that what the meaning of “thing” is a site that they were created. He made Mark to look for interpretation by hiding the FTA. While the utterance **“I said it’s time to monetize the site” (14)**, indicates that Eduardo used off-record of *be ambiguous* strategy. Because, it can be sold, rent or other ways to monetize. He made a purposeful ambiguity statement and lets Mark to guess what Eduardo means.

Datum 15 & Datum 16

Eduardo: "When will it be finished?"

Mark: "**It won't be finished, that's the point. The way fashion's never finished.**" (15)

Eduardo: "What?"

Mark: "**Fashion. Fashion is never finished.**" (16)

Eduardo: "You're talking about fashion? Really? You?"

Mark: "I'm talking about the idea of it and I'm saying it's never finished."

Eduardo: "Okay, but they manage to make money selling pants."

Context:

In this conversation, Mark and Eduardo talked about their business project in the future. Mark got the point of the idea that their idea will never ending, so that Mark stated some point about the idea and the business to Eduardo in different way by using different word of choice.

Analysis:

The utterance "**It won't be finished, that's the point. The way fashion's never finished**" (15), indicates that Mark used off-record of *overstate* strategy. In this case he violated the quantity maxim by saying more than it is necessary. While the utterance "**Fashion. Fashion is never finished**" (16), indicates that Mark used off-record of *understate* strategy, because fashion meant by him is social media business. Mark violates the quantity maxim by saying less than is required to generate implicatures. Thus, by using these kind of strategy Mark will let Eduardo interpret what he said.

Datum 17

Eduardo: **“Do they have grounds?”(17)**

Mark: The grounds are our thing is cool and popular and Harvard Connection is lame. Wardo, I didn't use any of their code, I promise I didn't use anything. A guy who builds a really nice chair doesn't owe money to everyone who has ever built a chair. They came to me with an idea, I had a better one.

Context:

This conversation is between Eduardo and Mark when they were talking about legal action for their business protection.

Analysis:

The utterance **“Do they have grounds?”(17)** indicates that Eduardo used Off-record of *rethorical questions* strategy. In this case he wanted Mark to understand what was meant by him. He made FTA into a form of question. Eduardo made H to look for interpretation by hiding the FTA. He left H to make his own interpretation about what was produced by him which was actually different.

Datum 21

Eduardo: “It'll be embarrassing.”

Christy: (to MARK) “Tell him they're not gonna card us.”

Mark: “They're not gonna card us.”

Eduardo: “Mark”

Mark: **“Are you gonna talk about ads again?”(21)**

Eduardo: “Unless you're the Ballet Theatre of Hartford, the purpose of a business is to make a profit.”

Mark: “This isn't a business yet.”

Eduardo: “That's tough for me because my job is to--nevermind.”

Context:

The conversation above involves Mark, Christy and Eduardo. At the topic they talked about their business. In this situation Mark was not ready yet to talk about something case sensitive that was asked by Eduardo.

Analysis:

The utterance **"Are you gonna talk about ads again?"(21)** indicates that Mark used Off-record of *rethorical question* strategy. In this situation he wants H understand that what was in the topic of discussion absolutely clear and no need to talk about it anymore. He made FTA into a form of question rather than say it blatantly "do not talk about it anymore". He made H to look for the interpretation by hidding the FTA. He forced Eduardo to make his own interpretation about what was produced by Mark at the time.

Datum 22

Eduardo: He's 25 minutes late.

Mark: He founded Napster when he was 19, he can be late.

Eduardo: **"He's not a god."**(22)

Context:

In this conversation Eduardo and Mark were waiting for someone. But, at the time he was 25 minutes late. Then Eduardo clarified that no body perfect, means he is not a god. Therefore, anything is possible to anyone. Coming late may happen to somebody in any kinds of meeting schedule, because anything may not under the control.

Analysis:

The utterance **"He's not a god"(22)** used by Eduardo indicates that he used Off-record of *give association clues* strategy. In this case, he forced H to interpret the utterance said by

him at the conversation. He gave a related of implicature by mentioning something associated with the act required of H. Either S-H have same experience or by mutual knowledge which does not depend on their interactional experience (Brown & Levinson, 1987: 215).

Datum 23

Mark: "But you gotta come back. Somewhere around the end of November/early December. Peter wants to throw us an amazing party when we hit a million members, it's gonna be out of control. You've gotta come back for it."

Eduardo: (quietly can't believe it) "A million members."

Mark: "Yeah."

Eduardo: "Remember the algorithm on the window at Kirkland?"

Mark: "Yeah."

Eduardo: "**Yeah, I'll be here.**"(23)

Context:

The conversation happened when Mark and Eduardo talked about their business. They will get a party when they reach an achievement.

Analysis:

The utterance "**Yeah, I'll be here**"(23) indicates that Eduardo used Off-record of *understate* strategy. In this case he wanted Mark understand of what he said. It was used by him because he wanted to do an FTA but avoid the responsibility for doing it and left it up the addressee to decide how to interpret it. In this kind of utterance Mark needed to interpret what was meant by Eduardo.

Datum 25

Mark: "You signed the papers."

Eduardo: "You set me up."

Mark: "You're gonna blame me because you were the business head of the company and you made a bad business deal with your own company?!"

Eduardo: "It's gonna be like I'm not part of Facebook."

Sean: **"It's won't be like you're not part of Facebook, you're not part of Facebook."**

Context:

The conversation happened in New Facebook Office among Mark, Eduardo and Sean. At this time the situation was in uncontrol. Because Eduardo was getting angry when he knew that he was not like part of the company.

Analysis:

The utterance **"It's won't be like you're not part of Facebook, you're not part of Facebook"**(25) Indicates that Sean used off-record of *overstate* strategy. He violates the quantity maxim by saying more than necessary. What was actually needed by him to say was just "You're not part of us", that's it.

3.2 Discussion

In this part, after analyzing the data based on the theory of Politeness strategy by Brown and Levinson, the researcher countinuous to the next step by discussing the result of analysis. The discussion covers all about the analysis based on the Politeness theory used. There are four types of Politeness strategies proposed by Brown and Levinson, namely Bald on-record, Positive politeness, Negative politeness, and Off-record.

In the previous research the researcher found that the data obtained are in the form of speech, caricature, conversation and discussion which is indicates real interaction. While in

this research the data are in the form of conversation, discussion and also virtual interaction that is published on blog. It is the different point of this research.

3.2.1 Bald On-Record

Bald on-record strategy is used by the speaker who does not minimize the effects of the FTA. The speaker usually will offend the hearers, embarrass them or make them experience a bit uncomfortable. Brown and Levinson (1987: 95) describe the prime reason for bald on-record is whenever S wants to do the FTA with maximum efficiency more than he wants to satisfy H's face. However, this type of strategy is commonly applied by people who recognize each other very well, and very close relation such as best friend and family.

In this research, the researcher found Bald on-record strategy in data 1, 3, 5, 6, 7, 9, 18, 19, 20, and 24. In this movie Bald on record is commonly used by characters who have very closed relationship. The utterance used by S, mostly to get the FTA with maximum efficiency more than he wants to satisfy H's face. This is the phenomena applied in the movie.

3.2.2 Positive Politeness

Positive politeness maximizes the efficiency of the addressee's positive face and accept what he wants. It also satisfies what addressee's wants which is equal with speaker's wants, because both have similar desire to be shared. In positive politeness the appreciation of both are improved and they want to have mutual cooperation. Positive politeness are in many respects simply representative of the normal linguistic behavior between intimates, where interest and approval of each other's personality, presuppositions indicating shared wants and shared knowledge, implicit claims to reciprocity of obligations.

In this movie, the researcher found positive politeness only in datum 4. In this kind of analysis the researcher catches that Positive politeness used by S because he wanted to get positive face of H, where S used positive politeness, it indicates that he wanted to ‘come closer’ to H.

3.2.3 Negative Politeness

Negative politeness redresses the negative face of the hearer. Unlike Positive politeness, which functions to minimise the social distance, Negative politeness is used to indicate social distancing. In other words, the speaker is aware and respects the social distance between him and the hearer. The speaker wants to be independent and maintain the distance to the addressee.

In this movie, the researcher found Negative politeness only in datum 2. The utterance contains this kind of strategy because S wants to show something that indicates social distance with the addressee. In other words, the speaker is aware and respects the social distance between S and H.

3.2.4 Off-Record

Off record strategies are used to avoid responsibility for doing FTA. The Speaker just needs to leave it up and lets the hearer decide to interpret it. In other words, off-record can be applied in situation where speaker wants to do an FTA but wants to avoid the responsibility for doing it.

In this movie, the researcher found Off-record strategy in data 8, 10, 11, 12, 13, 14, 15, 16, 17, 21, 22, 23, and 25. In these phenomena, this strategy is used by S who knows H well. By using this kind of strategy S wants to do FTA but wants to avoid the responsibility for doing it. Therefore, H has to interpret the utterance used by S in the movie.

CHAPTER IV

CONCLUSION AND SUGGESTION

After analyzing the data, the researcher formulates the conclusion and suggestion. The conclusion is made based on the findings of this research, whereas suggestion is given to the student and the next researchers who have the same topic with this study.

4.1 Conclusion

Politeness strategies are method of communication used by the speaker to maintain the hearer's face in order the goal of communication can be reached. Based on Brown and Levinson, there are four types of politeness strategies, namely: bald on-record, positive politeness, negative politeness, and off-record.

From the findings of this research, the researcher found that politeness strategies used in "The Social Network" movie can be conclude that bald on-record is used when the speakers do not minimize the FTA delivered to the hearers. It is used by the speaker without paid any attention to the hearer's face. Therefore, in this case the hearers may feel offended and a bit uncomfortable. Positive politeness is used when the speaker wants to impede the FTA by showing the closeness as best friends and maximizes the efficiency of the hearer's positive face. Negative politeness is used when the speaker does not minimize the social distance with the hearer. In this case the speaker does not want to disturb the hearer's face, but the speaker is forced by the circumstance. Off-record is used when the speakers want to say something in another diction in order the hearers interpret what the speakers mean. In other word, the speakers let the hearers understand by their own interpretation.

All types of politeness strategies (bald on-record, positive politeness, negative politeness, and off-record) as proposed by Brown and Levinson are used in "The Social Network" movie. As what explained before, the story shows that in

any kind of relationship and interaction politeness phenomena cannot be separated from daily life. Therefore in this movie we also find the types of politeness strategies as explained by Brown and Levinson.

4.2 Suggestion

After formulating the conclusion based on the finding and discussion in this study, the researcher would like to give two suggestions. Firstly the researcher expects that by knowing and understanding the theory of politeness strategies performed in the movie, especially “The Social Network” movie, the reader, especially English Department students, they can practice and choose wisely the politeness theory in any kind of interaction in order the communication will run smoothly. Being linguistically polite is a good way to create the nice interaction with other people in the world.

Secondly, the researcher suggests the next researchers may use this research as the additional reference to do the same topic to get better understanding. This research explores about the kind and the function of politeness strategies as proposed by Brown and Levinson. Therefore, it will be more challenging for the next researchers to analyze other object of research, such as speech, novel, caricature, and other genre of movie by using other experts’ theory like Scollon, Lakoff, and Holmes. Furthermore, the next researchers can investigate comprehensively not only analyze a movie in Politeness Strategy but also use another linguistics field.

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POLITENESS STRATEGIES USED IN “THE SOCIAL NETWORK” MOVIE

Politeness cannot be separated from daily life. Politeness strategies are used in communication to show the respect to other people and satisfy the hearer. It is very important to consider those in communication for avoiding a conflict as well as creating good harmony. Those phenomena can appear in any kinds of conversations. Politeness phenomenon appears in the dialogues of a 2010 American drama movie entitled *The Social Network*. Therefore, this research focuses on finding out the kinds of politeness strategies used in *The Social Network* movie.

The source of the data in this research is the transcript of *The Social Network* movie. The data were analyzed inductively done by the researcher himself. The approach for analyzing the politeness strategies is based on Brown and Levinson's Theory of Politeness.

Bald on-record is used when the speakers do not minimize the FTA delivered to the hearers. It is used by the speakers without paying any attention to the hearer's face. Positive politeness is used when the speaker wants to impede the FTA by showing the closeness as best friends and maximizes the efficiency of the hearer's positive face. Negative politeness is used when the speaker does not minimize the social distance with the hearer. In this case the speaker does not want to disturb the hearer's face, but the speaker is forced by the circumstance. Off-record is used when the speakers want to say something in other dictions in order the hearers interpret what the speakers mean. In other words, the speakers let the hearers understand by their own interpretations.

Politeness is best expressed as the practical application of good manners or etiquette. It is a culturally-defined phenomenon, therefore, what is considered polite in one culture can sometimes be quite rude or simply eccentric in another cultural context.

In this research, the researcher intends to learn politeness strategies in a movie, that is “The Social Network” movie. The researcher explores kind of politeness strategies used in the conversation sections of the movie. “The Social Network” movie is a 2010 American drama movie directed by David Fincher and written by Aaron Sorkin. Adapted from Ben Mezrich's 2009 book, *The Accidental Billionaires*, the film portrays the founding of social networking website Facebook and the resulting lawsuits. The stars are Jesse Eisenberg as Mark Zuckerberg the founder of Facebook, along with Andrew Garfield and Justin Timberlake as the other principals involved in the website's creation. It performs the way to interact with other people by using virtual and real interaction.

This movie tells a story about two closed friends who stay in the same dormitory and in the same university. In the beginning of the story, they build a website as their main project in building a company. In the middle of the story, there is a conflict that one of them wants to take over all parts of the company. As the impact they become enemy and it changes the way they talk each other and influence the politeness strategies that they use in the conversations.

This research is expected to give theoretical and practical contribution to enrich the area of Discourse Analysis. Theoretically, the findings of this research are expected to enrich the practices of the use of politeness strategy, especially proposed by Brown and Levinson. The uniqueness of the movie will show that politeness strategies can be found in any conversations. Therefore, the findings of this research may become new references to get deeper understanding, especially about politeness strategy.

Practically, the results of this research are very important for linguists, students of English Department, society, and next researchers. The findings of this research will be useful for the linguists to get broader understanding about politeness strategies proposed by Brown and Levinson. However, linguists need references to complete their understanding about politeness strategy. Besides, for the students of English Department, it will be useful in providing additional references, especially for those who will do the same topic on politeness strategies. Moreover, the utterances will be analyzed may also be used by society in applying daily conversations, somehow, life cannot be separated from politeness phenomena. Finally, this research is also expected to give an important direction and contribution for next researchers in the same field in helping them to analyze politeness strategies in any conversations.

This research deals with politeness strategies, in the area of Pragmatics. It studies the use of politeness strategies in “The Social Network” movie. Therefore, the researcher does not investigate on other Pragmatics areas, such as deixis, speech act, implicature, and et cetera, but politeness strategy only. The data studied are the sentences or utterances used by the main and supporting characters in the movie and specified into the types of politeness which are used by using Discourse approach. The object of this research is the transcript of “The Social Network” movie dialogue. The dialogues taken are said by the main and supporting characters of the movie.

This research used descriptive qualitative design. It is used in this research because the major purpose of this research is to describe systematically the analysis of the object chosen and it focuses on the exploration of concept of the data. In this research the researcher describes the politeness strategies used in the conversations of “The Social Network” movie. It is an appropriate design because in investigating the data the researcher did not use any kind of

statistic rate, but the researcher performed critical analysis that is influenced by some cases, including knowledge, experience, sensitivity, and culture.

The data sources of this research are the transcript of “The Social Network” movie. It is a 2010 American drama film directed by David Fincher and written by Aaron Sorkin. The characters are Mark Zuckerberg, Erica Albright, Cameron and Tyler Winklevoss (Winklevoss twins), Divya Narendra, Eduardo Saverin, Bill Gates, Christy Lee, Alice, Larry Summers, Sean Parker, Peter Thiel, and Marylin Delpy. All of them are the main and supporting characters in “The Social Network” movie. Meanwhile, the data of this research are taken from the sentences or utterances, consisting Politeness strategies produced by the main and supporting characters as proposed by Brown and Levinson.

The researchers collected the data by doing some steps. First, watch “The Social Network” movie, in this case, the researcher caught the story and recognized all of the characters in “The Social Network” movie. Then the researcher understand the conversations discussed in the movie. By doing these steps, the researcher got the point of the sentences and utterances stated in the movie. Next, the researcher read and understood the whole transcript of the movie. It made the researcher understood better about the movie’s story and easier to find the data. Finally, the researcher took note the sentences and utterances of the movie which contain Politeness strategies proposed by Brown and Levinson, namely Bald on-record, Positive politeness, Negative politeness, and Off-record.

In analyzing the data, the researcher did some steps. Firstly, the researcher classified the data which have been collected before into some classification of Politeness strategies, namely Bald on-record, Positive politeness, Negative politeness, and Off-record, proposed by Brown and

Levinson. Secondly, the researcher explained the context of the conversations discussed in the movie. It was done to give deep understanding to the reader about the situation while the sentences were produced. Finally, the researcher analyzed and drew conclusion based on Politeness strategies as proposed by Brown and Levinson's theory.

Brown and Levinson's Politeness Strategies

Brown and Levinson (1978:65) present four broad strategies to face FTA; Bald on Record, Positive Politeness, Negative Politeness, and Off Record. The figure adapted from Brown and Levinson (1987:60) is presented below.

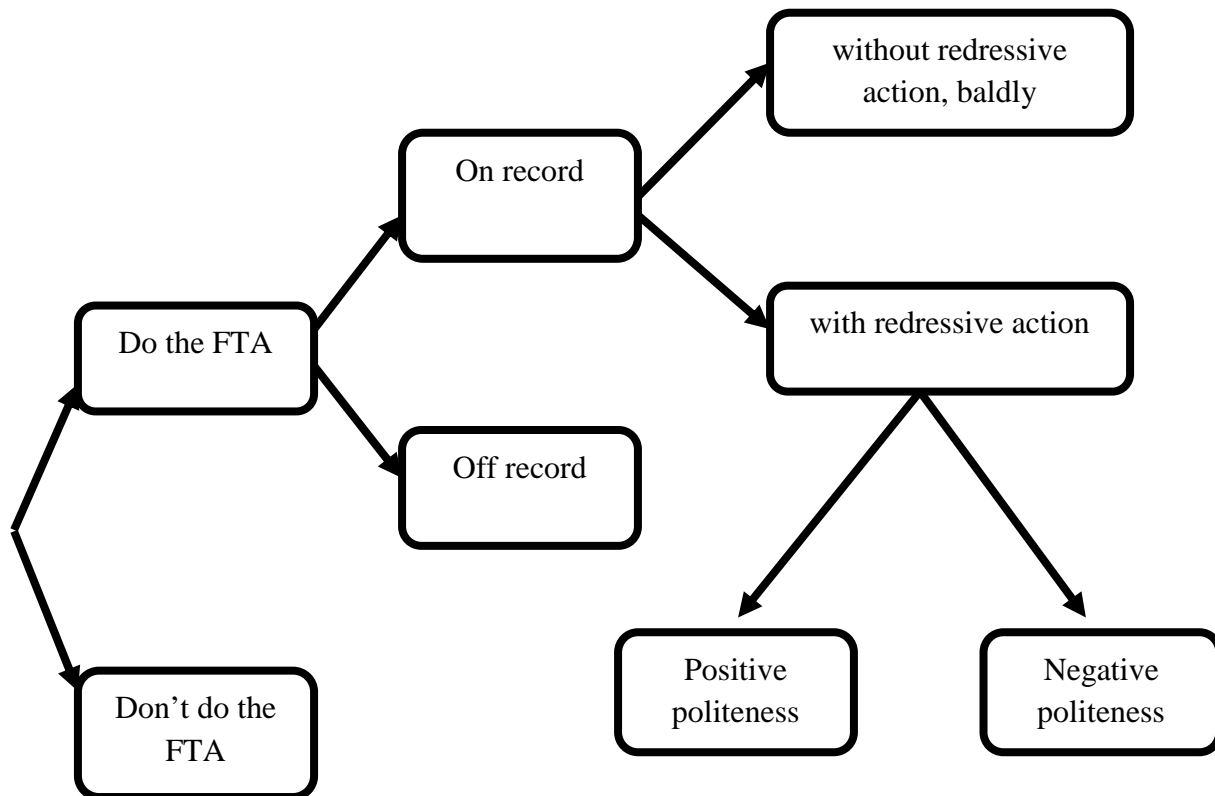


Figure of Politeness Strategies (Brown and Levinson, 1987:69)

The explanation of the figure above:

- An actor goes **on record** in doing an act A if it is clear to participants what communicative intention led the actor to do A (Brown and Levinson, 1987:69).

- If an actor goes **off record** in doing A, then there is more than one unambiguously attributable intention so that the actor cannot be held to have committed himself to one particular intent (Brown and Levinson, 1987:69)
- Doing an act **baldly, without redress**, involves doing it in the most direct, clear, unambiguous, and concise way possible. An FTA will be done in this way only if the speaker does not fear retribution from the addressee (Brown and Levinson, 1987:69)
- By **redressive action**, action that 'gives face' to the addressee, that attempts to counteract the potential face damage of the FTA by doing it in such a way, or with such modifications or additions, that indicate clearly that no face threat is intended or desired, and that S in general recognizes H's face wants and himself wants them to be achieved. (Brown and Levinson, 1987:69)
- **Positive politeness** is oriented toward the positive face of H, the positive self-image that he claims for himself. It 'anoints' the face of the addressee by indicating that in some respects, S wants H's wants. (Brown and Levinson, 1987:70)
- **Negative politeness** is oriented mainly toward partially satisfying (redressing) H's negative face, his basic want to maintain claims of territory and self-determination (Brown and Levinson, 1987:70).

From the findings of this research, the researcher found that politeness strategies used in “The Social Network” movie can be conclude that bald on-record is used when the speakers do not minimize the FTA delivered to the hearers. It is used by the speaker without paid any attention to the hearer’s face. Therefore, in this case the hearers may feel offended and a bit uncomfortable. Positive politeness is used when the speaker wants to impede the FTA by showing the closeness as best friends and maximizes the efficiency of the hearer’s positive face. Negative politeness is used when the speaker does not minimize the social distance with the hearer. In this case the speaker does not want to disturb the hearer’s face, but the speaker is forced by the circumstance. Off-record is used when the speakers want to say something in another diction in order the hearers interpret what the speakers mean. In other word, the speakers let the hearers understand by their own interpretation.

All types of politeness strategies (bald on-record, positive politeness, negative politeness, and off-record) as proposed by Brown and Levinson are used in “The Social Network” movie. As what explained before, the story shows that in any kind of relationship and interaction politeness phenomena cannot be separated from daily life. Therefore in this movie we also find the types of politeness strategies as explained by Brown and Levinson.

After formulating the conclusion based on the finding and discussion in this study, the researcher would like to give two suggestions. Firstly the researcher expects that by knowing and understanding the theory of politeness strategies performed in the movie, especially “The Social Network” movie, the reader, especially English Department students, they can practice and choose wisely the politeness theory in any kind of interaction in order the communication will run smoothly. Being linguistically polite is a good way to create the nice interaction with other people in the world.

Secondly, the researcher suggests the next researchers may use this research as the additional reference to do the same topic to get better understanding. This research explores about the kind and the function of politeness strategies as proposed by Brown and Levinson.

Therefore, it will be more challenging for the next researchers to analyze other object of research, such as speech, novel, caricature, and other genre of movie by using other experts' theory like Scollon, Lakoff, and Holmes. Furthermore, the next researchers can investigate comprehensively not only analyze a movie in Politeness Strategy but also use another linguistics field.