

Analysis on Diego's Characters in Ice Age 2 Based on the Politeness Principle and the DiSC Model

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Abstract—Diego, depicted as a protagonist in the film *Ice Age 2*, has complicated character and plays a very important role, who symbolizes a certain group of people in our daily life. This paper figures out Diego's character type in *Ice Age 2* and shortcomings of this type, so as to provide methods of getting along with people like him in our daily life. To achieve these goals, the author employs qualitative and quantitative methods to analyze his utterances and character factors in the real contexts based on Geoffrey Leech's Politeness Principle and the DiSC model. First, the author extracts Diego's 141 utterances and those of others that are closely related to his from the film script and categorizes them into different maxims of Geoffrey Leech's Politeness Principle. Then, the author analyzes his utterances obeying and violating these six maxims in the real contexts and finds that he has 15 character factors. After this, the author adds up these factors belonging to the same character type to find his final type. Among these 15 factors, ten of them fall into the Dominance (D) character type, which far outnumbered that of character factors falling into other types, indicating that he has the D character type. Finally, the author finds that people owning D character type like Diego has five character shortcomings and gives five relevant suggestions on how to avoid the character shortcomings of people owning the D type like Diego according to the DiSC model, which helps build better relationships with other people.

Index Terms—Characters, diego, DiSC model, politeness principle, utterances.

I. INTRODUCTION

Studies on relations between people's utterances and characters have already been carried out by researchers. Dai Weidong and He Zhaoxiong (2018) thought that the language one used, which is called idiolect, represented his/ her characteristics, such as gender, age, and social background [1]. Li Zuowen (2010) pointed out that the language one utilized could imply his/her cognitive methods and psychological elements when he/she gets to know objective things [2]. People's characters, as part of their characteristics, are qualities and features that make them different from others, and they can also be revealed by their utterances. When getting along with others with different characters, people should take different proper measures [3].

The film *Ice Age 2*, produced by Blue Sky Studios in 2006, has helped Blue Sky Studios earn a good reputation in Computer Graphics (CG), and it reflects global warming to remind us of the importance of environmental protection. It tells us about the story of many animals move from a basin, where its surface is lower than those of its surrounding areas,

to survive the meltdown of the huge ice cap surrounding the basin. Before the meltdown, these animals have lived in the basin which is surrounded by a tremendous ice gap for years. When they are celebrating the coming of a water world created by global warming, Manny (the mammoth), Sid (the sloth), and Diego (the tiger) find that the ice cap has almost melted down wants to figure out, which can cause deadly flood and end up all lives in the basin. Therefore, they tell the bad news to the animals and start to move away. Finally, they all survive the meltdown. As one of the three main protagonists in this film, Diego, the tiger, speaks little, and he even often opposes others in his conversations, which violates the Politeness Principle. However, he plays a very important role in leading all animals out of dangers, and represents a typical group of people in our daily life.

Due to the above reasons, the author of this paper chooses to analyze the utterances of Diego in *Ice Age 2* and figures out his character factors and character type based on the Politeness Principle and the DiSC model, so as to find character shortcomings of people like him in our daily life, and provide methods on how to get along with them.

II. LITERATURE REVIEW

The Politeness Principle (PP) was proposed by Geoffrey Leech in 1983 as a complementary principle of the Cooperative Principle (CP). It points out that people sometimes will not cooperate in their conversations because they want to show their politeness and respect to others instead of threatening or even destroying their faces in conversations, and it includes the following six maxims: By tact maxim, Leech (1983) meant that people should reduce the cost of others to the least and increase the benefit of others to the maximum. When talking about generosity maxim, people should reduce the benefits of themselves to the least and increase the cost of themselves to the maximum. Approbation maxim requires people to praise others as much as possible and dispraise others as little as possible. Modesty maxim is related to the approbation maxim, and it requires people to praise themselves less and dispraise themselves more. When it comes to agreement maxim, people should agree with others more and disagree with others less. The final maxim, sympathy maxim, needs people to show more sympathy and less antipathy to others [4].

The DiSC model, proposed by Marsden in 1928 and purchased by the publication Inscape in 1970s, which was later written by Tom Ritchey and Alan Axelrod into a published book called *I'm Stuck, You're Stuck: Break Through to Better Work Relationships and Results by Discovering your DiSC Behavioral Style*, points out that there are four human character types- Dominance (D type),

Manuscript received October 26, 2021; revised January 10, 2022.

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Influence (I type), Steadiness (S type), and Compliance (C type). Each type contains a lot of character factors. For example, people owning the D character type are dominant when doing things and getting along with others; people with the I character type are optimistic, they attach great significance to and are good at inter-personal communication; people having the S character type tend to be conservative while they are doing things and pleased to help others, and they like work that is stable; for people owning the C type, they are conscientious for people and work (Tom Ritchey&Alan Axelrod; Xu Jianglin trans, 2018) [5].

Researchers and Scholars have written many papers about or applied the Politeness Principle and the DiSC model respectively both at home and abroad. Sara Mill (2006) analyzed differences of politeness strategies between men and women based on this principle [6]. Jie Wang and Feifei WEI (2016) used the Politeness Principle to analyze characters' character factors in Teahouse [7]. Fan Yang (2016) used the Politeness Principle to analyze Butcher Hu's character factors in "Fan Jin Passing the Imperial Exam" [8]. Chaoying BAN and Li HE employed this principle to analyze the verbal humor in American comedy [9]. About the DiSC model, it is a practical model based on questionnaires to figure out people's character factors, which means that questionnaires are necessary for this model, and it is impossible for us to use this model without questionnaires.

However, there are many occasions in which we cannot carry out questionnaires, but we need to find people's character type. Therefore, it is necessary for us to use other methods to analyze people's character factors. Because of the above reasons, this paper tries to combine the Politeness Principle and the DiSC model together to figure out Diego's character factors and type in *Ice Age 2*.

III. RESEARCH METHODOLOGY

This part shows the methodology of this research. It covers research questions, methods, and procedure of the research.

A. Research Questions

(1) What character factors and character type Diego has? In the film *Ice Age 2*, Diego is one of the three main characters, but he speaks little and even opposes others in his conversations. What character factors lead to his conversational actions, and these character factors form what kind of character type?

(2) What are the shortcomings of people owning this kind of character type? In our daily life, there are many people owning Diego's character type. They have their own special character factors and character types, and they can behave excellently in specific circumstances. Hence, it is of great importance to know what character shortcomings they have.

(3) How to get along with people owning this kind of character type? When getting along with people owning Diego's character type, what should we know about and what should we do to avoid their shortcomings in their character factors?

B. Research Methods

This research uses both quantitative and qualitative methods to carry out research. This research first uses

qualitative method to analyze Diego's utterances. Since this research aims to find Diego's character factors and character type from his utterances based on the six maxims of the Politeness Principle, qualitative method is utilized to analyze his utterances to find his character factors indirectly.

This research also uses quantitative method. Firstly, this paper utilizes this method to figure out the amount of his utterances. His utterances are short, and some utterances only contain one or two words. This research calculates the number of periods and considers this number as the number of his utterances, which is 141. Then, because there may be more than one character factors falling in each basic character type, the author adds up the numbers of utterances in the same basic character type to find his final type.

C. Research Procedures

The main parts of the procedures are utterance extraction, utterance analyzing to find Diego's character factors, categorizing these factors to figure out his character type, finding his shortcomings, and giving suggestions according to the DiSC model.

First, the author of this research downloads the film script of *Ice Age 2* from web Baidu Wenku [10]. At the same time, the author of this paper extracts all Diego's utterances and utterances of other characters' manually that are closely related to his utterances for further analysis. Then, all his utterances are categorized into different maxims of the Politeness Principle based on the meanings and contexts. Meanwhile, the author analyzes his character factors according to the six maxims and the contexts. Finally, all his character factors are categorized into four basic character types of the DiSC model to figure out his final type and character shortcomings, and some suggestions about how to get along with people owning this kind of character type are given.

IV. RESULTS AND DISCUSSION

This part delivers the results and discussion of this paper. First, all Diego's 141 utterances are categorized and analyzed based on the six maxims of the Politeness Principle to figure out his character factors. One point should be made clear here, all descriptions about character factors are based on the book. Then, all his character factors are categorized into four basic character types of the DiSC model to find his final type. And then, shortcomings of people owning Diego's character type are analyzed. Finally, some suggestions about getting along with this kind of people are given.

A. The Politeness Principle and Diego's Character Factors

In this part, the author of this paper analyzes Diego's 141 utterances based on the six maxims of the Politeness Principle. First, the author of this paper downloads the film script from the Internet. Then, the author marked all Diego's utterances with underlines in the film script of *Ice Age 2* when seeing the film to make sure utterances in the film script are exactly right. And then, utterances of Diego marked with underlines and utterances of other characters that are closely related to his utterances are extracted, and they are categorized into different maxims of the Politeness Principle according to

their meanings and contexts. For the convenience of analysis, utterances falling into each maxim are further classified into utterances obeying and violating each maxim. Finally, the author of this paper analyzes his utterances based on different maxims to find out his character factors.

1) *The tact maxim and Diego's character factors*

The tact maxim of the Politeness Principle points out that people should reduce expressions that can harm others' interests. To be more specific, people should reduce the cost of others and increase the benefits of others. Utterances that are consistent with the description above are listed below.

Times ^o	Obedience ^o	Violation ^o
	3 ^o	33 ^o
Utterances ^o	<p>A. Diego, retract the claws, please (<i>Ice Age 2: 11'00"-11'03"</i>).^o</p> <p>- Right. Sorry (<i>Ice Age 2: 11'03"-11'04"</i>).^o</p> <p>B. Can I say something (<i>Ice Age 2: 01:02'37"-01:02'38"</i>)?^o</p>	<p>A. See that? That's the total opposite of nice (<i>Ice Age 2: 26'17"-26'21"</i>).^o</p> <p>- Maybe we'll have a snack before we hit the road (<i>Ice Age 2: 26'21"-26'23"</i>).^o</p> <p>B. He's never gonna let up on you. It'll be easier on all of us if you just go with it (<i>Ice Age 2: 35'51"-35'54"</i>).^o</p> <p>C. Manny, Ellie. Lock trunks. Now! Crash, Eddie. Grab on to that ledge (<i>Ice Age 2: 50'45"-50'58"</i>).^o</p> <p>D. Funny. Now what's your real plan (<i>Ice Age 2: 51'05"-51'06"</i>)?^o</p> <p>- Just do it (<i>Ice Age 2: 51'07"-51'08"</i>).^o</p> <p>E. Bye, Ellie (<i>Ice Age 2: 51'11"-51'12"</i>).^o</p> <p>- Go now (<i>Ice Age 2: 51'11"-51'12"</i>).^o</p> <p>F. Apologize (<i>Ice Age 2: 51'45"-51'46"</i>).^o</p> <p>- Why me? She overreacted (<i>Ice Age 2: 51'46"-51'47"</i>).^o</p> <p>- Just apologize (<i>Ice Age 2: 51'48"-51'49"</i>).^o</p> <p>- No (<i>Ice Age 2: 51'55"-51'55"</i>).^o</p> <p>- Do it (<i>Ice Age 2: 51'51"-51'52"</i>).^o</p> <p>G. Not another word or I'll come down there and push you over myself (<i>Ice Age 2: 51'57"-52'00"</i>).^o</p> <p>H. You mean it (<i>Ice Age 2: 01:15'55"-01:15'56"</i>)?^o</p> <p>- Sid, Sid. That doesn't mean "want to touch". Don't ask (<i>Ice Age 2: 01:15'56"-01:16'08"</i>).^o</p> <p>I. Point made. Now, go on. Scat (<i>Ice Age 2: 01:18'57"-01:19'02"</i>).^o</p> <p>J. Just apologize (<i>Ice Age 2: 51'48"-51'49"</i>).^o</p> <p>K. Manny, don't squash their creativity (<i>Ice Age 2: 05'01"-05'03"</i>).^o</p> <p>L. What do you mean "if" it offended me (<i>Ice Age 2: 51'22"-51'23"</i>)?^o</p> <p>- That it offended her (<i>Ice Age 2: 51'14"-51'15"</i>).^o</p> <p>M. I am not your prev. I am not your prev. I am not your prev. Attack the water. Stalking the prev (<i>Ice Age 2: 01:09'09"-01:10'03"</i>).^o</p> <p>N. - Sid, Sid. That doesn't mean "want to touch". Don't ask (<i>Ice Age 2: 01:15'56"-01:16'08"</i>).^o</p>

Fig. 1. Diego's utterances related to the tact maxim.

From Fig. 1, there are totally thirty-six utterances of Diego involving the tact maxim. Among these utterances, three of them obey this maxim and thirty-three utterances violate this maxim.

These three utterances that obey the tact maxim will be analyzed first. In conversation A, after Manny, Sid, and Diego fall off the cliff down on the ice, Diego is putting his claws on Manny's nose. So Manny asks Diego to retract his claws. After hearing it, Diego reacts very quickly and makes an apology to Manny to protect Manny's face. This shows Diego knows he hurts Manny, and that he is considerate. In conversation B, when Manny and Ellie (a female mammoth) are arguing about whether to go forward or not as they are stopped by a dangerous 'minefield', Diego stands out and wants to say something to ease their argument. Though they are trapped in a very dangerous situation, in which there is flooding water behind them and there is a 'minefield' forward, Diego is still using polite words to express his point and trying to calm Manny and Ellie down. Taking all these into

consideration, we can come to a conclusion that he is like glue in a team that can stick every member in it together.

His thirty-three utterances that violate the tact maxim will be analyzed then. In conversation A, when two possums are negotiating with Diego and Sid about their requirements on the same way in the future, they require that they be nicely treated. At this moment, Diego wants the two possums to treat his friends well first and ignores the requirements of the two possums. Thus, the two possums criticize Diego that he is opposite to being nice. Hearing this, Diego opens his mouth and attempts to swallow one of the possums after threatening them that he will eat them if they do not compromise. This destroys the two possums' faces and reflects that he is dominant in conversations and he does not want to yield to others. In utterances B, when Sid is urging Manny that Ellie is a suitable soulmate for him, Manny gets mad. At this moment, Diego expresses his point to Sid that Manny will let up on him if he keeps being garrulous. Diego actually is urging Sid to shut up at this moment because Manny is mad now, but he is too direct and impatient in his utterances. From utterances C to L, while Manny, Sid, Ellie, Diego and the two possums are trapped on a pile of stones between the two edges of a cliff, Diego acts as a commander faced with difficulties. To cope with the problem, he does not hesitate at all and just uses imperative sentences to command others. By using these utterances, he concisely and determinedly gives his orders to others, and does not allow others to violate his orders. Utterances M is what he says when the ice cap breaks, the water floods the valley and Ellie, Manny, Sid and the two possums are trapped by the flood. Fighting against his fear and considering water as his prey, Diego jumps into the water and gives himself confidence. From these, his bravery and confidence in front of difficulties are reflected. In conversation N, after Diego persuades the group of sloths to let Sid to live with Manny's herd, Sid gives a hug to Diego. But Diego behaves as he dislikes Sid, which is completely opposite to the fact. From his behavior, the author thinks that he hides his feelings inside and he hates others to express something moving to him.

To conclude, after analyzing Diego's thirty-six utterances based on the tact maxim of the Politeness Principle, the author of this paper finds that two utterances reflect Diego is considerate, one utterance indicates his role of being like a glue in a team, one utterance implies his dominance in conversations, two utterances suggest his directness and impatience, twenty-one utterances show that he likes to order others when faced with problems, five utterances present that he is brave and confident in front of difficulties, and four utterances show he tends to hide his feeling inside and does not like to hearing moving utterances.

2) *The generosity maxim and Diego's character factors*

The generosity maxim needs people to express those that are beneficial for themselves less, which means they should reduce the benefits for themselves and increase the cost of themselves. Utterances that are in accord with the above are presented in the table below.

	Obedience ^o	Violation ^o
Times ^o	1 ^o	7 ^o
Utterances ^o	A. Come on, Manny, he's not that stupid (<i>Ice Age 2: 10'21"-10'23"</i>). - But I've been wrong before (<i>Ice Age 2: 10'25"-10'26"</i>). ^o	A. <u>Hey, don't mind me. Just hanging off the edge of a cliff here</u> (<i>Ice Age 2: 52'32"-51'36"</i>). ^o B. <u>Hey, I'm stalking the prev</u> (<i>Ice Age 2: 01:10'01"-01:10'03"</i>). ^o C. Well, it's just you and me now. Two bachelors knocking about in the wild (<i>Ice Age 2: 01:20'20"-01:20'23"</i>). ^o <u>-Fine. But I'm not gonna carry you. I still have my pride, you know</u> (<i>Ice Age 2: 01:20'05"-01:20'09"</i>). ^o

Fig. 2. Diego's utterances related to the generosity maxim.

As is demonstrated in Fig. 2, among Diego's utterances, eight of them involve the generosity maxim. One of them obeys the generosity maxim and seven of them violate this maxim.

First, Diego's utterance obeying this maxim will be analyzed. When Sid is almost jumping from the cliff, although Diego knows Sid is positive usually, he notices Sid has been really hurt this time, standing on the edge of the cliff and shaking, and Sid may jump off the cliff. So he admits to Manny that his judgement about Sid will be wrong sometimes. This utterance indicates that he is careful to details.

Then, the author will analyze his utterances violating this maxim. In conversation A, when Diego and his friends escape from the pile of stones between the two edges of a cliff, Diego grabs on the cliff and his friends catch him. In this circumstance, it is so dangerous for him, but he can still make jokes with his friends that he is just hanging there. From his utterances and action, we can see that he is positive faced with dangers. Utterances B are what Diego says to himself when he jumps into the water which is his biggest fear to save his friends. He imagines that water is his prey to overcome his fear. For the purpose of saving his friends, he dares to face any danger and he is very confident that he can cope with dangers by himself this time. In conversation C, after the herd of animal flees from the flood, Sid chooses to stay with Diego. Sid proposes a requirement that Diego carry him on his back in the future, but Diego refuses this requirement since he has strong pride. This demonstrates that he has his strong dignity.

To sum up, one utterance suggests he is careful about details, two utterances indicates that he is positive facing difficulties, two utterances imply that he is brave and confident in front of dangers, three utterances reflects that he has strong dignity.

3) The approbation maxim and Diego's character factors

The approbation maxim tells people that they should belittle others as little as possible, which further points out that they should praise others as more as possible. According to the contexts and meanings, utterances that are related to the above are presented.

As Fig. 3 shows, there are seventeen utterances that are related to the approbation maxim. Among them, twelve utterances are consistent with this maxim, and five utterances are inconsistent with it.

First, this author will analyze twelve ten utterances. In conversation A, after Manny finishes his 'excellent' story for other animals, other animals are all in silent, which makes a silent and embarrassing environment. To eliminate this sort of environment, Diego pretends to praise Manny for that he has done a good job. This indicates that he is quick-minded. Utterance B is what Diego says after the herd of animals finds

	Obedience ^o	Violation ^o
Times ^o	12 ^o	5 ^o
Utterances ^o	A. And they lived happily ever after (<i>Ice Age 2: 06'26-06:28</i>). ^o - Good job (<i>Ice Age 2: 06'32"-06'33"</i>). ^o B. That's genius, Sid (<i>Ice Age 2: 11'51"-11'52"</i>). ^o C. She's not half bad. Crazy and confused, but sweet (<i>Ice Age 2: 39'01"-39'07"</i>). ^o D. Fire King avert flood. Join us, O great and noble flaming one (<i>Ice Age 2: 01:15'08"-01:15'10"</i>). ^o - No, not so fast there. OK. You make a quality offer. But Fire King has a prior commitment. His herd needs him. He is the goovy, sticky stuff that holds us together. He made this herd, and we'd be nothing without him (<i>Ice Age 2: 01:15'31"-01:15'54"</i>). ^o E. I'll keep in touch (<i>Ice Age 2: 01:18'55"-01:18'56"</i>). ^o - Yeah, yeah. You're a good friend (<i>Ice Age 2: 01:18'57"-01:18'58"</i>). ^o	A. Congratulations. You're now an idiot in two languages (<i>Ice Age 2: 05'16"-05'19"</i>). ^o B. Manny, I just heard you're going extinct (<i>Ice Age 2: 16'11"-16'13"</i>). ^o - Hey, if you ever master hygiene, try working on sensitivity (<i>Ice Age 2: 16'15"-16'17"</i>). ^o C. What if I am the last mammoth (<i>Ice Age 2: 20'29"-20'31"</i>)? ^o - But Manny, look at the bright side, you have us (<i>Ice Age 2: 20'31-20'33</i>). ^o - Not your most persuasive argument, Sid (<i>Ice Age 2: 20'33"-20'35"</i>). ^o D. Here, kitty, kitty (<i>Ice Age 2: 23'00-23'01</i>). ^o - Big mistake, you miscreants (<i>Ice Age 2: 23'01"-23'03"</i>). ^o

Fig. 3. Diego's utterances related to the approbation maxim

the meltdown. After Sid finds the ice gap above the water is melting down, which causes a huge water, he makes a joke that they will quickly become 'water creatures'. Diego knows the meltdown almost threatens their lives and he cannot bear the joke. Meanwhile, he is thinking about solving the problem. This means Diego is problem-solving-centered faced with difficulties, instead of spending time on making jokes. In utterances C, Diego tries to persuade Manny to form a better relationship for the existence of their breed, but he does not urge him directly. Instead, he praises Ellie's strength, which is better for Manny to accept his point. From this, the author thinks that he is considerate. In conversation D, when the group of sloths comes to ask Sid to be their king, seeing Sid is hesitating, Diego proactively says that they themselves need him. All these imply that he is careful to details. In conversation E, when Manny is going to leave his friends with Ellie and the group of mammoths for their journey, he expresses his willing that he will never forget them and will keep contact with them. But Diego urges him to hurry to go, which indicates Diego does not want to see other people saying moving utterances in front of him.

Then, the author will analyze these five utterances violating this maxim. When Sid tells his idea to open a summer camp for children to others, he utilizes a foreign language to name the camp. Hearing Sid's idea, Diego knows it is unfeasible and he describes Sid as a fool who can speak two languages. Therefore, utterances A suggest Diego is direct. In conversation B, after Sid hears the utterances from other animals, which points out that Manny is the last mammoth on the earth, Sid again mentions this in front of Manny, which again annoys Manny. Diego, who is by the side, says to Sid: 'Hey, if you ever master hygiene, try working on sensitivity (*Ice Age 2: 16'15"-16'17"*).' This utterance threatens Sid's face. This indicates that Diego is very direct when pointing out others' shortcomings. In conversation C, when Manny starts to accept the 'truth' that he is the last mammoth, Sid comforts him that Manny still has friends on earth even though he may be the last mammoth. Hearing the utterance, Diego knows that Sid can do more than this and that this cannot make Manny relaxed and comfortable. So Diego directly points out that Sid's way is 'not his most persuasive argument (*Ice Age 2: 20'33"-20'35"*)', which implies that Diego is direct in conversations. After beating Sid and Diego, the two possums are leaving and satirizing Diego as a little kitty with an arrogant tone. Being annoyed by them, Diego replies to their satire through describing them as 'miscreants'. The word 'miscreant' is used

to belittle someone who is evil and has done something illegal and bad. From the evil meaning of this word, the author of this research thinks Diego is trying to guard his face with offensive words, which demonstrates the truth that he has strong dignity.

To draw a conclusion for this part, one utterance shows that Diego is quick-minded facing embarrassment, one utterance indicates that he is problem-solving-centered in front of problems, two utterances show that he is considerate, six utterances present that he is careful to details, two utterances imply that he hates to hear something moving from his friends, four utterances reflect his directness, one utterance makes his strong dignity known to the film's audience.

4) *The modesty maxim and Diego's character factors*

This maxim urges people that they decrease praising themselves, and, on the contrary, they should dispraise themselves more. In this film, some utterances involving this maxim and are listed in the following list.

	Obedience ^o	Violation ^o
Times ^o	2 ^o	7 ^o
Utterances ^o	<p>A. You did it, buddy. You kicked water's butt (Ice Age 2: 01:10'29"-01:10'31"). -Nothing to it. Most animals can swim as babies, you know (Ice Age 2: 01:10'33"-01:10'35").</p>	<p>A. If anyone asks, there were 50 of them and they were rattlesnakes (Ice Age 2: 22'53"-22'57"). B. You know, the one where you can't swim (Ice Age 2: 34'35"-34'37"). -That's ridiculous (34'41"-34'41"). C. Kind of brave, huh? The way he faced his fear (Ice Age 2: 46'17"-46'20"). -I wouldn't know. Sabers don't feel fear (Ice Age 2: 46'21"-46'43"). D. You can do this, you can do this, you can do this. Trust your instincts. Attack the water (Ice Age 2: 01:09'09"-01:10'03").</p>

Fig. 4. Diego's utterances related to the modesty maxim.

As is shown in Fig. 4, in this film, there are nine utterances related to the modesty maxim, two of which obey this maxim and seven of which violate it.

The two utterances obeying this maxim will be analyzed first. In conversation A, after Diego jumps into the water which is his fear previously and saves his friends, Sid congratulates him for that he has overcome his fear. Diego, after defeating his enemy, jokes with Sid that it is not hard for him to make it. Through saying this, he is pretending to be undefeatable.

Then, the seven utterances violating this maxim will be analyzed. Utterance A is said by Diego after he and Sid are beaten by the two little possums in the film. To guard his face, Diego persuades Sid with a strong tone that he should tell others they are beaten by 50 rattlesnakes if someone asks about the fight. This utterance means Diego has strong dignity. In conversation B, Sid points out Diego's weakness that he is afraid of water. Smiling and not turning his head to Sid, Diego replies to Sid that his point is ridiculous. Actually, he is pretending that he has not such a weak point. This shows Diego pretends to be perfect and hates others to know his weakness. In conversation C, when Sid is mocking Diego that he should be afraid of water as a tiger. But Diego does not admit the truth and he says he has no fear. These two utterances show that he is confident and he has strong dignity. In utterances D, Diego jumps into the water that is his instinct enemy to save his friends. To solve his fear about water, he tells himself that he can face any difficulty and that water is his prey, which reflects that he does not fear any setback to achieve his goal.

Through the above analysis, the author finds that two

utterances indicate that Diego pretends to be undefeatable, three utterances that show he has strong dignity, one utterance presents that he hates others to know his weakness, three utterances suggest that he is brave.

5) *The agreement maxim and Diego's character factors*

As the name of this maxim shows, this maxim requires people that they agree with others more and reduce the disagreement with others. In this film, there are fifteen utterances involving this maxim.

	Obedience ^o	Violation ^o
Times ^o	8 ^o	7 ^o
Utterances ^o	<p>A. I'm a role model to them (Ice Age 2: 05'39"-05'41"). -I can see that (Ice Age 2: 05'44"-05'45"). B. Why did you invite them (Ice Age 2: 25'58"-25'59")? -Cos you might be the only two mammoths left on Earth (Ice Age 2: 6'00"-26'03"). -He has a point (Ice Age 2: 26'03"-26'03"). C. Back when the trees went up and down and the ground stayed under our feet (Ice Age 2: 52'57"-52'58"). -Yep. Those were the good days (Ice Age 2: 53'10"-53'15"). D. Go after her (Ice Age 2: 01:18'49"-01:18'50"). -It's OK. We'll always be here for you (Ice Age 2: 01:18'50"-01:18'53"). E. Boy, Manny sure took a big leap with Ellie today (Ice Age 2: 46'06"-46'08"). -Sure did (Ice Age 2: 46'09"-46'09"). F. No, no, no. I was kidnapped by a tribe of mini sloths (Ice Age 2: 58'36"-58'38"). -That was gonna be my second guess (Ice Age 2: 58'39"-58'40").</p>	<p>A. Surrender (Ice Age 2: 22'40"-22'40")? - Never (Ice Age 2: 22'41"-22'41"). B. But the point is that fear is natural (Ice Age 2: 46'43"-46'43"). -Fear is for prey (Ice Age 2: 46'56"-46'58"). C. I'm falling (Ice Age 2: 47'36"-47'36"). -Correction. You're sinking. Kind of like a rock (Ice Age 2: 47'36"-47'39"). D. Wow. What a night. You'll never guess what happened (Ice Age 2: 58'30"-58'32"). -You were sleepwalking (Ice Age 2: 58'32"-58'35"). E. Hey, let's play pin-the-tail-on-the-mammoth (Ice Age 2: 06'05"-06'06"). - Yeah (Ice Age 2: 06'06"-06'06")! - Sid (Ice Age 2: 06'07"-06'07")!</p>

Fig. 5. Diego's utterances related to the agreement maxim.

Fig. 5 shows that among the fifteen utterances related to the agreement maxim, eight of which obey this maxim and seven violate it.

The author of this paper will firstly analyze the eight utterances obeying this maxim. In conversation A, after Sid is made fun of by a group of kid animals, he should say that he is their model. Diego replies to him that he has seen that. Superficially, he agrees with Sid. Deep in his heart, he knows that Sid might be hurt by those kids' utterances, so he pretends to agree with Sid's view. Thus, this utterance shows that he is considerate for Sid. In conversation B, Manny asks Sid why he has invited Ellie and the two possums to go with them, and Sid gives him the reason that he might be the last male mammoth on earth and Ellie is the last female mammoth. For Diego, who is unwilling to forge ahead with Ellie and the two possums for the purpose of defending his dignity, he agrees with the idea after considering Manny's condition. This shows that he can sacrifice his dignity for others in the same team and he is considerate. In conversation C, when Sid says that the previous days before the evacuation are good days, Diego agrees with him. Diego's utterance here is just a response to Sid's utterance and cannot reflect his character. In conversation D, when Manny is leaving Sid and Diego with Ellie to go with a herd of mammoths, Manny is loath to leave them. Thinking for Manny, Sid urges him to go. For Diego, he knows that Manny wants to leave with his breed, so he agrees with Sid that Manny should go. Taking all these into consideration, the author thinks that Diego is considerate. In conversation E, when Sid is congratulating on the advancement of the relationship between Manny and Ellie, Diego agrees with him simply. Normally, a person will show

more congratulation on this. But in Diego's utterance, there is nothing else except one simple utterance, which indicates that he likes to be simple in his utterances. In conversation F, after Sid tells his friends the news that he is kidnapped by a herd of sloth, Diego agrees with what Sid says ostensibly. But Diego does not believe Sid and he just wants Sid to shut up so that they can continue hurrying on with their way. In this situation, Diego is dogmatic when making judgement.

Then author of this paper will analyze the seven violating this maxim. In conversation A, after Diego and Sid are beaten down onto the ground and asked to surrender by the two little possums, Diego determinedly refuses to do that. This shows Diego has strong dignity. In conversation B, Sid persuades Diego that every kind of life will have their fear and it is usual for Diego to be scared of water, but Diego still does not admit that he has such a kind of shortcoming. In this utterance, Diego is still protecting his strong dignity from being damaged by Sid. In conversation C, when Sid is attempting to teach Diego to overcome his fear of water, Diego neglects his words and is even driven crazy by Sid. Finally, Diego cuts the withe and Sid falls off it down onto the ground, complaining that he is falling. Annoyed by him, Diego corrects Sid's expression of 'falling' to sinking 'like a rock (Ice Age 2: 47'37)'. In fact, he hates is when Sid mentions his weakness and pretends to be flawless. In conversation D, after Sid is kidnapped by a group of sloths and then released back, he tells the truth to his herds. Diego, however, does not believe what Sid says and he judges that Sid has sleepwalked because he thinks that Sid is alone all the time and there cannot be someone kidnapping him. The author regards this utterance as a clue that demonstrates the fact that Diego tends to rely on his own imagination and experience to make judgement even though the judgement may hurt others. In conversation E, when other animals are jeering Manny and threatening to play a shame game on Manny, Sid should agree. Diego is also by the side, and he knows what other animals and Sid say hurts Manny. Therefore, he turns his head to Sid and reminds Sid that Manny is hurt. This indicates that he is considerate.

After analyzing Diego's fifteen utterances based on the agreement maxim of the Politeness Principle, the author finds that five utterances indicate his considerate, one utterance shows that he likes to be simple in conversations, two utterance present that he is dogmatic when making judgement, two utterances suggest his strong dignity, and three utterances imply he hates others to mentions his weakness.

6) The sympathy maxim and Diego's character factors

The sympathy maxim tells people as communicators that they reduce the oppositeness of feelings with others, and they should increase the sympathies for others. The author of this paper finds ten utterances that are related to this maxim.

As Fig. 6 demonstrates, among the ten related to this maxim, five of them are consistent to this maxim and five of them violate this maxim.

The author will analyze these utterances obeying this maxim first. In conversation A, after Sid knows the fact that he is not so respected by other animals as he imagined, he is annoyed and he exclaims that everyone should respect him. Hearing this, Diego says to Sid that they just kid him. From this utterance, the author thinks that he knows Sid's feelings

and is comforting Sid, which shows he is sympathy for Sid. In conversation B, when other animals mock Manny by pointing out that he is the last mammoth, Manny becomes silent and embarrassed. So Diego threatens this herd of animals that he will eat them in order to drive them away. And then he turns to Manny and asks whether Manny is ok or not. These two utterances show he has the quality of sympathies. In conversation C, when an anteater ridicules Manny that he is the last mammoth on earth, Diego advises him not to listen to the anteater, which suggests Diego is sympathy for others.

	Obedience ^a	Violation ^a
Times ^a	5 ^a	5 ^a
Utterances ^a	<p>A. I made this herd, so you need to start treating me with some respect (Ice Age 2: 05'50"-05'54")^a. - Come on, Sid (Ice Age 2: 05'57"-05'58")^a. - Sid, we were just kidding (Ice Age 2: 05'59"-06'01")^a.</p> <p>B. Where's your big, happy family (Ice Age 2: 07'23"-07'25")^a? -Then the hungry tiger ate the pesky little kids (Ice Age 2: 07'31"-07'33")^a. You OK, buddy (Ice Age 2: 07'37"-07'38")^a? - Sure. Why not (Ice Age 2: 07'38"-07'37")^a? - I thought (Ice Age 2: 07'39"-07'40")^a.</p> <p>C. Be that as it may, when's the last time you saw another mammoth (Ice Age 2: 09'28"-09'30")^a? -Don't pay any attention to him (Ice Age 2: 09'34"-09'35")^a.</p>	<p>A. The only respect you'll get is respect for the dead (Ice Age 2: 10'19"-10'21")^a. -Come on, Manny, he's not that stupid (Ice Age 2: 10'23"-10'24")^a.</p> <p>B. I'd rather be road kill (Ice Age 2: 25'37"-25'38")^a. - That can be arranged (Ice Age 2: 25'41"-25'41")^a.</p> <p>C. Jump! Jump! Jump (Ice Age 2: 10'00"-10'01")^a! -Jump! Jump! Jump (Ice Age 2: 10'02"-10'03")^a!</p>

Fig. 6. Diego's utterances related to the sympathy maxim.

The author of this paper will analyze the rest utterances violating this maxim then. In the conversation A, when Sid is standing on the cliff and ready to jump off it, Manny is worried about him. While for Diego, he knows that Sid will not jump, so he says to Manny that Sid is not so stupid that he will jump to end his life. This shows he is dogmatic. In conversation B, when Sid is inviting Ellie to go with them in order to find a soulmate for Manny, the two possums, who have insulted Sid and Diego, disagree with the idea and they express their willing that they would rather be 'road kill' than go with Manny, Sid and Diego. Diego directly replies to them that he can make that arranged. This represents that he is still defending his strong dignity. In conversation C, after Sid is hurt by other animals, he climbs onto a cliff of ice and pretends to jump down off it. Seeing this, a crowd of animals stimulate him that he should jump. For Diego, he knows Sid is positive normally and Sid will not jump off the cliff, so he echoes with them, saying 'jump' three times. This shows he is dogmatic.

In this part, five utterances show that Diego is sympathy for others, four utterances indicate that he is dogmatic when making judgement and one utterance implies that he has strong dignity.

7) Summary

The author of this paper now gives a whole summary for part A in section IV. In the film Ice Age 2, there are altogether 141 utterances said by Diego. Among these utterances, there are 95 utterances involving the Politeness Principle, with thirty-six related to the tact maxim, eight to the generosity maxim, seventeen to the approbation maxim, nine to the modesty maxim, fifteen to the agreement maxim and ten to the sympathy maxim. The numbers of utterances indicating the same character factors are presented in the following table.

TABLE I: THE NUMBERS OF UTTERANCES INDICATING THE SAME CHARACTER FACTOR

Character Factors	Numbers
Considerateness	9
A glue in a team	1
Dominance in conversations	1
Directness and impatience	6
Giving orders to others	21
Bravery and confidence	10
Hiding feelings and hating others to express something moving	6
Carefulness about details	7
Being positive facing difficulties and dangers	2
Strong dignity	10
Being problem-solving-centered	1
Pretending to be undefeatable	6
Being simple in conversations	1
Being dogmatic when making judgement	6
Sympathies	5
Total	92

Among his 95 utterances, three utterances cannot reflect any his character factor. For the rest 92 utterances, nine of them show that Diego is considerate, twenty-one imply that he tends to give orders faced with difficulties and dangers, seven suggest that he is cautious about details, two present that he is positive when he is facing difficulties, and five demonstrate that he is sympathy. For the 24 utterances of the total, they indicate that Diego is direct and impatient, he tends to hide his feelings and he hates others to express something moving, he pretends to be undefeatable and he is dogmatic when making judgement, with six utterances showing each kind of character factors on average. As the rest four utterances, each of them shows Diego is like glue in a team, dominant in conversation, problem-solving-centered, and simple in conversations respectively.

B. The DiSC Model and Diego’s Character Type

In this part, the author of this paper categorizes all Diego’s character factors into the DiSC model, and then figure out his character type based on the numbers of character factors in each basic character type. According to the DiSC model, if the number of character factors in one basic character type outnumbered that of the rest basic character type, then this type will be the final one of one person.

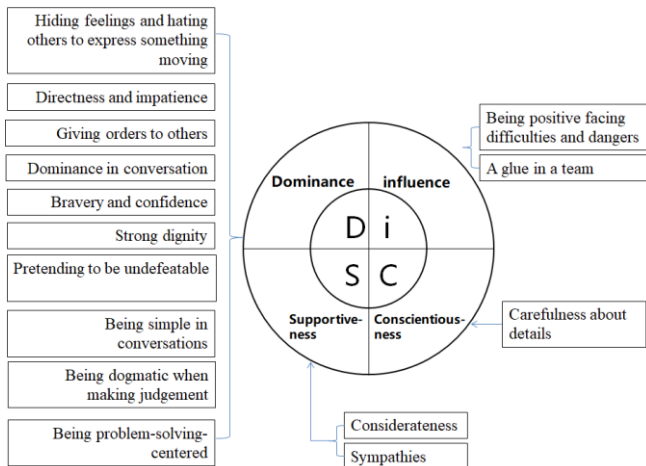


Fig. 7. Distribution of Diego’s character factors into the DiSC model.

Based on Fig. 7, ten of Diego’s character factors fall into the Dominance type, which are hiding feelings and hating

others to express something moving, directness and impatience, giving orders to others, dominance in conversation, bravery and confidence, strong dignity, pretending to be undefeatable, being simple in conversations, being dogmatic when making judgement, and being problem-solving-centered. Among his fifteen character factors, there are two falling into the I type, which are his being positive facing difficulties and dangers and his being like a glue in a team. For Diego’s considerateness and sympathies, they are categorized into the S type. As for his carefulness about details, it is put into the Conscientiousness type.

After categorizing all his 15 character factors into the DiSC model, the author finds that the character factors falling into the D type far outnumber that of other types, so his final character type is the D type.

C. Shortcomings of People Owning D Character Type

In this part, the author of this paper finds out some shortcomings of people owning D character type like Diego according to the book *I’m Stuck, You’re Stuck: Break Through to Better Work Relationships and Results by Discovering your DiSC Behavioral Style*.

First, this group of people are so confident, and they have so strong dignity that they cannot bear being suspected by others. Once they are suspected by people around them, they will be annoyed. Also, these two character factors make them not to ask for help from others, which might result in mistakes in action.

Second, they may tend to give orders to others, and it might make them reject these orders others when they are commanded. What’s more, since they tends to give orders to others when facing difficulties, they makes others frightened of them, which further leads to isolation by others.

Third, this group of people are impatient. Due to this, they might overlook some important details when making judgement and carrying out tasks. In addition to this, they may lack patience when others are hesitating and slow in decision-making and strategy-implementing period.

Fourth, since they are direct and dominant in conversations, they might be isolated by other group members. When they are involved in conversations, they will directly point out others’ weaknesses and give answers to others’ questions even though what they say might make others uncomfortable and even hurt others.

Finally, their pretending to be undefeatable and hiding feelings make it hard for others around them to know about them. In a group, they do not want to admit and tell their true feelings and weaknesses to other group members, even their close friends. Due to this, other group members might not trust them sometimes.

From the above analysis, the author finds five shortcomings of people owning D character type according to the book *I’m Stuck, You’re Stuck: Break Through to Better Work Relationships and Results by Discovering your DiSC Behavioral Style*.

D. Suggestions for Handling Character Shortcomings of People Owning D Character Type

Based on the part C in section IV, the author of this paper will give some suggestions to handle character shortcomings according to the book *I’m Stuck, You’re Stuck: Break Through to Better Work Relationships and Results by*

Discovering your DiSC Behavioral Style.

First of all, people owning D character type like Diego need to hear different suggestions for handling problems and learn to ask for help from others. Though, they are confident, but every person is restricted by their abilities, and they cannot deal with every difficulty they meet. The more methods they get, the better they can solve the problems.

Then, to deal with the isolation by others caused by fear of others due to their giving orders when faced with difficulties, this group of people need to talk more and treat other members in the same group friendly to promote a good relationship with others and get along with others well.

And then, people owning D character type need to pay more attention to details and give more tolerance to others. Since they are impatient, and it is easy for them to ignore details when carrying out tasks, they need to work with people owning the Conscientiousness character type to help them find more details they have not found. Also, they should form more tolerance for others when they cannot catch up their speed of thinking about and dealing with problems.

What is more, it is better for them to think more for others. When talking with others, they will behave directly, and they might neglect the feelings of others. Therefore, they need to train themselves to be more considerate about others' feelings by observing their gestures, the usage of words and facial expressions.

At last, they should learn to tell other people around them more about their points and feelings. Pretending to be undefeatable and always hiding what they are thinking is not good for mutual understanding and trust. Thus, they should try to open their heart to others, especially to their friends.

V. CONCLUSIONS

After analyzing Diego's 95 utterances in *Ice Age 2* based on the six maxims of the Politeness Principle in real contexts, the author of this study finds that he has 15 character factors, which are giving orders to others, bravery and confidence, strong dignity, considerateness, carefulness about details, directness and impatience, hiding feelings and hating others to express something moving, pretending to be undefeatable, being dogmatic when making judgement, and the rest four character factors.

Then, after categorizing all his 15 character factors into the DiSC model, the author finds that ten character factors fall into the D type, which are dominance in conversation, directness and impatience, giving orders to others, bravery and confidence, hiding feelings and hating others to express something moving, strong dignity, being problem-solving-centered, pretending to be undefeatable, being simple in conversations and being dogmatic when making judgement. Apart from these 10 character factors, his considerateness and sympathies are categorized into the S type, his carefulness about details belongs to the C type, and his being like a glue in a team and being positive facing difficulties and dangers fall into the I type. Based on the fact that the number of character factors falling into the D character type outnumbered that of other character types, the author reaches the conclusion that he has the D character type.

After figuring out Diego's character factors and character type, the author of this paper finds people with D character

type like him have five character shortcomings and gives five proper suggestions to avoid their shortcomings according to the book *I'm Stuck, You're Stuck: Break Through to Better Work Relationships and Results by Discovering your DiSC Behavioral Style*, which helps them get along with others better in our daily life.

CONFLICT OF INTEREST

The authors declare no conflict of interest.

AUTHOR CONTRIBUTIONS

Jun Qin conducted the research, analyzed the data and wrote this paper; Hongmei Ruan, professor at the School of Foreign Studies, Northwestern Polytechnical University and supervisor of Jun Qin, has contributed a lot to writing and improving this paper; all authors had approved the final version.

ACKNOWLEDGMENT

Jun Qin and Hongmei Ruan want to express sincere gratitude to associate professor Dongmei Pu from the School of Foreign Studies, Northwestern Polytechnical University, because she has read this paper and given many suggestions about how to improve it.

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