

**THE INFLUENCE OF DON VITO CORLEONE TOWARDS THE  
ATTITUDES OF HIS MEN AS REFLECTED IN MARIO PUZO'S *THE  
GODFATHER* (A SOCIAL PSYCHOLOGICAL APPROACH)**



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**A THESIS**

**Written to fulfill one of the requirements for achieving the undergraduate  
degree in English Education**

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## ABSTRACT

Rasmawati Hamidah. K2201049. **THE INFLUENCE OF DON VITO CORLEONE TOWARDS THE ATTITUDES OF HIS MEN AS REFLECTED IN MARIO PUZO'S *THE GODFATHER* (A SOCIAL PSYCHOLOGICAL APPROACH)**. Thesis. Surakarta Teacher Training and Education Faculty. Sebelas Maret University. 2007.

This research was carried out using social psychological approach. It analysed the influence of Don Vito Corleone towards the attitudes of his men. The objectives of this study are to find out Don Vito Corleone's *motivation, form* and *process* in influencing the attitude of his men. Some social psychological theories that are applied to analyze the influence of Don Vito Corleone are social interaction and social influence theory, motivation theory, and attitude and attitude change theory.

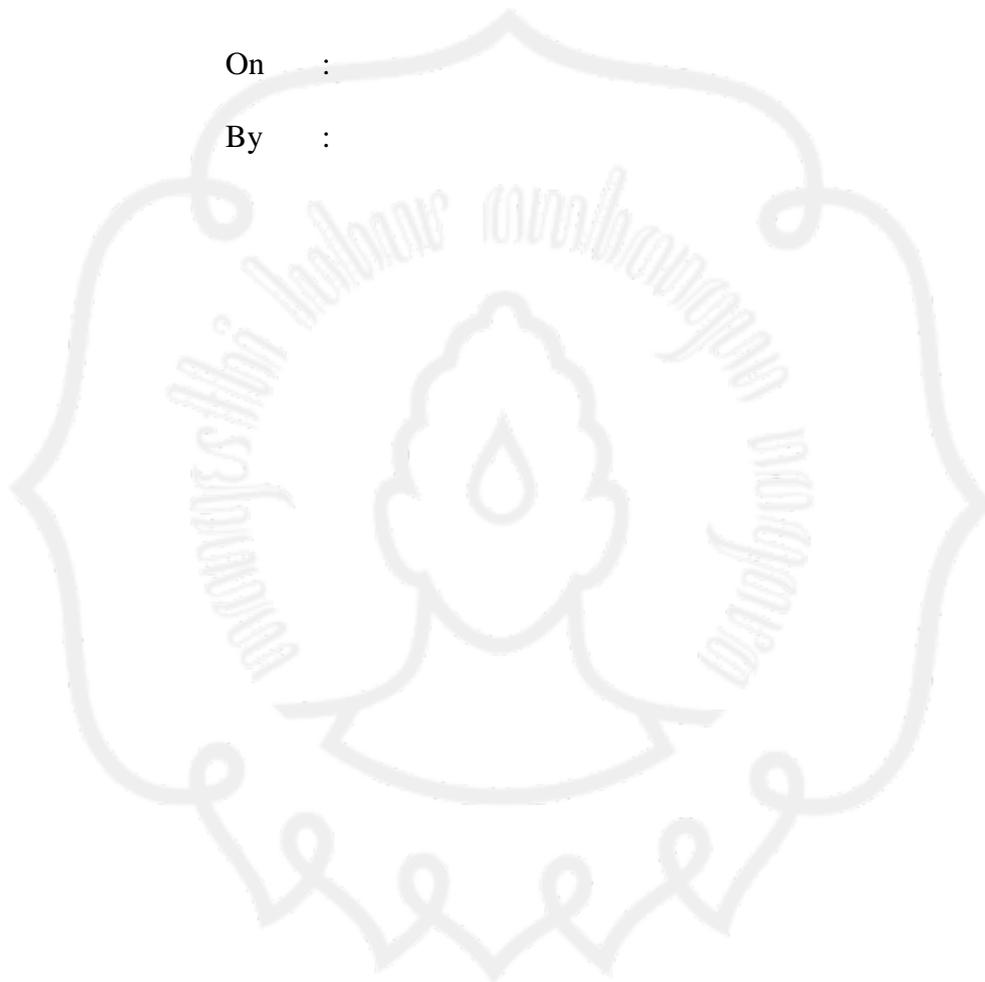
The methodology used in this study is descriptive-qualitative method. The primary data were taken from Mario Puzo's novel entitled "The Godfather". In collecting the data, the researcher directly read the novel, gathered the data, and gave them certain code and category. The steps done in analyzing the data are: (1) the collected data were arranged in a list of data, (2) the data were categorized into some themes, (3) the data in each theme were arranged systematically from the most important to the less ones, (4) the data in each theme were interpreted based on psychological theories, (5) the researcher holistically viewed the relationship between one theme with the others, (6) the conclusion was drawn after the analysis had been checked to examine whether the theories employed were enough or not.

Based on the analysis, the findings show the following. First, Don Vito Corleone's *motivation* in the process of influencing the attitude of his men includes (1) he needed to be accepted and approved by others while the society neglected him; (2) he had to keep his family survive in such a hard life; (3) he had to reach a high status in order to gain his men's respect and loyalty; (4) he needed an authority so he could control his men; (5) he had a desire to help others. Second, *the forms* of influence that were conducted by Don Vito Corleone were: (1) a change in behavior or attitude brought about by a desire to follow the standards of Don Vito Corleone; (2) efforts to persuade his men in order to produce a certain behavior or agreement; (3) efforts to force the people under his power to follow his request and his offer. Third, *the processes* were conducted by Don Vito Corleone in influencing the attitudes of his men were: (1) used his credibility, attractiveness and intent to deliver persuasive messages; (2) used a certain word framing, message that rose fear, and two-side arguments; (3) taken advantage from the condition or the characteristic of his men to create persuasive communications.

This thesis has been approved by the consultants to be examined by the board of thesis examiner of the Teacher Training and Education Faculty of Sebelas Maret University

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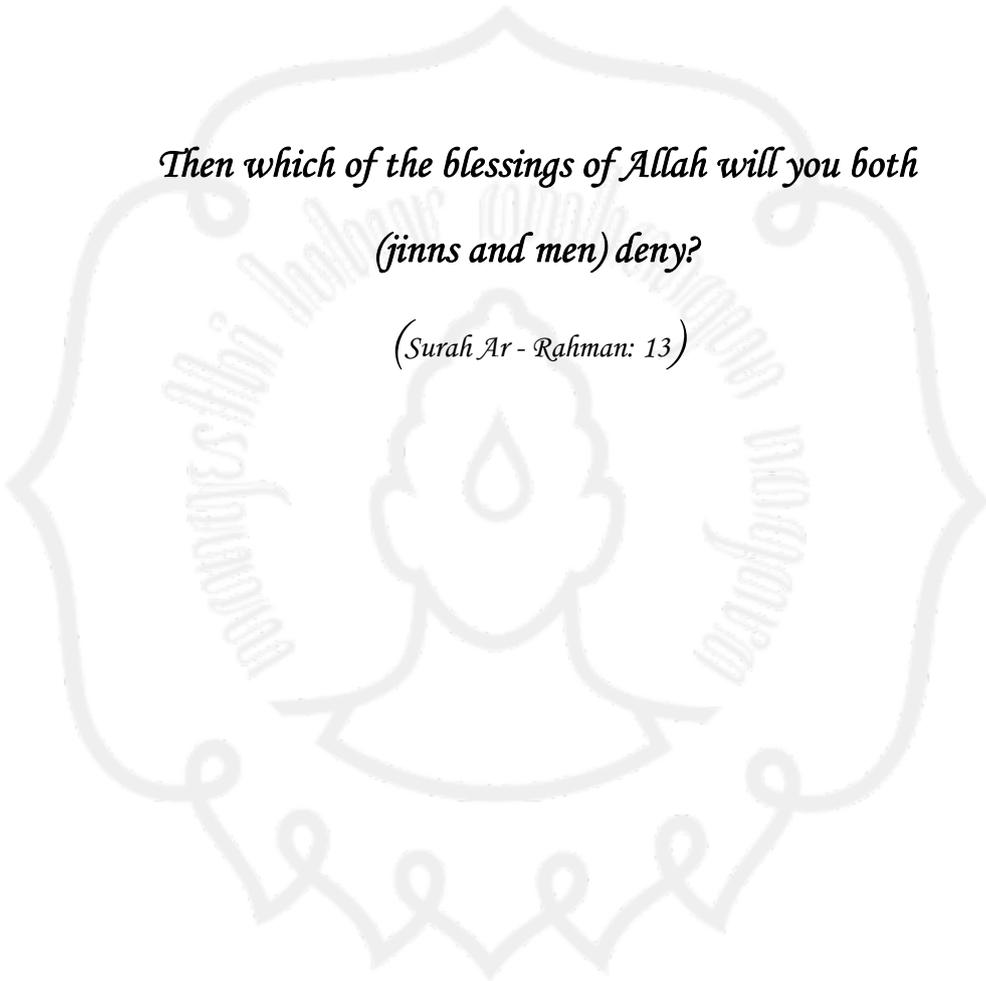
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## *MOTTO*

*Then which of the blessings of Allah will you both  
(jinns and men) deny?*

*(Surah Ar - Rahman: 13)*





***DEDICATION***

*Bapak & Ibu*

*My Husband*

*Mas Hanif & Dina*

*My would be Baby*

## ACKNOWLEDGEMENT

*Alhamdulillah* *rabbi'l'alamiin*. All the praises and thanks be to Allâh, the Lord of the mankind, and all that exists who has given the researcher unending mercy and blessing that make it possible for the researcher to complete the thesis

This thesis writing is not an immediate process. There are so many problems coloured it. In addition, it is hardly possible for the researcher to solve them alone. Therefore, she would like to express her thanks and gratitude to:

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2. Dra. Dewi Rochsantiningsih, M. Ed, Ph. D and Drs. Abdul Asib, M. Pd, as her consultants.
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Nothing in the world is perfect, so is this thesis. Criticism and suggestion are always welcomed and appreciated.

Surakarta, May 2007

*Hamidah*

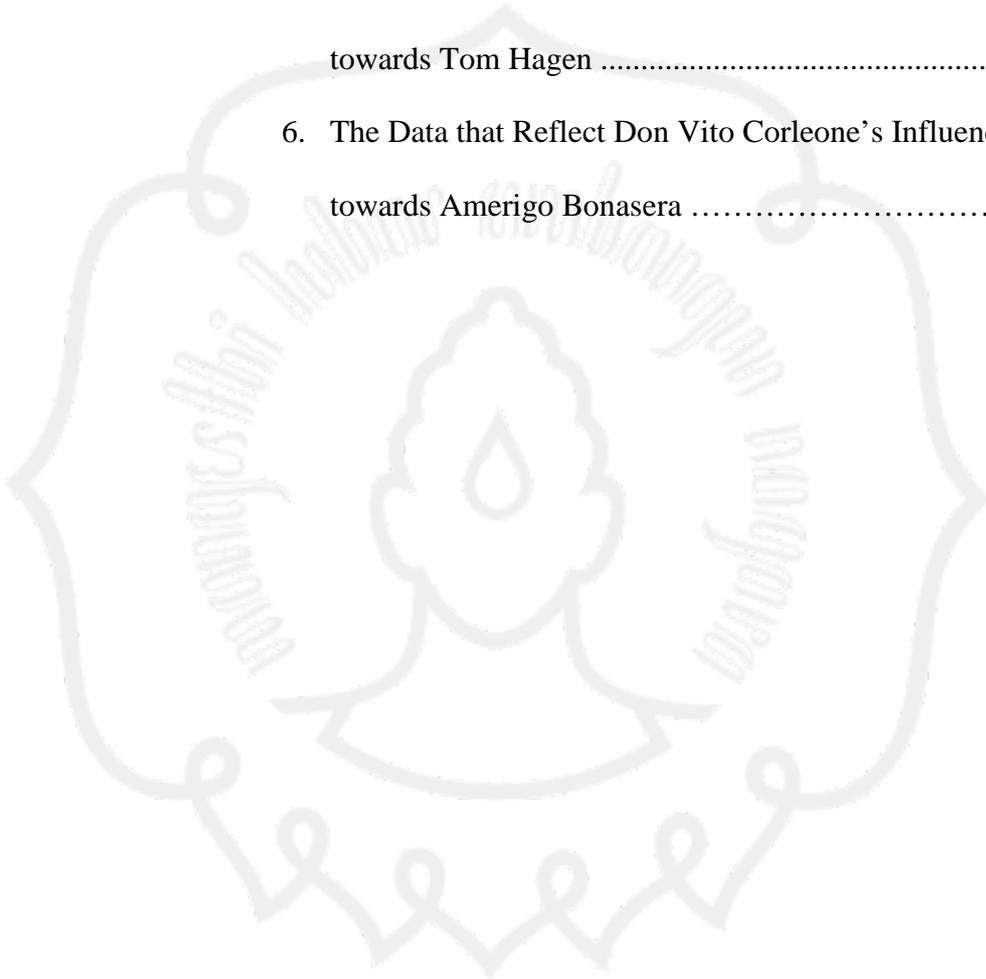
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## CHAPTER 1

### INTRODUCTION

#### A. Research Background

The unique characteristic of literature is on the fact that there are two aspects that develop a work of literature, they are imaginative and reality. In general, literature combines imaginative and realistic representation of life. Although it is kind of fiction, a literary work is an imitation of life. Furthermore, Wellek and Warren (1956:95) say that "Literature represents life in large measure, a social reality even though the natural world and the inner subjective world of individual have also been objects of literature imitation". Literary works such as plays, novels and poems are often concerned with the artists' creativity to represent their ideas of life. Their personalities, emotion and belief are bound up in their works. Therefore, "even though works of literature are 'fictional', they have the capacity for being true" (Griffith, Jr., 1986: 35).

"Psychology factor is one of cognitive aspect that includes in literary works especially in novel".(Wellek and Warren, 1956: 33). Since literature is an imitation of life, the character in it is identical with real person who has psychological aspects. Viewed from psychological aspects a character will get so many problems in relation with internal and external factors. The existence of the conflicts or problems and how far a person does the way to solve the problems determine the maturity of a person.

The one's personality formation is based on the one's existence. However, an individual cannot form self identity easily; an individual needs contemplation on a process. In this process an individual is influenced by the experiences of life, like the childhood background, the love affair and the ideal. As stated by Kennevan (1965:67)

... it shattered in making of literary work an author will always influenced by reality on the society as the inspiration of the creative process in the work itself. The creative process of an author has made the social life a new different world of imagination as a representation of his experience toward the social life around him.

Hogwee in Teeuw, (1984:237) says that:

Good literature recreates the sense of life. Its weight and texture. It created expiration wholeness of life of the life of emotion, the life of mind, the individual live and the social

life the object of the world. It creates these things lottery on interpreting as they do in the lives we live ourselves. Good literature recreate the immediately of life.

A literature work is a model of social life reality which is supported by the behavior of an individual interacted with others. The individual belongs to a part of component in which an individual begins to enter since the individual was born. An individual becomes unseparate elements in a society, in which society is a massive group of people influencing, persuading, requesting, demanding, cajoling, exhorting, inveigling, and otherwise manipulating each other to further their ends.

Based on the statement above, to exist among the society an individual should use the proper situation because in there, an individual will face so many choices to decide. The role of identity is important in this situation because there will be no situation if there is no identity. If an individual decides the right choice, the honor will be got; on the contrary, if the right choice cannot be managed the failure will be met.

People live in an environment dense with influence attempts. However many of the people doesn't aware of thousands time each day they are influenced by someone else. A thousands number of direct attempts will control the people's thoughts and behaviors in a single day. This includes people requesting, forcing to do things, asking to buy or pay things, suggesting how should think about things, offering attitudes to change, and offering ideology to believe. The influence agent knows that if the situation can be managed and the correct technique is chosen; the response to the technique will be so reliable. The phenomenon above then is called a social influence and social influence itself is one of the social psychology branches.

The social influences cause the human changes, behavior change and attitude or belief change. Inducing a change in attitude is called persuasion. Persuasion attempts to win the heart and minds of the target. Thus persuasion must induce attitude change.

One of the literature works, in which the power of social influence towards the attitude is reflected briefly, is *The Godfather* a novel written by Mario Puzo (1921-1999), one of American contemporary authors in the final years of the nineteenth century.

*The Godfather* is a story which contains not only terror of murder, various underworld sense of crimes, violence, betrayal, revenge, but also of love, loyalty, honor, respect, pride, bound of family and friendship. It tells about the most powerful New York-area mafia family in the 1940s headed by Don Vito Corleone, the main character of the novel. Don Corleone is portrayed as kind, reasonable and warm and loving father and man, though he is a mafia boss.

Don Vito Corleone was the man to whom every body came for help, and never were they disappointed. He made no empty promises, nor the craven excuse that his hands were tied by more powerful forces in the world than himself. It was not necessary that he be your friend, it was not even important that you had no means with which to repay him. Only one thing was required. That you, you yourself, proclaim your friendship. And then, no matter how poor or powerless the supplicant, Don Corleone would take the man's troubles to his heart. And he would let nothing stand in the way of a solution of that man's woe (Puzo, 1969:14).

He puts family and friendship first "A man who is not a father to his children can never be a real man" (Puzo, 1969: 35). "Friendship is everything. Friendship is more than talent. It's more than government. It is almost the equal of family. Never forget that". (Puzo, 1969: 36).

Don Vito Corleone is known by all as the Godfather, a male godparent who sponsors child baptism, takes responsibility for its faith, images of extraordinary leadership, enormous influence and exaggerates power. His character reflects a thought built around the mafia, explores the traits that command influence and followership among men everywhere –courage, competence, character and community.

The Godfather is the man to whom his fellows came for help, ask him some requests. Nazorine, a baker comes to the don to ask for help in gaining permission for his employee, Enzo, a native Italian, to remain the country because he and the baker's daughter are in love. Anthony Coppola, the son of a friend of Corleone's, asks for a loan to open a pizzeria. Amerigo Bonasera, an undertaker asks him to punish two men who attacked his daughter (Puzo, 1969 : 20-33). So many other men ask him for some requests. The Godfather meets all his friend requests that later make them, his fellows, easy to like and respect him as well. He is influential and has countless friends from various sides of lives. Friendship is everything, and he cherishes his friends deeply, he is generous with them and offers them his own 'justice', whenever society fails them. "That you, you yourself, proclaim your friendship. And then, no matter how poor or powerless the

supplicant, Don Corleone would take the man's troubles to his heart. And he would let nothing stand in the way of a solution of that man's woe"(Puzo, 1969:14).

Is it clear that *The Godfather* is a novel about personal pride, family and professional pride that is the undercurrent that runs through this novel. How the main character Don Vito Corleone, the Godfather, acts to control his own destiny in a society of suspects standards that drives a man of such attributes to a life of crime. Since this research emphasizes on the main character's personality in relation with the way he influences his fellows, to be such kind of men who almost relay on their life, their loyalty, under his protection and his power, other aspects that cannot be analyzed through psychological approach are not going to be discussed in this research.

The character of Don Vito Corleone in relation with the way he influences his fellows is interesting to be analyzed. However, the Don Vito Corleone's men's attitude is not their own effort. It is driven by other factors and character's influences. That is why, this research emphasizes on the Don Vito Corleone influence towards his men's attitude, focused on the way he does the influence, and the motives which drives him. Thus, social psychology theory – as the part of psychology theory- is used as the approach to look inside the process of influencing others seen from the motivation of the main character, what he wants, what drives him to do so, and why he does so. It is said in psychology theory that personality –including attitude- is a result of struggles and compromises among motives, drives, needs, and conflicts (Pervin and John, 1997:65). In social psychology it is said that social influence causes the human change- whether the change is a behavior, an attitude, or a belief. Inducing a change in behavior is called compliance, inducing a change in attitude is called persuasion (Moscocivi: 2001). Therefore, psychology and social psychology theories are able to help to reveal the attitude of Corleone's men induced by the Don Vito Corleone's influence.

By using social psychology theory especially social psychology theory in which the social influence with the formation of attitude, behavior, and thought as the effect of social influence itself is one of the most important parts that is learned inside, the influence of don Vito Corleone toward his men's attitude will be analyzed that is supported by character analysis approach to have an explicit and systematic analysis.

### **B. Problem Limitation**

The research focuses on the motivations, the forms, and the processes of Don Vito Corleone in influencing the attitudes of his men, the men who do services to the family business; the men under his power and his protection.

### **C. Problem Statement**

Based on the background explained above, problems that will be analyzed are formulated as the following

1. What are the motivations of Don Vito Corleone in the process of influencing the attitudes of his men?
2. What are the forms of influence that are conducted by Don Vito Corleone in the process of influencing the attitudes of his men?
3. How are the processes of Don Vito Corleone in influencing the attitudes of his men?

### **D. Research Objectives**

By this research, will be showed what the psychologist said about the effect of social influence towards the attitude of someone and the motivation of the influence. The objectives of this research will be determined as follows:

1. Identifying the motivations of Don Vito Corleone in the process of influencing the attitudes of his men.
2. Identifying the forms of influence that are conducted by Don Vito Corleone in the process of influencing the attitudes of his men.
3. Identifying the processes of Don Vito Corleone in influencing the attitudes of his men.

### **E. Research Significance**

The significances of the research can be seen in the following descriptions:

1. This research can widen the understanding about Mario Puzo's *The Godfather* in general and especially to widen the understanding about the process and motivations of the influence of Don Vito Corleone through social psychology approach. The result of this research can hopefully be utilized as additional discourse to the readers in the way the readers interact with others in a real social interaction.
2. The result of the research can be used as addition of information for those who want to study the novel deeply. The researcher expects that this research will be useful for the readers who want to analyze Mario Puzo's work especially the novel *The Godfather* and who want to get further knowledge about the novel

## **CHAPTER II**

### **THEORETICAL REVIEW**

#### **A. Literature and Psychology**

Human life is full of interesting things. It becomes an object which invites people to analyze it. Human's problems are very large and various but there are a certain problems which is very universal. It means that it can happen anytime and anywhere. These various problems create the experience of life either individual or social, such as religious, love, worries and truths.

A literature work is one of the media to study and express human life and experience. Literature work is used as media of communicating and expressing

emotions, style of life, thought, the view of the author toward human's life and the life that is faced and perceived. Aristoteles in Teeuw said that "Karya seni menjadi karya yang paling khas, cara yang unik untuk membayangkan pemahaman tentang aspek atau tahap situasi manusia yang tidak bisa diungkap atau dikomunikasikan dengan jalan lain" (Teeuw, 1982:222). It is clear that literature work has a very close relation with human life. Though a literature work is fictitious, imaginative, and artistic, it is definitely able to utter the truth about man and his life.

One of the problems in human life is psychological problem. This problem can be seen through the conflicts between the characters or inside the characters themselves. According to Wellek and Warren (1956:69):

By psychology of literature, we may mean the psychological study of the writer as type and as individual or the study of the creative process or the study of the psychological types and laws present within work of literature, or finally, the effects of literature upon its reader.

Based on the statement above, in a literary work an author presents thought, feeling and certain acts for man in facing the problem of living. Because of the author's sensibility in observing the human life and its problems, in creating a work some aspects of psychology are included in the work, it mean that the author is able to catch the basic values of human psyche, and enriches the work with those values to make it close to the real human life and to beauty the work. So, there is an intimate relationship between psychology and literature. By using psychological approach, attitudes and behaviors of the characters that may happen in a real life will be understood better.

“Aspects in psychology help to analyze the characters psychologically. The analysis is considered successfully if the theory of psychology can reveal the valuable meaning of the work. Psychology treats the characters in a literature work as real human being; so the psychological analysis of the work will give many values to the reader but the question is still raised whether the author has really succeeded in incorporating psychology into his figures and their relationship” (Wellek and Warren, 1956:92).

According to the explanation above, it is acceptable if the researcher wants to analyze a literature work by applying the theory of psychology.

## **B. Social Psychology**

### **1. Social Psychology at The Glance**

Social psychology is the scientific field that seeks to understand the nature and causes of individual behavior and thought in social situations (Baron and Byrne, 1997:6). The orientation of social psychology is the behavior, attitude and thought of individual. Social psychology seeks to understand how humans think about and interact with others. Social psychology focuses on individuals in group. The definition of ‘a group’ is explained by Kimball Young (1956:219)“A group is not a mere aggregate of individuals such as are enumerated in a census report, but it is an association of persons with same degree of give-and-take, that is, interstimulation and response among the members”. In this case, ‘group’ is the same as the term ‘society’. Social psychologist realizes that individual do not exist in isolation in social and cultural influences, therefore it is not possible to focus

social psychology on individual out of society. “The distinctiveness of social psychology systems from two major factors: first, its interest in the individual as a participant in social relationship; and second, its emphasis on understanding the social influence process underlying these relationships”.(Hollander, 1971:40).

Social psychology is different from sociology. Sociology focuses on many of the same topics as social psychology, but its primary focus on groups or whole societies, not individuals. Social psychology, however, is the part of sociology and psychology. The term social psychology itself, as a matter of fact, comes from the word sociology and psychology. Nevertheless, social psychology is different from sociology. Alfred R. Lindesmith and Anselm L. Strauss (1949; 4) confirm that:

Social psychology is sometimes thought of as a part of psychology or sociology. In psychology they reflect a growing appreciation that the concept of ‘the isolated individual’ is an abstraction of little significance or applicability. In Sociology, the growing popularity of social psychology probably stems from dissatisfaction with the vague and abstract nature or generalization which affirm the importance of institutional cultural influences without relating them to the actions of individuals.

## 2. Factors Affecting Social Interaction

Social psychology principally concerns with understanding some conditions that shape the social behavior and thought of individuals with respect one another. The social behavior and thought of individuals are, for example, actions, feelings, beliefs, memories and inferences. Robert A. Baron and Donn

Byrne write that there are some factors affecting social interaction. The factors are the actions and characteristics of others, cognitive process, ecological variables, cultural context, biological factors. The following are the descriptions of each factor according to Baron and Byrne (1997).

a. The Actions and Characteristics of Others

We, as human, are strongly affected by the actions of other humans. For example, if we are standing in line outside a movie theater, suddenly another person walks up and cuts in line in front of us. This action will absolutely have any impacts on our behavior and thought, e.g. we will be offended by this action. Besides, the characteristics of others can make us uneasy, for example in the presence of a person with physical disability, or behaving differently toward highly attractive persons than toward less attractive persons ones; toward elderly persons than toward young ones; toward belonging to racial ethnic groups different from our own. We are often strongly influenced by the visible characteristics and appearance of others, too.

b. Cognitive Process

In social behavior, social attitude and social thought, cognitive process involves memory and reasoning. The process underlies human's thought, beliefs, ideas and judgments about others. Social psychologists are well aware of the important role of such process, and they realize that the process must be taken into careful account in the efforts to understand many aspects of social behavior. The fact is related to the term social learning. In making social

interaction, first of all, individuals make social learning. They learn everything around their milieu. This social learning mold an individual into a certain behavior and thought, Kimball Young (1956:37) said that human behavior may be said to be a form of adaptation or adjustment by an individual to make efficient or suitable adaptation to his environment, may be modified by maturation and learning.

c. Ecological Variables

The variables are about direct and indirect influences of physical environment such as temperature, crowding, privacy, and related factors. Research finding indicate that the physical environment indeed influences human's feeling, thoughts, and behavior, so ecological variables are certainly involved in the realm of modern social psychology.

d. Cultural Context

Social behavior and thought do not occur in a cultural vacuum. They are strongly affected by cultural norms, membership in various groups, and shifting societal values.

e. Biological Factors

Human's preferences, behavior, emotional reactions, and even attitudes and values are affected to some extent by human's biological inheritance. Many aspects of social behavior are effort of evolutionary processes in which the patterns of behavior that contribute to reproduction are strengthened and spread throughout a population. All humans exist primarily to serve their

genes. It ensures that their genetic material is passed on to as many offspring as possible.

### 3. Social Influences

Edwin P. Hollander (1971:11) said that “The central concern of social psychology is with the processes of social influences. Human’s by necessity are oriented toward other humans in their environment and social influence occurs whenever one individual responds to the actual or implied presence of one or more others”

Social psychology is also concerned with the wider play of influence relationship that prevails between a group and individual - conformity, leadership, prejudice, morale, and other group phenomena. It also takes place in the relationship that exist between two or more groups, which could be defined in the narrower sense of cliques in a dormitory, or in the wider sense of inter-group of international relations (Hollander, 1971; 56)

Social influence is the important of social interaction. “It is the area of social psychology that explores how the people are affected by the real or imagined pressure of other individuals or a group” (Feldman, 1998Z:123). There are three forms of social influence, i.e.: conformity, compliance, and obedience.

#### a. Conformity

“Conformity is a change in behavior or attitude brought about by a desire to follow the beliefs or standards of others” (Feldman, 1998.p.399). The changes only happen in a group or society. There are unspoken rules indicating how

persons should behave. There are many persons affected an individual in decide what to do, which to choose or how to think.

People conform for two major reasons: informational influence and normative influence. The first reason is based on the fact that the behavior of other people often provides useful information. With this reason people want to be right in their society. The second reason of conformity, normative influence, is to gain approval, or avoid the disapproval of other people. With this reason, people want others to accept, like, and treat them well.

#### b. Compliance

“Compliance is human behavior to induce others in order to produce a certain behavior or agreement. Robert Cialdini, a psychologist, had proposed six basic principles in gaining compliance” (Baron and Byrne, 1997: 333). The six basic principles are as follows:

1. Friendship
2. Commitment or Consistency
3. Scarcity
4. Reciprocity
5. Social Validation
6. Authority

In general, people mostly believe his friend more than a stranger. Therefore, making a friendship or getting close relationship can lead to greater compliance. Meanwhile, when someone has a commitment or consistency to himself, he will be easy induced with a request to do something concerning with

his commitment. It also happen when he is asked to do something which constitutes his scarce opportunity.

Reciprocity is also a good way for someone to comply with a request. When we provide a favor to someone, he will easily with any request we ask for. It seems that he feels obligated to pay back what we have done to him.

Compliance also is successful with social validation in which people believe that it is right. Most people want to be correct like others. Compliance also can be done by an authority. Persons with authority have the right to make any request than person lacking in authority. People under the authority respect them in accepting the request.

#### c. Obedience

Obedience is compliance in one level higher. It can be last principle of gaining compliance. Obedience is more direct than compliance. In obedience, people are obligated, to follow the request. They can not avoid it or even reject it.

### **C. Motivation**

“Man’s actions are guided by his cognitions- by what he thinks, believes, and anticipates. But when we ask why he acts at all, we are asking the question of motivation” (Krech, Crutchfield, and Ballachey, 1962: 68)

Motivation also one of social psychology studies. In life, human is compelled by motivation. Inorganic matter and plant life have no motivation to act. Motivation is related to the terms 'needs' because motivation is directed to fulfill one's needs.

Psychologists make some terms of motivation in different ways. Kimball Young concludes motivation into three levels. "The first level imperatives, as they have been called, are related to sustenance, sexual demands, protection from physical dangers. The second level motives are those of mastery of power, and belongingness. The third level is those which grow out of intellectual process" (Young, 1956:27). It is mean that when a person acts, he is first motivated by his physical needs. If he successfully fulfills his physical needs, there comes other needs concerning with mental satisfaction such as a power of ruling, and love or belongingness. If the needs can be fulfilled, another needs level pops u. the lasted is what Abraham H. Moslow, a humanistic psychologist, called self-actualization. Self actualization is related to intellectual process; it is like creativity to make a living in life.

Robert S. Feldman classified motivation into two terms; intrinsic motivation, and extrinsic motivation. He defines that "Intrinsic motivation is motivation that cause people to participate in activities for their own enjoyment, not for the reward of the activities which bring them; and extrinsic motivation is motivation that causes people to participate in activities for tangible rewards"(Feldman, 1998: 126).

Robert A. Baron and Donn Byrne mention the term prosocial motivation. “Prosocial motivation underlies human prosocial behavior. Prosocial behaviors is Action that benefits others, but have no obvious benefits for the person carrying them out, and which sometimes involve risk for the prosocial person” (Baron and Byrne, 1997:356). The opposite of prosocial behavior is anti social behavior.

There are two kinds of prosocial behavior, i.e. prosocial behavior in emergencies and prosocial behavior that requires self-sacrifice. The last prosocial behavior is called altruistic behavior; there is rarely person who does this behavior. Altruistic is only beneficial to others, but can be risky to the helper. Altruistic behavior has something to do with empathy. Robert Feldman wrote that:

Empathy is an emotional response correspondence to the feeling of another person. When people see a person in distress they feel that person’s suffering; when they encounter a person who is sad, they experience the person’s sadness (Feldman,1998:272)

Every human has empathy, but the level can be high for someone, and it can be low for others. High empathy motives human to have altruistic behavior, while low empathy can be affected by egoistic motivation. People having egoistic behavior are motivated by self-benefit in helping others. This egoistic behavior is what we call the opposite of prosocial behavior, antisocial behavior.

Prosocial motivation, either in emergencies or altruism can be classified into extrinsic motivation. This kind motivation requires no reward but has benefits for others. Meanwhile, egoistic motivation requires reward and still has benefits for others. Both motivations, intrinsic and extrinsic, are owned by human being. These motivations mold a person into a certain attitude, behavior, and thought.

Krech, Crutchfield and Ballachey (1962: 89) mentioned six major social wants common to Western Men. The six major social wants that motives the Western Men action are:

a. The Affiliation Want

The desire to be associated with or to be in the presence of another person or persons. This want seems to be universal.

b. The Acquisitive Want

The desire to possess or to hoard material possession, e.g., money, sea shells, clothing, stamps, houses, wampum. The objects of acquisitive want are often those objects esteemed by the individual's society. The objects may become part of the "extended self" and thus serve to increase self-esteem.

It should, however, be pointed out that the acquisition of wealth is often essential for the psychological development of the individual and the building of a culture. But, the acquisitive want, like so many other wants, can result in good or in evil. Money is the root of all things (ibid.; 94).

c. The Prestige Want

The desire to be highly regarded by one's associates. The prestige want motives the individual to strive for higher and higher status, inasmuch as prestige is accorded high-status person in class-stratified societies. The prestige want is often fused with the acquisitive and power want.

This pervasive want may lead men to accomplish good works or it may lead them into destructive, antisocial behavior (ibid. p. 96).

d. The Power Want

The desire to control other persons or objects, to obtain their obedience, to compel their actions, to determine their fate. The power want is often fused with the prestige want.

The power want may have its origin in self defense and self-enhancement. Power over objects and persons may lead the individual to make them part of his self-picture. With an extension of the self to include objects and persons comes a feeling of increased self-potency (ibid. p. 96).

e. The Altruistic Want

The desire to help others. It expresses itself in many ways-through sympathy, philanthropy, etc. the person with strong altruistic want has affection and concern for other people and is usually contrasted with “selfish” person.

f. The Curiosity Want

The impelling force to explore and investigate one’s environment, to seek novel stimulation, to strive after knowledge. When curiosity behavior frequently occurs in the service of other wants, it is assumed that curiosity want is an autonomous one.

The curiosity want is closely related to man’s insistent search for knowledge. It is true that a great deal of man’s search for knowledge is motivated by the need to solve practical problem. A want is aroused, and knowledge is needed to satisfy it (ibid : 99)

Basically, motivation is the study to learn human behavior, attitude, and thought. Motivation is related to human needs. We realize that many people have

different needs to one another. By trying to fulfill the needs, people are motivated to reach their goals.

## **D. Attitude and Attitude Change**

### 1. The Nature of Attitude

An attitude is required as a vital part being introducing into the ways of a society. It may be considered to be the psychological representations of social influences retained by the individual. “The concept of attitude is important in social psychology in that it conveniently sums up the past experience of the individual to account for present actions” (Hollander, 1971:185). “An attitude may be defined as a varied and relatively enduring organization of beliefs about an object or situation disposing a person toward some preferred response” (Rokeach in Rolland, 1971: 151).

The object of an attitude may be anything that exists for the individual. An individual has attitudes toward other people and group of people, toward social organization, and toward economical and politics events, and variety attitudes toward art, philosophy, God and hereafter. Edwin P. Hollander said that:

“Attitudes are perceptions about persons, things, or evicts in the environment. They also have motivational qualities in so far as they direct behavior. The most vital consideration of defining attitudes is the way in which they “set” the individual to view and respond the world in certain ways” (Hollander, 1971: 18)

There are four major aspects in the study of attitude had proposed by Edwin P. Hollander (1971: 189). The four major aspects are as follows;

“The relationship of the attitude components, especially in the term of cognitive interaction and individual adjustment; The reward associated with the attitudes; The source of attitude that is the patterns by which the attitudes are acquired through learning; Attitude change with reference to the influence on the individual which result in the incorporation of new experience and the modification of attitude”.

Viewed broadly, there are several qualities of attitudes which we may now generalize as follows; they beliefs and feelings about an object or set of object in the social environment; they are learned; they tend to persist, though subject to the effects of experience; and they are psychological states which affect actions as a function of varying situations.

Attitude is a system that emphasized the interrelatedness of the attitude components. There are three attitudes components proposed by Krech, Crutchfield and Ballachey (1962: 140). The three attitudes components are:

a. The cognitive component

The cognitive component of an attitude consists of the beliefs of the individual about the object. Evaluative beliefs are the most critical cognitions incorporated in the attitude system which involve the attribution of favorable or unfavorable, desirable or undesirable, good or bad qualities to the object. The cognitive component may also include the beliefs of the individual about appropriate or inappropriate ways of responding to the object.

b. The feeling component.

The feeling component of an attitude refers to the emotion connected with the object. The object is felt to be pleasing or displeasing; it is liked or disliked. It is this emotional loading which gives attitudes their insistent, stirred-up, motivating character.

c. The action tendency.

The actions tendency component of an attitude includes all the behavior readiness associated with the attitude. If an individual holds a positive attitude toward a given object, he will be disposed to help or reward or support the object; If he holds a negative attitude, he will be disposed to harm or punish or destroy the object.

## 2. Attitude Change

Persuasion: The Process of Changing Attitudes.

“Attitude are not chiseled in granite, they can change after they have been formed. Indeed the earliest known writings on social psychology were about changing people’s attitudes through persuasion” (Lahey, 2003: 617). The attempt to influence people to change their attitude and related behavior is widely practiced through persuasive communication.

Persuasion is a natural and necessary art in our interaction with other members of society. Because of the potentially important consequences of persuasive communication, it’s important to know something about their nature. We need to know what makes an argument, an opinion persuasive. Benjamin B. Lahey (2003: 617) stated that there are three general categories of the qualities of

persuasive communication. The three categories and the descriptions of each category according to Lahey are as follows:

a. Characteristics of The Speaker

Several characteristics of the speaker are important to determine how persuasive communication will be:

1) Credibility. “If you were to listen to a speech in the value of arithmetic, do you think that you would be more persuade if the speech were given by a noted engineer? Our perception of the credibility of the speaker has a great deal to do with the persuasiveness of the communication” (Lahey, 2003:617).In general, the more credible the speaker, the more persuasive the message.

2) Attractiveness.

Other things being equal, a speaker who is attractive, popular, famous, and likeable will be more effective in changing our opinion than unattractive speaker. Fortunately, the persuasiveness of attractive speakers seems to be limited to relatively unimportant issues-but that includes almost everything that advertisers want us to buy (Aronson, 1994; Chaiken and Eagly, 1983 in Lahey, 2003: 618).

3) Intent. “Speakers are generally less persuasive if they obviously intend to change your opinion, particularly if the speaker has something to gain by changing your opinion” (Aronson, 1995 in Lahey, 2003: 618)

b. Characteristic Of The Message

In addition to the quality of the speaker, the characteristics of the message are also important determinants of persuasiveness. The characteristics are:

- 1) Fear appeals. Mewborn and Rogers, (1979); Rogers, (1975) in Lahey, (2003:618) explain that:

Messages that arouse fear are more persuasive than unemotional ones. Considerable evidence suggests that the communications that arouse fear are more effective than the same message without the fear-provoking image. Fear can enhance the persuasiveness of the communication, but only under certain circumstances

Lahey, (2003: 619) adds:

Listeners will respond favorably to a fear-inducing persuasive communication only if (a) the emotional appeal is relatively strong one (but not too strong), (b) the listeners think that the fearful outcome (such as rotten teeth or lung cancer) is likely to happen to them, and (c) the message offers an effective way of avoiding the fearful outcome (such as an easy way to stop smoking)

If all these elements are present, the emotional appeals can be highly persuasive.

- 2) Two-sided arguments. Baron and Byrne, 1982 in Lahey, (2003: 619) says that:

There are two sides to most arguments the positive side and the negative said. The effectiveness of state just the positive side of an argument depend on the favorable of the audience to the position of the speaker before the speaker start talking. If the audience is leaning in the speaker favor, the message will be more persuasive if the speaker just tells them about the benefits or the positive affect of an issue. But if the audience members initially unfavorable to your position or are knowledgeable about both sides of the issue, it's generally better to give them both sides of arguments. That will make the speaker seem more credible and less biased.

- 3) Message framing. "Humans are so influenced by the wording of problems that we often reach very different solutions to exactly the same problem if it is framed differently. New research suggests that the same appears to be true of persuasive communications-framing the same message in different ways can sometimes make all the difference" (Lahey, 203: 619). Understanding framing helps us make the point that effective persuasion is not only the result of what you say but also how you say it.

c. Characteristic Of The Listeners

The certain characteristics of the listeners help determine how persuasive an argument will be:

- 1) Intelligence. “Less intelligence people are generally easier to persuade. The exception is when the message is complex and difficult to understand; under this condition, more intelligent listeners are easier to persuade” (Rhodes and Wood, 1992 in Lahey, 2003: 620).
- 2) Need for social approval. “Some people have a greater need for social approval (a need to be approved or liked by others) than other people do. People with high need for social approval are generally easier to persuade than people who are low in this need” (Baron and Byrne, 1982 in Lahey, 2003:620)
- 3) Self-esteem. “Individuals whose self-esteem is moderate (who have opinion of themselves that are about as positive as most people’s) are generally easier to convince with people with either high self-esteem or low self-esteem” (Rhodes and Wood, 1992; Zellner, 1970 in Lahey, 2003: 620). “Person with high self-esteem are generally very confident of their opinions and difficult to influence. Person with low self-esteem, in contrast, tends not to pay attention to the communication enough to be swayed” (Rhodes and Wood, 1992 in Lahey, 2003:620).
- 4) Audience size. “People are generally easier to persuade when they are listening to a message in a group rather than alone. And bigger crowds lead to greater persuasion than smaller ones” (Newton and Mann, 1980 in Lahey, 2003:620).

- 5) Gender. “Early studies on persuasion suggested that women are more persuadable than men. However, the studies were biased, using messages that were of greater interest to men. Later studies controlling to this interest variable show that there are no differences in persuadability between men and women” (Eagly, 1978 in Lahey, 2003:620)

Some people are better at persuasion than other people are. This partly because they have the characteristics of persuasive speakers, and partly because they understand the characteristics of the message and the audience - they know how to pitch the most persuasive argument to their audience.

### **E. Mario Puzo’s Life and Work**

Mario Puzo was born into an immigrant family in New York City in the area known as 'Hell's Kitchen'. His father was a railway trackman. Puzo lived with his six brothers and sisters above the railway yards. Puzo was led in the direction of writing by the discovery of public libraries and the world of literature. Puzo served in the US Air Force stationed in East Asia and Germany during World War II. After the war he stayed in Germany as a civilian public relations man for the Air Force. Puzo then studied at the New School for Social Research, New York, and at Columbia University. In this period he took classes in literature and creative writing. In 1946 he married Erika Broske; they had five children. His first published story, 'The Last Christmans', appeared in *American Vanguard* in 1950.

For 20 years Puzo worked in New York and overseas as an administrative assistant in government offices. Puzo's first book, *Dark arena*, appeared in 1955, when he was 35. The novel dealt with the relationship between Walter Mosca, a tough and embittered ex-GI, and Hella, a German native, his mistress. She dies of an infection, denied the drugs that would have saved her, and Mosca avenges her.

Puzo worked as a free lance journalist and writer from 1963. He wrote for men's magazines, *Stag* and *Male*, and published book reviews, stories, and articles in such journals as *Redbook*, *Holiday*, *Book World*, and the *New York Times*. In 1965 *Fortunate Pilgrim*, his second book, appeared which followed one family of Italian immigrants from the late 1920s through World War II. Neither of Puzo's first two books gained financial success, though both received good reviews. Both were translated among others into Finnish. *The Runaway Summer of David Shaw* (1966), Puzo's fourth work, was a children's book. After an expensive medical emergency Puzo decided to write a book that would also be a commercial success. While working in pulp journalism, he had heard Mafia anecdotes and he started to collect material on the East Coast branches of the Cosa Nostra. "A lawyer with his briefcase can steal more than a hundred men with guns." (Puzo, 1969:132)

Puzo's novel *Godfather* (1969), his international breakthrough story about the roots of mafia, corruption, violence, and honour in which the themes of love, crime, family bondage, and Old World values were further developed. Don Corleone, the central character, is a sentimental bandit, individualist and ruthless scourge inside a tightly structured crime syndicate.. Puzo describes Don Corleone's struggle among the underworld bosses for power, and how family values are transferred from one generation to the next and how they change under social pressure. Puzo also referred to real-life events and persons. With the book Puzo achieved his financial goals, but he also confessed that he wrote below his gifts.

Puzo's international bestseller, *The Godfather*, was also adapted into a film. Director Francis Ford Coppola did not like the book at first, but his films, *Godfather* and *Godfather Part II*, received several Oscars, including best picture and best script written by Puzo and Coppola. The production was beset with difficulties. Before shooting began, the Italian-American Civil Rights League held a rally in Madison Square Garden and raised \$600 000 towards attempts to stop the film. Finally Coppola agreed to eliminate the words 'Mafia' and 'Cosa Nostra' from the screenplay.

During the 1950s and 1960s, *Fools Die*, 1978, was set in Las Vegas, Hollywood, Tokyo, and New York. *The Sicilian* (1984) was based on the life of Salvatore Giuliano, the so-called Robin Hood of Sicily.

Puzo's later works from the 1990s include *The Fourth K* (1991), a global political thriller in the spirit of Frederick Forsyth and Ken Follet. In *The Last Don* (1996) Puzo returned to the world of Godfathers. The head of the most powerful Mafia family in the country, Don Clericuzio, decides to make his enterprises legal, and the story follows how the don's plan for his family future succeeds. After completing his latest organized crime book, *Omerta*, which appeared in July 2000 Puzo died from heart failure on July 1999 at his home in Long Island. A family whose members represent the legitimate world and organized crime is depicted in the story. Finally the right and the wrong side of the law come into conflict. In the last year Puzo spent collecting material and writing *The Family*, dealing with the masters of intrigues and one of the most influential families in Renaissance Italy, Borgias. The book was completed by Carol Gino, his longtime companion. "The Family does not read like a Mario Puzo novel, even a lesser one. A work of such historical depth requires strong, interesting dialogue and even stronger characters to deliver it -- the very qualities that always raised Puzo's work to a higher plane. Neither exists here." (William in Washington Post, January 6, 2002)

## CHAPTER III

### RESEARCH METHODOLOGY

#### A. Subject of The Research

This study analyzes the novel “The Godfather” by Mario Puzo from the social psychological point of view. The research focuses on the form, process and the motivation of Don Vito Corleone in influencing the attitude of his men.

#### B. Form of The Research

The methodology used in this study is descriptive-qualitative method. This study observed and described about the Don Vito Corleone’s influence form, process and the motivations towards the attitude of his men through the social psychology theories. Nawawi defines descriptive method as:

“...prosedur pemecahan masalah dengan menggambarkan atau melukiskan keadaan subjek atau objek penelitian (seseorang, lembaga, masyarakat dan lain-lain) pada saat sekarang berdasarkan fakta-fakta yang tampak atau sebagaimana adanya.” (Nawawi, 1995: 63)

#### C. Approach

This study uses social psychological approach. By using social psychological approach the attitudes and behaviors of the characters that happen in a social interaction of real life will be understood better. This approach sees a literary work chiefly on the character’s behaviors, attitudes and thoughts which are involved in a social interaction. The researcher thinks that the approach is suitable to analyze the novel of Mario Puzo, The Godfather, based on the social interaction of the characters, because social psychology is the way to seek social behavior and thought of human in interacting with others. In social psychology the formation and the change of human behavior, thought, and attitudes as the effects of the social interaction are vital aspects. Social psychology itself is the branch of psychology that reveals social interaction based on psychology.

#### D. Data and Source of The Data

In this study, primary and secondary data are used. The resource data is Mario Puzo’s novel the Godfather, published by G.P Putnam’s Sons, New York, 1969. The novel The Godfather itself consists of four hundred pages, thirty two chapters divided into nine books. The primary data

are taken from all of the words, dialogues, phrases, and sentences occurring in the novel related to the topic which can be discovered by interpreting. Meanwhile, the second are taken from essays, comments, and critical reviews about *The Godfather*, the author biography, and any references that give relevant information to the analysis of the research.

#### **E. Sampling**

A way or technique in obtaining or taking sample is called sampling. Sample itself is a particular part that is sufficiently representative for the population or a group of individuals whose characteristics will be considered. The population of this research is all the characters in the novel of Mario Puzo's *The Godfather* and the sample is Don Vito Corleone with his behaviors in the way he influence the attitudes of his men and his motivations in influencing the attitudes of his men.

#### **F. Instrument**

Instrument is tools or facilities used by the researcher in collecting data (Arikunto, 2002: 136). Further, Hornby defined instrument as an implement or a piece of apparatus used for particular purpose, especially for delicate works; or, a person or thing that makes something happens (1995: 619). It is clear that the instrument is not only a thing but also a person.

There are two kinds of research method, namely reactive method and non-reactive method. Reactive method is a method in which the researcher takes part in the research situation and non-reactive method is a method in which the researcher does not in the research situation but only uses physical traces and sign left behind by people such as records and archives. The second method, non-reactive method, is suitable with literary research. In this literary research, the researcher uses text of the novel as the tool to collect data. So the text of the novel here functions as instrument of the research.

The researcher, in addition, is also an instrument of collecting data. She is the centre of data collecting in which the process and the quality of the data depend most on her.

#### **G. Technique of Collecting Data**

In this study, library research is used, therefore the data are collected from the books, magazines, written texts, documents and so on. The first step is reading the novel the Godfather by Mario Puzo many times to identify the problems and to get the data. Therefore, problems statements and research objectives can be drawn. The second step is collecting some supporting data from any critical reviews, essays, internet and other references related to the topic. Therefore, the problems appearing will be able to be answered completely.

#### **H. Technique of Analyzing Data**

The technique of analyzing data is managed into six interrelated steps as follows:

1. The collected data were arranged in a list of data. The data listed in this step were ones that covered the problems statements: *the motivation, the form, and the process of influence*. The primary data were Don Vito Corleone's dialogues and narrations supported by other characters' that were about him. Selecting and looking for correlation between the collected data and the problems i.e. the statements, actions, attitudes, behavior, and thought of the main character which are reflected in the novel. On the other hand, the secondary data listed were taken from books, article, or websites. The data that were unrelated to the problem were not included.
2. Classifying the data based on the intrinsic elements of the novel. Since the central focus of the research is the influence, the classification is focused on the character analysis of the main character domain in influencing other processes and the analysis of the other characters which support the process of influence. The data were categorized into some characters. The step was done to simplify and reduce the unrelated data. Each character was given a certain code, while the data in a character were numbered. The several characters in categorizing and coding the data were: the characteristic of Don Vito Corleone (DVC), Don Vito Corleone's influence towards Santino Corleone (SC), Don Vito Corleone's influence towards Michael Corleone (MC), Don Vito Corleone's influence towards Tom Hagen (TH), and Don Vito Corleone's influence towards Amerigo Bonasera (AB).

3. The data in each theme above were arranged systematically from the most important to the less ones. They were selected from the most representative for each theme to the less representative ones.
4. The data in each theme would be then interpreted based on the psychological theories. Analyzing the data through the appropriate approach, social psychology to be more specified approach. The researcher will write and present the data and add them with some explanation based on the relevant theories.
5. Having interpreted to understand the theme, the researcher would holistically view the relationship between one theme with the others.
6. The conclusion was drawn after the analysis done in the previous step had been checked to examine whether the theories employed were enough or not.

## **CHAPTER IV**

### **ANALYSIS**

This study which analyzes the Don Vito Corleone's influence towards his men's attitude is done in order to answer the research question mentioned in chapter one. The research questions are: what are the Don Vito Corleone's motivations behind his effort to influence the attitudes of his men; what are the forms of influence that are conducted by Don Vito Corleone in the influencing process; and how are the processes of Don Vito Corleone in influencing the attitudes of his men.

The finding includes the statements to answer the first research question about the motivation of Don Vito Corleone is described in section A. While the findings that are based on the second and the third research questions about the forms and the processes of influence of Don Vito Corleone are explained in section B.

## A. The Motivations of Don Vito Corleone in The Process of Influencing the Attitudes of His Men

### 1. The characters of Don Vito Corleone

Don Vito Corleone was the head of the most powerful New York-area mafia family. When he was child, a local Mafiosi in Sicily murdered young Vito's family, made him an orphan. Fearing that the little boy would grow up to seek revenge for the murder, the local boss ordered Vito Corleone's murder. Friends of Vito's family smuggled the little Vito Corleone out of Sicily and put him on a ship bound for America. Traveling alone and unable to speak English, Vito Corleone made his way in the land of opportunity by himself. Vito Corleone was later adopted by the Abbandando family in New York, and he made friends with Genco Abbandando, who later became like a brother to him. In the years to come, Vito Corleone married and started a family. Vito Corleone began working at Abbandando's grocery store. Vito Corleone later met Peter Clemenza, who gave him an opportunity to obtain a rug for his home. So, both men went into the home of Clemenza's friend, who was not at home, and took his rug. Started from the first crime, Corleone soon learned to survive and prosper through petty crime and performing favors in return for loyalty and built his mafia empire.

Vito Corleone, after learning everything around him, decided to enter the Mafia world. He learnt that his society was not so friendly for some people like him, his family and many other people who had no power, wealth, or opportunity. Vito Corleone started an olive oil business, Genco Importers, with his friend Genco Abbandando. Over the years he used it as a legal front for his organized

[crime](#) syndicate, while amassing a fortune with its illegal operations. By the early 1930's, Vito Corleone had established the Corleone Family along with Clemenza, [Salvatore Tessio](#), and Abbandando. Genco Abbandando became the consigliere of the family. While he oversaw a business founded on [gambling](#), [bootlegging](#), and murder, he was known as a kind, generous man who lived by a strict moral code of loyalty to friends and, above all, family.

The Don Vito Corleone's family building was not apart from some aspects support behind. His strong characters, as the head of the family, in influencing the men around him was the most important basis by which he built then strengthen the foundation of the family business. He was portrayed as a good husband to his wife, a good father to his children, a good companion to his relations, a good boss to his fellow, and a good benefactor to the people who not so fortunate in life around him. He had a countless friends from various sides of life from that the power of the family depended most on. The portrayal of Don Vito Corleone above was the result of his formidable power of persuasion. Theoretically, persuasion as a part of social influence theories is the way to change the attitude of people. Lahey ( 2003: 617)said that "attitudes are not chiseled in granite; they can change after they have been formed. Indeed the earliest known writings on social psychology were about changing people's attitudes through persuasion". There are some Don Vito Corleone's characteristics that made him seemed so easily to influence the people around him. The characteristics include; the need of respect, the family bond, the friendship power, the unique generosity, the reasonable action, the art of word utterance, the need of power, and the separation between

personal matter and business. The descriptions of each characteristic are as follows:

a. The Need to Earn Respect and Loyalty

Don Vito Corleone was concerned more with respect rather than legitimacy of the family. As a Don, he required respect and loyalty from everyone around him, everyman under his power, and people respect him out of fear and the desire for Vito's favors. Respect and loyalty were the backbone of a Mafia family hierarchy, with the top members, such as the don, receiving respect and loyalty from everyone beneath them. Krech, Crutchfield and Ballachey (1962: 89) called the respect and loyalty, that Don Vito Corleone required most, as one of six major social wants that motives the western men action, the power want, "the desire to control other persons or objects, to obtain their obedience, to compel their actions, to determine their fate." "Vito Corleone was now "a man of respect" in the neighborhood. He was reputed to be a member of the Mafia of Sicily.

His reward? Friendship, the respectful title of "Don," and sometimes the more affectionate salutation of "God Father." And perhaps, to show respect only, never for profit, some humble gift-a gallon of homemade wine or a basket of peppered taralless specially baked to grace his Christmas table. It was understood, it was mere good manners, to proclaim that you were in his debt and had he had the right to call upon you at any time to redeem your debt by some small service. (Puzo: 13)

And so on that Saturday morning the friends of Don vito Corleone streamed out of New York City to do him honor. They bore cream-colored envelopes stuffed wiyh cash as bridal gifts, no checks. Inside each envelope a card established the identity of the giver and the measure of his respect for the Godfather. A respect truly earned.(Puzo:13)

Disrespect, or even inadequate respect, is rewarded with death. The statement became something more than just an offer but it seemed like enforcement. Theoretically it is called as obedience. "Obedience is compliance in

one level higher. It can be last principle of gaining compliance. Obedience is more direct than compliance. In obedience, people are obligated, to follow the request. They can not avoid it or even reject it.” (Feldman, 1998:123)

The Don Vito Corleone’s reputation as a man of respect was the effect of his authority that made him easier to persuade the people beneath him. The people under his power respected and obeyed him as their appreciation to his position. Robert Cialdini, a psychologist, in Baron and Byrne, (1997: 333), says “Compliance is human behavior to induce others in order to produce a certain behavior or agreement.” Compliance can be done by an authority. Persons with authority have the right to make any request than person lacking in authority. People under the authority respect them in accepting the request.

Respect established power relationships and functions as a method of exchange. For Vito, showing proper respect, kissing the Don’s hand, exchanging favors, making requests politely, all these formal gestures were more than just show. They were part of the order that kept the social structure in place.

His reward? Friendship, the respectful title of “Don,” and sometimes the more affectionate salutation of “God Father.” And perhaps, to show respect only, never for profit, some humble gift—a gallon of homemade wine or a basket of peppered taralless specially baked to grace his Christmas table”. (Puzo: 14).

The men who had sworn and proved their loyalty to Don Vito Corleone would be treated well but there was no place for those who tried to betray him. The feeling safe and protected made the men of Don Vito Corleone risked their freedom and their life in doing services to the don. It was shown in the part “and so the don could take pride in his rule. His world was safe for those who had sworn their loyalty to him; other men who believed in law and order were dying by the millions.” (Puzo: 221). “And even Don Vito Corleone, that most modest man could not help feeling sense of pride. He was taking care of his world, his people. He had not failed those who

depended on him and gave him the sweat of their brows, risked their freedom and their lives in his service.” (Puzo: 213)

b. The Family Bond

Don Vito Corleone put family first and hated displays of weakness. The Don told his godson Johnny Fontane, "A man who is not a father to his children can never be a real man" (Puzo 35). The Don clearly viewed family as the strongest, most important bond in life. Being a father, the patriarch of his family, was extremely important to Vito Corleone, and he made this clear in the advice he gave to others. Family was his first reason when he decided to choose a crime way, built his mafia empire; all to keep his family, the people with unfortunate life around him and the people who trusted him as the protector survived in such a hard world. "By this time, the second child, Frederico, had arrived and Vito Corleone had four mouths to feed" (Puzo: 195).

In his family Don Vito Corleone was portrayed as an ideal husband and father to his wife and children. He had all ideal characteristics of a good parent, responsibility, hopes, affection, and fatherly touch even when the nature of his business was crime. Just like a common father he wanted his family life in a normal way; his children had a better school. Everything he did was to keep his family survive, feel safe, make sure that his family as secure as possible. He was a responsible family head in his own way. His credibility as an ideal husband and

father made the family members easier to respect, idolize, and accept him in words or acts. Benjamin B. Lahey says that “Our perception of the credibility of the speaker has a great deal to do with the persuasiveness of the communication” (Lahey, 2003:617). In general, the more credible the speaker, the more persuasive the message.

### c. The Friendship Power

“Friendship is everything. Friendship is more than talent. It is more than government. It’s almost the equal of family. Never forget that. If you had built up a wall of friendship you wouldn’t have to ask me to help”. (Puzo: 36). The bond of friendship became the second most important relation after the family, besides in motivating and supporting the family business; friendship had an important rule in strengthening the mafia empire building.

“It was not necessary that he be your friend, it was not even important that you had no means with which to repay him. Only the thing was the required. That you, you yourself, proclaim your friendship. And then, no matter how poor or powerless the supplicant, Don Corleone would take that man troubles to his heart. And he would let nothing stand in the way to a solution that man’s woe. His reward? Friendship....” (Puzo: 13)

In the theory of social interaction friendship is one of six basic principles in gaining compliance. “Compliance is human behavior to induce others in order to produce a certain behavior or agreement.” (Baron and Byrne, 1997: 333). In general, people mostly believe his friend more than a stranger. Therefore, making a friendship or getting close relationship can lead to greater compliance.

#### d. The Unique Generosity

The Don Vito Corleone was willing to do anything for those he loves, whether they were family members or true friends. The people who came to the Godfather for help were easily pitied, and their requests even seem reasonable, making them easy to like and respect as well. "Don Vito Corleone was the man whom everybody came for help, and never were they disappointed. He made no empty promises or the craven excuse that his hands were tied by more powerful forces in the world than himself." (Puzo: 13). "At his daughter's wedding, Don Corleone received everyone-rich and poor, powerful and humble-with an equal show of love. He slighted no one. This was his character" (Puzo, 14). ). The Godfather met all of his friends' requests: Enzo was permitted to remain in the country, Vito hands Coppola \$500 in cash, Johnny got the part after Hagan, the Don's Consigliori, or right-hand man, killed the producer's six hundred thousand dollar horse, and the men whom hurt Bonasera's daughter were beaten badly enough to keep them in the hospital for at least a month.

Don Vito Corleone was the man whom everybody came for help, and never were they disappointed. He made no empty promises nor the craven excuse that his hands were tied by more powerful forces in the world than himself. It was not necessary that he be your friend, it was not even important that you had no means with which to repay him. Only the thing was the required. That you, you yourself, proclaim your friendship. And then, no matter how poor or powerless the supplicant, Don Corleone would take that man troubles to his heart. And he would let nothing stand in the way to a solution that man's woe. (Puzo: 13)

All the kindness became the way of Don Vito Corleone to get his men loyalty and services. So, every single generosity that was done by the Don to his family, his men and his friends did not mean anything but his attempt to gain more power in his great family business empire.

"He was taking care of his world, his people. He had not failed those who depended on him and gave him the sweat of their brows, risked their freedom and their lives in his service. .... This of course was not pure Christian charity. Not his best friends would have called The Don as saint from heaven. There was some self-interest in this generosity. An employee sent to prison knew he had only to keep his mouth shut and his wife and children would be cared for. He knew that if he did not inform the police a warm welcome would be his when he left prison." (Puzo:213)

Again the theory of reciprocity as one of basic principles in gaining someone's compliance was proved. Robert Cialdini in Baron and Byrne says that "When we provide a favor to someone, he

will easy with any request we ask for. It seems that he feels obligated to pay back what we have done to him. That is why reciprocity is also a good way for someone to comply with a request.” (Robert Cialdini in Baron and Byrne, 1997: 333)

Don Vito Corleone had a certain standard and ways by which he operated his Mafia Empire. He planned every detail based on his own standards and principle, built his empire in strong foundation by smart recruitment of his men and bounded them in a tight relationship.

“He consolidated this power with a far seeing statesman like intelligence; by helping brilliant boys from poor Italian families through college, boys who would late become lawyers, assistant district attorneys, and even judges. He planned for the future of his empire with all the foresight of a great national leader.” (Puzo:214)

Don Vito Corleone’s special way in showing his generosity, made him easier to recruit and empower all the people under his power for becoming the most important part in the family business foundation.

“The Don always thought that when a man was generous, he must show the generosity as personal. How flattering to a man that a man like the Don would borrow to loan him money. Not that a man did know that the Don was a millionaire but how many millionaires let themselves be put to even a small inconvenience by a poor friend?” (Puzo:22)

With the kindness personal service, Don Vito Corleone tried to appreciate a fellow as his true friend, no matter how poor the fellow was. “Don Corleone received everyone rich and poor, powerful and humble with an equal show of love”. (Puzo: 13). That was the reason of the greatness of family business.

#### e. The Reasonable Action

The Don Vito Corleone was percept as a kind and reasonable man although the nature of his business was violent. The Don was someone whom every son will look for in his father, every woman will look for in her husband. In fact, the Godfather was what every man aspires to be - a strong, powerful and wise yet cunning genius and family man. As the reasonable man Don Vito Corleone always tried to be as logic as possible when he uttered his opinions, his commands or his

ideas. He always makes sure that his friends, his men, even his enemies felt clear about his offer, his suggestion and his want in a negotiation process. He explained the reasons behind his opinions.

It was mentioned in the part:

“Even as young man, Vito Corleone became known as a “man of reasonableness”. He never uttered a threat. He always used logic that proved irresistible. He always made certain that the other fellow got his share of profit. Like many businessman of genius he learned that free competition was wasteful, monopoly efficient. And so he simply set about achieving that efficient monopoly.”(Puzo:)

“Hagen had learned the art of negotiation from the Don himself. “Never get angry” the Don had instructed. “Never make a threat. Reason with people”. The word reason sounded so much better in Italian, *rajunnah*, to rejoin. The art of this to ignore all insult, all threats, to turn the other cheek.” (Puzo: 54)

Theoretically, it is called as two-sided arguments by which the persuasiveness of communication depends on. Baron and Byrne, 1982 in Lahey say that:

“There are two sides to most arguments the positive side and the negative said. The effectiveness of state just the positive side of an argument depend on the favorable of the audience to the position of the speaker before the speaker start talking. If the audience is leaning in the speaker favor, the message will be more persuasive if the speaker just tells them about the benefits or the positive affect of an issue. But if the audience members initially unfavorable to your position or are knowledgeable about both sides of the issue, it’s generally better to give them both sides of arguments. That will make the speaker seem more credible and less biased.” (Lahey, 2003: 619)

The ways in which the Don Vito Corleone instructed his men to meet his friends' request might seem reprehensible, yet because the favors seemed so reasonable and so important to those who requested them, the horror was fairly pointed. Kay Adams, the fiancée of Michael, Vito's youngest son, expressed her impression of the Godfather to Michael after he told her some stories

about his family and about things the Godfather had done to help people he loves. Her impression was like that "everything you've told me about him shows him doing something for other people. He must be good-hearted...Of course his methods are not exactly constitutional" (Puzo 41). Although she recognized the wrong in the ways the Godfather did the things he did for others, she still admired him and respected him for taking care of his friends and family. Kay's perception to the Don Vito Corleone's generosity affected by the visible character was showed by The Don. In the theory of social interaction there are some factors that shape the social behavior and thought of individuals. One of them is the actions and characteristics of others. Robert A. Baron and Donn Byrne write that "We, as human, are strongly affected by the actions of other humans. .... This action will absolutely have any impacts on our behavior and thought. .... We are often strongly influenced by the visible characteristics and appearance of others, too". (Baron and Byrne, 1996:331). The visible characteristics and appearance of others often blind us from the real facts stand behind.

The actions of Don Vito Corleone and the family were justified by the motivations behind their actions and the characterization of their victims even when their actions were clearly extreme. The motives for crimes were explained, justifying the crimes. The motivations behind every crime were very useful to be faced in order to gain approval for the society or avoid the disapproval of the society. Feldman, (1998:123) explained it as the second reason of conformity, normative influence, an effort to gain approval, or avoid the disapproval of other people. With this reason, people want others to accept, like, and treat them well.

#### f. The Art of Word Utterance

The characterization of Don Vito Corleone that given at the beginning of the novel made it easy to like and respect Vito Corleone right away. An undertaker, Amerigo Bonasera was telling Vito Corleone that he needed him to set up a hit on two men responsible for injuring his daughter . Corleone refused and explained his philosophy for the refusal. The Don's words of wisdom and his

philosophies on life made it easy to like and respect him as well. The words choices in delivering ideas will cause the result of accepting or rejecting of the ideas toward the listeners. In persuasion theory it is called as framing message art by which the persuasiveness of a message depend on. Effective persuasion is not only the result of what you say but also how you say it. Lahey, (2003: 619) says that:

“Humans are also influenced by the wording of problems that we often reach very different solutions to exactly the same problem if it is framed differently. New research suggests that the same appears to be true of persuasive communications-framing the same message in different ways can sometimes make all the difference”.

In influencing his men’s attitude Don Vito Corleone used persuasion method in which the way a message should be said was as important as the content of the message itself. “Attitude are not chiseled in granite, they can change after they have been formed. Indeed the earliest known writings on social psychology were about changing people’s attitudes through persuasion” (Lahey, 2003: 617). The attempt to influence people to change their attitude and related behavior is widely practiced through persuasive communication

g. The Separation between Personal Matter and Business.

Don Vito was a most complicated gangster. In his own words, he was not a killer, and he never mixed business with personal matters. This statement, as well as its several variations, was probably the most repeated line in the mafia world. At times, it seemed like the official slogan of organized crime. All the mafiosi in the mafia world euphemistically refer to themselves as businessmen. They did this in part to hide from the public the violent reality of what they do, but they also use euphemisms when speaking among themselves. Rather than talk clearly, mafiosi

spoke about the “family business” and “an offer he can’t refuse.” Such manipulation of language revealed a basic discomfort with the truth of their actions. The mafiosi not only needed to tell policemen, judges, and congressmen that they were businessmen, they also needed to tell themselves. They needed to hear the lie so that they could look themselves in the mirror without being overwhelmed by fault.

The frequent use of this line also pointed to the Mafia-wide desire to keep business and personal life separated. The mafiosi might all work in the “family business,” but the territories of home and office were never supposed to mix. Violence was supposed to leave the wives and children unharmed, and personal feelings were not to influence business decisions. Of course, all this was much easier said than done. While the separation of family and business may sound good in theory, no mafioso seemed capable of forgetting that the guy who killed his son did so only to strengthen a business deal.

#### h. The Persuasion Power

The success of the Don in influencing the people who later became his loyal fellows was the result of his terrible skill in persuading others. The way he spoke, the way he treated others, the word framing choices, and his some special principles of persuasion arts showed his immense skill to win the hearts and minds of others. “He also would be called in on special cases, where store owners resisted the sales talks of Clemenza and Tessio. Then Vito Corleone would use his own formidable powers of persuasion.” (Puzo: 210).

“Hagen had learned the art of negotiation from the Don himself. “Never get angry” the Don had instructed. “Never make a threat. Reason with people”. The word reason sounded so much better in Italian, *ragionare*, to reason. The art of this to ignore all insult, all threats, to turn the other cheek.” (Puzo: 54)

The way the don spoke to the other, never made the listener feel uncomfortable with such kind of pressure or forcing. The idea was delivered with some acceptable and reasonable arguments behind. Even when he told the people that they were in his debt after what he had done to the people, he had a right to call the people at any time to pay back their debt by some certain services.

Vito Corleone raised his hands in surprise. I’m asking you a favour, only that. One never knows when one might need a friend, isn’t that true? Here, take this money as a sign of my good will and make your own decision. I wouldn’t dare to quarrel with it. Do me this little favour, just take the money and think things over. Tomorrow morning if you want

to give me the money back by all means do so. If you want the woman out of your house, how can I stop you? It's your property after all. If you don't want the dog in there, I can understand. I dislike animals myself. He patted Mr. Roberto on the shoulder. Do me this service, eh? I won't forget it. Ask your friends in the neighbourhood about me, they'll tell you I'm a man who believe in showing his gratitude. (Puzo:209)

His formidable powers of persuasion not only showed by the way he spoke to others, but also by his act in treating others. "Even as a young man, Vito Corleone became known as a "man" of reasonableness". He never uttered a threat. He always used logic that proved to be irresistible. He always made certain that the other fellow got his share of profit. No body lost. He did this, of course by obvious means." (Puzo: 211).

The requirements of a persuasive communication were fulfilled by the Don with his characterizations as a good speaker. He had all the qualities to be a persuasive speaker. Benjamin B. Lahey (2003: 617) said that there are several characteristics of the speaker are important to determine how persuasive communication will be. The characteristics are credibility of speaker, attractiveness of speaker, and the intent of speaker to change the attitude of others.

The credibility of the Don that was percept by his men was something undoubted. He was a good father to his children, good husband to his wife, good friend, benefactor, and protector to his people, and good leader to his men. "Vito Corleone was now a "man of respect" in the neighborhood. He was reputed to be a member of Mafia of Sicily." (Puzo: 210). "Even as a young man, Vito Corleone became known as a "man" of reasonableness". (Puzo: 211) "Credibility of Don Vito Corleone was one of important parts of his mafia empire "Our perception of the credibility of the speaker has a great deal to do with the persuasiveness of the communication" (Lahey, 2003:617).

The attractiveness of the speaker then becomes the other factor by which a persuasiveness of a message depends on.

Other things being equal, a speaker who is attractive, popular, famous, and likeable will be more effective in changing our opinion than unattractive speaker. Fortunately, the persuasiveness of attractive speakers seems to be limited to relatively unimportant issues-but that includes almost everything

that advertisers want us to buy (Aronson, 1994; Chaiken and Eagly, 1983 in Lahey, 2003: 618).

The Intent of speaker to change opinion of others is one important factors of the attractiveness of communication “Speakers are generally less persuasive if they obviously intend to change your opinion, particularly if the speaker has something to gain by changing your opinion” (Aronson, 1995 in Lahey, 2003: 618). Don Vito Corleone never uttered his-self interest with all what he had done to his people. He got an unexpected effect without a direct deliberate attempt. “I don’t mean my father deliberately influenced me.” (Puzo: 362).

Deeply embedded in its Italian heritage, it was a culture of unspeakable violence, but it also fostered family, honor, community, loyalty, and friendship.

If you are downtrodden, or unfairly victimized, all you need do is approach one of the "families" and request a "favor. Proclaim your devotion and friendship, the favor will be granted. And then even though it may never happen you must be willing to return the favor. (Puzo: 32)

In the term of compliance, human behavior to induce others in order to produce a certain behavior or agreement, is one of the forms of influence, Robert Cialdini, a psychologist, in Baron and Byrne, (1997: 333) proposed six basic principles in gaining compliance, one of them is reciprocity. “When we provide a favor to someone, he will easy with any request we ask for. It seems that he feels obligated to pay back what we have done to him. That is why reciprocity is also a good way for someone to comply with a request.”

## **2. The Motivation of Don Vito Corleone in Influencing His Men**

From the analysis of the Don Vito Corleone’s characters it can be seen that in every single thing that had been done by the Don there must be some self-interests. His action in influencing people was driven by some motives. He needed loyal fellows, trusted family, supported friends and people with no fortunate in life who depended on him most, who believed

him, used them the basic power of his mafia world building. Some motivations can be drawn as the reason of Don Vito Corleone's action in building his mafia empire by using the power of the people beneath him, the motivations are:

a. The Affiliation Want

The decision of don Vito corleone to live in mafia world was firstly motivated by his disappointment about how badly the society had treated the men like him and other Sicilian immigrant.

“...He doesn't accept the rules of the society we live in because those rules would have condemned him to a life not suitable to a man like himself, man of extraordinary force and character. ....He refuses to accept their will over his own. He refuses to live by rules set up by others, rules which condemn him to a defeated life. But his ultimate aim is to enter that society with certain power since society doesn't really protect their members who do not have their own individual power. In the meantime he operates on a code of ethics he considers far superior to legal structure of society.” (Puzo: 363-364)

Embedded by Sicilian heritage, he learned that society was his enemy and justice had never been forthcoming from the authorities. So he chose to become thieves and murderer rather than members of legal society by creating a crime syndicate. He created a world and operated it on a certain code ethics and rules he considered far superior to legal structures of society in which he was accepted, approved, respected and needed. The want to be accepted and approved by others then called as affiliation want. Krech, Crutchfield and Ballachey say that: “the affiliation want is the desire to be associated with or to be in the presence of another person or persons.” (1962: 89).

b. The Acquisitive Want.

“By this time, the second child, Frederico, had arrived and Vito Corleone had four mouths to feed” (Puzo: 195). Don Vito Corleone required to possess material needs in order to keep his family survive with entered the crime world. This acquisition of wealth then was called as acquisitive want. In the other theory of motivation, when Vito Corleone decided to enter the mafia world with empowered the people beneath him as the basis strength he was motivated by physical needs. Kimball Young concludes motivation into three levels. “The first level imperatives, as they have been called, are related to sustenance, sexual demands, protection from physical dangers....” (Young, 1956:27).

c. The Prestige Want

The Don Vito Corleone’s need to earn respect and loyalty from the men under his power was obviously explained in the character analysis. Don Vito Corleone expected that by the respect and loyalty of his men he could be highly regarded by his associates. His status and his reputation as the head of the family, made him easier to instruct and operate his business. His high-status in class-stratified of his mafia family structure made him possible to accept gesture of respect as a method of exchange of his reputation and his generosity. It was also a part of the rule to keep the social structure in place.

d. The Powers Want.

Don Vito Corleone’s hard effort in persuading, influencing, and recruiting his men was an attempt to strengthen his mafia building. The power rising of the family would produce a great effect in which the safeness and the prosperity of

the family depended most on. Don Vito Corleone increased the family power with a genius recruitment of his men and a terrible elimination to enemies.

“He consolidated this power with a far seeing statesman like intelligence; by helping brilliant boys from poor Italian families through college, boys who would later become lawyers, assistant district attorneys, and even judges. He planned for the future of his empire with all the foresight of a great national leader.” (Puzo: 214)

What motivated the Don above was called as a power want. The power want means the desire to control other persons or objects, to obtain their obedience, to compel their actions, to determine their fate. In the term of social influence, people with authority or power have the right to make any request than person lacking in authority. And the authority is one of the ways to gaining compliance. Robert Cialdini says that “Compliance is human behavior to induce others in order to produce a certain behavior or agreement.” (Baron and Byrne, 1997: 333)

e. The Altruistic Want

Don Vito Corleone was a generous man who always tried to help others. His generosity not only for those people with power and wealth but also for the poor and humble.

Don Vito Corleone was the man whom everybody came for help, and never were they disappointed. He made no empty promises nor the craven excuse that his hands were tied by more powerful forces in the world than himself. It was not necessary that he be your friend, it was not even important that you had no means with which to repay him. Only the thing was the required. That you, you yourself, proclaim your friendship. And then, no matter how poor or powerless the supplicant, Don Corleone would take that man troubles to his heart. (Puzo:)

The generosity of the Don Vito Corleonei in the term of motivation is called as altruistic want or the desire to help others. “It expresses itself in many ways-through sympathy, philanthropy, etc. The person with strong altruistic want

has affection and concern for other people and is usually contrasted with “selfish” person.” (Krech, Crutchfield and Ballachey 1962: 89). In the generosity of Don Vito Corleone there must be self-interest. To gain his men compliance he used his generosity to get reciprocal. Theoretically, when someone provide a favor to a people, the people will be easy with any request someone ask for. It seems that the people feels obligated to pay back what have been done to him.

### B. The Forms and the Processes of Don Vito Corleone’s Influence towards His Men

This section, as the same manner as what have been mentioned in the beginning of chapter IV, discusses about the forms and processes of influence of Don Vito Corleone in influencing his men. Both of the problems are explained towards four of his men that their attitudes are strongly influenced by the Don Vito Corleone. The four men are; Santino Corleone, Michael Corleone, Tom Hagen, and Amerigo Bonasera.

The Don Vito Corleone’s influence forms and processes towards the attitudes of his four men can be seen briefly through Table 4.1.

Table 4.1. The Processes and Forms of Don Vito Corleone’s Influence towards His Men.

Character	Situation	Form	Process
1. Santino Corleone	Prepare to heir the family business with a harsh temper	- Conformity - Compliance	Used: - Two sides arguments - High need of Don Vito Corleone’s approval - The credibility of Don Vito Corleone - Message framing
2. Michael Corleone	Reluctant to join family business	- Conformity - Cognitive	Used: - Don Vito Corleone’s intent - The credibility of Don Vito Corleone
3. Tom Hagen	An orphan who became the family advisor.	- Conformity - Compliance	Used: - The credibility of Don Vito Corleone - High need of Don Vito Corleone’s approval

4. Amerigo Bonasera	Reluctant to be Don Vito Corleone's 'friend'	- Compliance - Obedience	Used: - Fear appeals message - The credibility of Don Vito Corleone
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The further descriptions of Table 4.1 above are as follows:

### 1. The influence of Don Vito Corleone towards Santino Corleone

Santino 'Sonny' Corleone was the oldest son of Don [Vito Corleone](#). He had two brothers, [Michael](#) Corleone and [Fredo](#) Corleone, and a sister, Constanzia 'Connie' Corleone. Sonny Corleone was the most impulsive and violent of Don Vito Corleone's three sons, and, before Michael's rose to power, he was the most involved in the Corleone crime family. "Sonny Corleone had strength, he had courage. He was generous and his heart was admitted to be as big as his organ. Yet he did not have his father's humility but instead a quick, hot temper that led him into errors of judgment." (Puzo: 15)

Sonny was not without a softer side, however; the same year, he took in a [homeless](#) boy, [Tom Hagen](#), to live with the family. "Sonny Corleone, a warmhearted and imperious eleven-year old, had brought his friend home and demanded that he be taken in." (Puzo: 49) He also acted as a protector to his younger siblings, especially his sister Connie.

Sonny Corleone, a hot-head who was difficult to control but a loving son and caring family man who will finally be brought down by his own temper, was the only candidate to take over the lead of family business before Michael changed his mind and attitude about the family business. "if he refused to be instructed, Santino could never run the family business, could never become a Don" (Puzo: 31).

Don Vito Corleone from the beginning had prepared Sonny as his successor by teaching him every single value he believed most in running the family business.

"And it brought out a professorial instinct in the don himself, who often gave lectures on how to succeed for the benefits of his eldest son. Besides his oft-repeated theory that a man has but one destiny, the don constantly reproved sonny for that young man's outbursts of temper."(Puzo; 219)

The don considered a use of threats the most foolish kind of exposure; the unleashing of anger without forethought as the most dangerous indulgence. No one had ever heard the

don utters a naked threat, no one had ever seen him in uncontrollable rage. It was unthinkable. And so he tried to teach sonny his own disciplines. He claimed that was no greater natural advantage in life than having an enemy overestimate your faults, unless it was to have a friend underestimate your virtues.”(Puzo; 219)

With all that the Don Vito Corleone had given to Sonny, it can be seen obviously that he tried to persuade Sonny with such special and principal messages in order to change his hot temper, softened it, and made it more controlled. Based on the persuasive communication theory the messages of Don Vito Corleone were a kind of two-sided arguments. Baron and Byrne, 1982 in Lahey, (2003: 619) says that:

“There are two sides to most arguments the positive side and the negative said. The effectiveness of state just the positive side of an argument depend on the favorable of the audience to the position of the speaker before the speaker start talking. If the audience is leaning in the speaker favor, the message will be more persuasive if the speaker just tells them about the benefits or the positive affect of an issue. But if the audience members initially unfavorable to your position or are knowledgeable about both sides of the issue, it’s generally better to give them both sides of arguments. That will make the speaker seem more credible and less biased.”

Don Vito Corleone tried to make as clear as possible his explanation about the danger of making a threat and how to keep reason with people as a best way to Sonny Corleone.

Sonny seemed easy to be persuaded by Don Vito Corleone because of his high perception of his father’s characters by which he operated the family

business and earned respect and loyalty from the people under his protection. Sonny absolutely wanted to be the right hand of his father, the one who would handle most of family business power. He wanted the Don's trust and approval of his ability to be the best heir of the Corleone Empire.

“The Don was recovering and would soon be able to resume command. ... This Sonny was sure of. Mean while he would guard the Family's empire, earn the respect of his father, and, since the position was not hereditary to an absolute degree, cement his claim as heir to the Carlene Empire.” (Puzo: 260)

Sonny Corleone had a high motivation to be completely involved in the family business. This motivation drove him to imitate the Don Corleone's figure, even when he aware about his greatest weakness, his uncontrolled anger. Sonny Corleone was easier to be persuaded by the Don than Michael Corleone. It was because of Sonny's high need for approval from his father. “Some people have a greater need for social approval (a need to be approved or liked by others) than other people do. People with high need for social approval are generally easier to persuade than people who are low in this need” (Baron and Byrne, 1982 in Lahey, 2003:620)

In the form of social influence, the Sonny's attitude was affected most by a want to conform to his father rules of life. Theoretically, this fact was called as conformity process in changing someone's thought, behavior, or attitude. “Conformity is a change in behavior or attitude brought about by a desire to follow the beliefs or standards of others” (Feldman, 1998.p.399). There were

unspoken rules in Don Vito Corleone's world indicating how Sonny should behave. Don Vito Corleone affected Sonny in decide what to do, which to choose or how to think. Sonny's reason of conformity was to gain approval, or avoid the disapproval of his father. With this reason, he wanted his father to accept, like, and treat him well.

Don Vito Corleone always blamed himself for this, that Sonny Corleone saw his father [murder](#) a rival, Fannuci, at the age of 11. Sonny would have been a mere eleven years old when his father killed his rival. It happened when Don Vito Corleone already started to build The Corleone Empire. Just like any other parent, Vito Corleone wanted his children to go better schools and mix with better companions, but the tragic memory of the Fannuci's murder in Sonny's mind made every plan seemed become something impossible to be hoped. For the first time in his business, Don Vito Corleone met defeat, all his persuasive approach toward his eldest son meant nothing when the memory about the murderer influenced the Sonny's decision most. Finally the Don considered it, his son witnessing of Fannuci's murder, as the vital point in his son destiny option.

"I saw you kill Fanucci."

The Don said, "Ahhh" and sank back in his chair. He waited.

Sonny said "... I saw everything you did. I stayed there and I saw you throw away the wallet and the gun."

The don sighed "Well, then I can't talk to you about how you should behave. Don't you want to finish school; don't you want to be lawyer? Lawyers can steal more money with a briefcase than a thousand men with guns and masks."

Sonny grinned at him and said slyly, "I want to enter the family business"

when he saw the Don's face remain impassive, that he did not laugh at the joke, he added hastily, "I can learn how to sell olive oil."

Still the Don did not answer. Finally he shrugged. "Every man has one destiny," he said. (Puzo: 218)

The Sonny Corleone's rejection toward his father want proved the theory of persuasive communicative categories in which the credibility of speaker is one

important aspect in creating a persuasive communication. “Our perception of the credibility of the speaker has a great deal to do with the persuasiveness of the communication” (Lahey, 2003:617). So more credible the speaker, more persuasive the message will be. Sonny would prefer to enter the family business rather than go to a better school. It indicated that Don Vito Corleone was not credible enough to persuade Sonny for behaving properly in such fact that crime is the nature of his business.

The language choices was used by The Don to utter his ideas indicated that messages will seem more persuasive when it was delivered in a certain way or certain language. The way we frame a message in order to become more persuasive message was identified as message framing.

“Humans are so influenced by the wording of problems that we often reach very different solutions to exactly the same problem if it is framed differently. New research suggests that the same appears to be true of persuasive communications-framing the same message in different ways can sometimes make all the difference” (Lahey, 203: 619).

Don Vito Corleone preferred a certain dialect in delivering his anger toward Sonny’s uncontrolled behaviors. “Alone with his son, he gave full vent to his rage, cursing the hulking Sonny in Sicilian dialect, a language so much more satisfying than any other for expressing rage.” (Puzo: 218)

## **2. The Influence of Don Vito Corleone towards Michael Corleone**

Michael Corleone was the youngest son of Don [Vito Corleone](#). “Michael Carleone was the youngest son of the Don and the only child who had refused the great man’s direction.”(Puzo: 15) Of Don Vito Corleone’s children, he was certainly the best candidate to take over the family.

“Every guest noticed that the Don paid no particular attention to this third son. Michael had been his favorite before the war and obviously the chosen heir to run the family business when the proper moment came. He had all the quiet force intelligence of his great father, the born instinct to act in such a way that men had no recourse but to respect him.”(Puzo:16)

But Michael was never supposed to get involved in the Mafia. He was supposed to become a senator, perhaps even president. Michael initially wanted nothing to do with the Corleone "family business," and enrolled at Dartmouth College in order to escape it. After the United States' entry into [World War II](#) in [1941](#), he enlisted in the [Marines](#), and returned a decorated war hero, awarded the [Navy Cross](#) and discharged as a [Captain](#) several years later. He would later enter [Dartmouth College](#) where he would meet his future wife [Kay Adams](#). Everyone in the family except him was involved in the family's illegal business. Murder being the price of entry in their trade, the Corleone clan had long since been desensitized to violence by the requirements of their jobs. Only Michael appeared untouched by the evil around him. Michael told a frightening family story to his future wife, Kay Adams, but distanced himself from it. "That's my family, Kay," he assured her. "It's not me."

But every thing changed, his ideal to keep away from the family evil influence, when his father was nearly [assassinated](#) in [1945](#), he decided to volunteer to [murder](#) the men responsible, [Virgil "The Turk" Sollozzo](#) and [McCluskey](#), a police captain who was acting as Sollozzo's bodyguard. However, Michael firstly figured as a man who knew right from wrong but eventually became drawn, into a life of crime after his father was nearly murdered by the rival crime. After committing the murders, Michael fled to [Sicily](#) under the protection of [Don Tommasino](#) and stayed in hiding for two years. In Sicily, he married a young woman named [Apollonia](#), but she was killed by a car bomb intended for him.

With a late understanding that was begun after his father was nearly murdered, Michael Corleone then felt guilty about how he had acted as a son to his father and his family. “Thinking this made him feel guilty about not feeling sympathy for his father.” (Puzo: 116). Michael decided to enter the family business although, he was not completely satisfy with his final decision to

involve the family problem. "What Michael wanted was out, out of all this, to lead his own life. But he couldn't cut loose from the family until the crisis was over. (Puzo: 119)

While in Sicily, he learned that Sonny had been murdered and he returned to New York. There, he reluctantly became involved in his family's criminal enterprises, taking over for his dead brother as head of the family under Vito's supervision. He married his longtime girlfriend, [Kay Adams](#). After his father's death he became Don of the Corleone crime family. Michael transformed from "innocent" bystander to central manipulator, a cold-blooded Mafia Don with no tolerance for dissent or treachery. Michael was even bolder, more violent, and more ambitious than Vito, and he became fantastically rich in the casino business. This man who claimed to be different from the rest of his family had become more ruthless than Don Vito ever was.

The drastically transformation was strongly affected by the Don Vito Corleone's influence toward Michael Corleone, even when Michael tried to reject it.

"And I don't want those kids to be influenced by me the way I was influenced by my father. I don't mean my father deliberately influenced me. He never did. He never even wanted me in the family business. He wanted me to become professor or a doctor, something like that. But things went bad and I had to fight for my family. I had to fight because I love and admire my father." (Puzo: 362)

Michael thought that the way he choose, his decision to enter the family business, because of his love and admiration of his father. He loved and admired Don Vito Corleone, for his rule as a good and responsible husband to his wife, a good father to his children, and a good friend to people who were not so fortunate in life.

"I don't mean my father deliberately influenced me." (Puzo: 362). The Don Vito Corleone's attempt in influencing Michael to change his attitude and related behavior about his family was practiced through persuasive communication. Benjamin B. Lahey (2003: 617) said that the quality of the persuasive communication depend on three things, one of them is the characteristics of the speaker. The intent of the speaker is one important factor.

“Speakers are generally less persuasive if they obviously intend to change your opinion, particularly if the speaker has something to gain by changing your opinion” (Aronson, 1995 in Lahey, 2003: 618). Don Vito Corleone never uttered directly his intention to involve Michael in the family business, even when he known clearly that Michael was the best candidate to heir his position.

“Every guest noticed that the Don paid no particular attention to this third son. Michael had been his favorite before the war and obviously the chosen heir to run the family business when the proper moment came He had all the quiet force intelligence of his great father, the born instinct to act in such a way that men had no recourse but to respect him.” (Puzo: 16)

In the term of social interaction in which social behavior, thought, and attitude of individual were formed, there are some conditions or aspects that shape social behavior, thought, and attitude of individual, one of them is the actions and characteristics of others. “We, as human, are strongly affected by the actions of other humans.... Besides, the characteristics of others can make us uneasy,....We are often strongly influenced by the visible characteristics and appearance of others, too.” Baron and Byrne (1997). The decision of Michael Corleone to involve in the crime world created by the Don after his attempt to avoid it for a long time obviously could not be separated from the effect of Don Vito Corleone’s characteristics, though when Don Vito Corleone never persuaded him to change his mind directly. The change of an individual perception about thing is called as attitude change. Attitude itself can be determined as a perception of an individual about persons, things or evicts.

“Attitudes are perceptions about persons, things, or evicts in the environment. They also have motivational qualities in so far as they direct behavior. The most vital consideration of defining attitudes is the way in

which they “set” the individual to view and respond the world in certain ways” (Hollander, 1971: 18)

The Michael Corleone’s attitude change, the perception change toward his father crime world, was called as a conformity process.

“Conformity is a change in behavior or attitude brought about by a desire to follow the beliefs or standards of others. The changes only happen in a group or society. There are unspoken rules indicating how persons should behave. There are many persons affected an individual in decide what to do, which to choose or how to think. ” (Feldman, 1998.p.399).

Don Vito Corleone had a big part in affecting Michael Corleone decision about what to do, which to choose or how to think. And the conformity process itself is a result of cognitive process; a process underlies human’s thought, beliefs, ideas and judgments about others. The process is related to the term social learning. In making social interaction, first of all, individuals make social learning. Just like when Michael learnt everything around his milieu. This social learning mold him into a certain behavior and thought, Kimball Young (1956:37) said that “human behavior may be said to be a form of adaptation or adjustment by an individual to make efficient or suitable adaptation to his environment, may be modified by maturation and learning.”

“After five months of exile in Sicily, Michael Corleone came finally to understand his father’s character and his destiny. He came to understand man like Luca Brasi, the ruthless caporegime Clemenza, his mother’s resignation and acceptance of her role. For in Sicily he saw what they would had been if they had chosen not to struggle against their fate. He understood why the Don always said, “A man has only one destiny.” He came to understand the contempt for authority and legal government, the hatred for any man who broke omerta, the law of silence.” (Puzo: 323)

“Michael Corleone understood for the first time why the man like his father chose to be a thief and murderer rather than a member of legal society. The poverty and fear and degradation were too awful to be acceptable to any man of spirit. And in America some emigrating Sicilians had assumed there would be an equally cruel authority.” (Puzo :326)

The Michael Corleone’s learning process of nature of his family business brought him to such a drastic change. Finally he expressed his judgment like this: “Michael mentioned to Don Tomasino to lean closer. The Don sat on the bed and bent his head. “Tell my father to get me home.” Michael said. “Tell my father I wish to be his son.” (Puzo: 352). His perception about his father also completely changed.

“Tom, don’t let anybody kid you. It’s all personal, every bit of business.... You know where I learned that from? The Don. My old man. The godfather.... He took my going into the marines personal. That’s what makes him great. The great Don. He takes everything personal. Like God. He knows every feather that falls from the tail of a sparrow or however the hell it goes. Right? And you know something? Accidents don’t happen to people who take accidents as a personal insult. So I came late, OK, but I am coming all the way. Damn right, I take that broken jaw personal.” He laughed.” Tell the all men I am learned it all from him and that I am glad I had this chance to pay him back for all he did for me. He was a good father.” He paused and then he said thoughtfully to Hagen, “You know, I can never remember him hitting me. Or Sonny. Or Freddy. And of course Connie, he wouldn’t even yell at her. And tell me the truth, Tom how many men do you figured the Don killed or had killed.” (145)

Even when he began working for his father, he didn’t seem fully reconciled to the decision. He promised Kay before they married that the family would become “legitimate” soon. Unlike Vito, who appeared at ease in the role of Godfather, Michael was burdened by the responsibility. One sensed that he viewed himself as a sacrificial hero, slaving away for the rest of the family, sacrificing his soul for the well-being of those around him. He achieved great heights of success, just as his hard-working immigrant parents hoped for him, but at considerable personal cost. In Michael’s case, this cost was to his family life, as he lost his wife and children.

Michael was concerned with legitimacy, while Vito cared more about respect. From the moment he took over the Corleone family, Michael wanted to make his family “legitimate.” By “legitimate” he meant free of criminality and immorality. He was also concerned with assimilation. He didn’t want to kill, bribe, and extort, and he didn’t want to make money through gambling,

prostitution, and drug trafficking. Legitimate meant being respected by American law and society.

Michael could also be seen as a classical tragic figure. Immensely talented and powerful, he was untied by tragic mistakes: his insatiable desire for vengeance, which created a web of violence and recrimination that he could not escape; his illusions of supremacy, which blinded him to the fact that achieving legitimacy was impossible; and his sense of being continuously at war, which never allowed him a moment of rest.

Michael Corleone committed all for his family, his children's future, and for the people who gave him a loyalty and their life under his protection just like what had been done by Don Vito Corleone, a way of life that he never wanted before. "That long time ago he had sat in the garden with Kay never dreaming that so curious destiny was to be his." (Puzo: 409)

"Michael observed all this with a tight, polite smile. He was not impressed. Yet, he thought, if I can die saying, "Life is so beautiful," then nothing else important. If I can believe that much, nothing else matters. He would follow his father. He would care of his children, his family, his world. But his children would grow in a different world. They would be doctors, artists, scientists. Governors. Presidents. Anything at all. He would see to it that they joined the general family of humanity, but he, as a powerful and prudent parent would most certainly keep a wary eye on that general family. (Puzo: 409)

If Don Vito Corleone was an ideal, almost romantic figure who might make the naïve people wanted to live the gangster life, Michael's story has a corrective effect. His life is tragic and his pain immense. His ability to think clearly under fire, to be decisive, and to command respect made him an excellent Godfather. He proved much less successful in his personal life. Michael seemed incapable of relaxing enough to smile.

### **3. The Influence of Don Vito Corleone towards Tom Hagen**

Tom Hagen was the Corleone family lawyer and sometimes as chief advisor, or consigliere. An orphan on the street, Tom Hagen was adopted by Vito Corleone and grew up as a

member of the Corleone family. Tom Hagen was found, [homeless](#), at age 11 by [Sonny Corleone](#), Vito Corleone's eldest son who took him home and persuaded his father to take him into the family. Although the Don never formally [adopted](#) him, thinking that this would have been an act of disrespect to Hagen's parents, Hagen thought of Vito Corleone as his true father. After graduating from [law school](#), Hagen offered to work for Corleone as though he were one of the Don's own sons.

Although he was intricately involved in the family business, Tom was not a violent man and rarely got his hands dirty. At times he came across as a voice of reason in family debates, while at other times he was timid, overly cautious, and unimaginative. His [German-Irish](#) ancestry disallowed his formal membership in the [Mafia](#), which did not accept non-[Italians](#), but after the death of [Genco Abbando](#), Hagen acted as [consigliere](#) to Don Corleone, the first non-Italian to achieve that important position.

While he loved all the Corleones, Hagen always idolized Sonny, and when Sonny was [murdered](#), Hagen blamed himself. After becoming the new head of the family, [Michael Corleone](#) removed him as *consigliere*, restricting him to handling the Family's legal business in [Nevada](#), [Las Vegas](#), [Chicago](#), and [Los Angeles](#). Hagen grudgingly accepted this decision and remained loyal. After an attempt on the life of Michael, Hagen whom Michael felt was the only one both intelligent and trustworthy enough took over as Don at the same time as Michael tried to find out who in his organization had betrayed him and aided the assassins.

In the mafia world, men separated themselves and their violence from the innocent world of women, but [Tom](#) lived in a middle ground. He was a central figure in family business dealings, but he was kept in the dark about many other matters. Told repeatedly that he was not a “wartime *consigliere*,” Tom was never asked to get his hands dirty. Although it appeared that he was responsible for the horse's head in [Woltz](#)'s bed. At times, Tom's lack of involvement may appear strategic, enabling him to remind people that he was “just a lawyer”.

Tom Hagen was not only a brilliant man in the family business empire, but also a full trusted and a good fellow who reflected the great success of the Don in creating such a kind of man as the important element in his business structure. An orphan and homeless boy with serious

eye infection, by the Don himself, was taken in family household, had his eye infection been cured with a special doctor, even was sent in a college and law school. "Don Corleone had permitted the boy to stay in his household. Don Corleone himself took the boy to a special doctor and had his eye infection cured. He sent him to college and law school." (Puzo: 49). But there should be something greater that he wanted by every single generosity had been done. "There was some self interest in this generosity." (Puzo: 213). It was proved by the fact that Tom Hagen decided to enter the family business rather than operate his own law practice. Theoretically, what had been done by Don Vito Corleone was named as compliance process "Compliance is human behavior to induce others in order to produce a certain behavior or agreement." (Baron and Byrne, 1997: 333). One of ways to gain compliance is reciprocity. Reciprocity is a good way for someone to comply with a request. When we provide a favor to someone, he will easily with any request we ask for. Hagen felt obligated to pay back what Don Vito Corleone had done to him.

Don Vito Corleone became the only one in Hagen's world who could make him didn't fear death in serving him, the man to whom he relayed on his life and the man that he love most. "He would have to tell the man he most loved in the world that he had failed him ...." (Puzo: 269). The Hagen's feeling towards Don Vito Corleone was a result of what had been done by the Don to him. The Don Vito Corleone's direct generosity had blocked up Hagan's mind, even since he was child. "Hagen watched with quiet admiration. The Don always thought that when a man was generous, he must show the generosity as personal." (Puzo: 22).

Tom Hagen, with his loyalty, always tried to do his best in doing his service to the family business. He never thought to betray his Don, though, it was something possible.

This had amused Hagen. It had also though him that he could never hope to succeed the Don as the head of the family business. But he was contempt. That had never been his goal; such an ambition would have been a "disrespect" to his benefactors and his benefactor's blood family. (Puzo: 51)

The high credibility of Don Vito Corleone in Hagen's perception was directed him to act as straight as what The Don's want. "Hagen's face reddened. If the Don had told him the same thing, he would have accepted it humbly. But where the hell did Mike come off making such a snap judgment?" (Puzo: 402)

“He must, Hagen knew, tell the news, present his analysis of what must be done to rectify the situation and then keep silent. His reactions thereafter must be reaction invited by his don. If the don wanted him to show guilt, he would show guilt; if the don invited grief, he would lay bare his genuine sorrow.” (Puzo: 270)

The Don Vito credibility made him easy to persuade his men to do what he wants. Credibility is one aspect by which the persuasiveness of communication depend on “If you were to listen to a speech in the value of arithmetic, do you think that you would be more persuade if the speech were given by a noted engineer? Our perception of the credibility of the speaker has a great deal to do with the persuasiveness of the communication” (Lahey, 2003:617). So, more credible the speaker, more persuasive the message will be.

Tom’s ambiguous position in the [Corleone](#) crime family reflected his ambiguous position in the actual [Corleone](#) family. Though a valued son, he was not a blood relative and not an Italian. He was aware of his tenuous position and was constantly looking for acceptance from the family, particularly Don Vito Corleone. Like Michael, Tom was a permanent outsider, but he was an outsider of a different sort.

“Hagen was flaying to California on just such a matter. He realized that his career as *Consigliori* would be seriously effected by the success or failure of this mission. .... But Hagen knew that to the Don, both were of equal importance, which settled the matter for any good *Consigliori*. (Puzo: 48)

A man like Tom Hagen, with a high hope for acceptance from the others, was easier to be persuaded than a man without hope. Acceptance hope is a kind of need for social approval. “Some people have a greater need for social approval (a need to be approved or liked by others) than other people do. People with high

need for social approval are generally easier to persuade than people who are low in this need” (Baron and Byrne, 1982 in Lahey, 2003:620)

In social influence theory, the Hagen’s need of acceptance or approval of Don Vito Corleone is a conformity process. “Conformity is a change in behavior or attitude brought about by a desire to follow the beliefs or standards of others” (Feldman, 1998.p.399). Hagen conformed for the reason called normative influence, was to gain approval, or avoid the disapproval of other people. With this reason, he wanted The Don to accept, like, and treat him well.

Finally, the Don himself admitted the success of Hagen’s effort to gain the family approval, particularly his approval. More than that, everything was done by Tom Hagen proved the Don Vito Corleone’s success in influencing the attitude of Tom Hagen.

“A look of content came over the Don’s face. “Well’ you know me better than anyone else. Eventhough, you are not a Sicilian, I made you one. Everything you say is true, but there is a solution and you will comprehend it before it spins out to the end. You agree everyone has to take my word and I’ll keep my word. And I want my orders obeyed exactly.” (Puzo: 296)

#### **4. The Influence of Don Vito Corleone towards Amerigo Bonasera**

Amerigo bonasera was one of the Don Vito Corleone’s friends, an Italian immigrant. Don Vito Corleone’s wife and Bonasera’s wife were close friends, even Don Vito Corleone wife was godmother to Bonasera’s the only one daughter. But not like Don Vito Corleone, who decided to enter mafia world in his effort to keep his family survived, Amerigo

Bonasera chosen to assimilate with America society. He believed in America, he felt that America had made his fortune. "I raised my daughter in America fashion. I believe in America. America has made my fortune." (Puzo: 28). He wanted to be a good America citizen, all years in America he trusted in law and order. He never wanted to danger his life and his family in being a member of mafia organization, or any other gangster family.

One day Amerigo Bonasera found that America was not so comfortable, so friendly place like what he ever expected before. His only and beloved daughter was raped; she had been beat by two young men, who had tried to dishonour her. Amerigo bonasera went to the police and court for justice. But the court did not give him justice, the two young men went free after their punishment, three years in prison, was suspended by the judge. He felt that American justice system failed him. As the final decision, he went to The Don Vito Corleone, the last one to who he asked for justice. "They have made fools of us". He paused and then made his decision, no longer fearing the cost. "For justice we must go on our knees to Don Corleone." (Puzo: 10). This choice was something he avoided most before, something against his own principle.

Don Vito Corleone was the man who appreciated a bound of friendship most; with friendship he built the wall of his world. The refusal of Amerigo Bonasera to enter the world of mafia made his relationship with Don Vito Corleone not so close, even it seemed disfavour. When Amerigo Bonasera went to the Don, asked him to help, Don Vito Corleone almost neglected him. "For the first time that afternoon, the Don behaved coolly. He did not embrace the visitor or shake hands." (Puzo: 27). And the conversation after all was an uncomfortable situation.

Amerigo Bonasera tried to explain his trouble in such a clear explanation till his decision to go to the Don to ask for his daughter justice. Don Corleone was not as warm as usually when his other friend came for asking help. He acted so coldly as if he was been treated so badly by the undertaker before.

"The Don had bowed to show respect for the man's grief. But, when he spoke, the words were cold with offended dignity." Why did you go to the police? Why didn't you come to me at the beginning of this affair?"  
Bonasera muttered almost inaudibly, "What do you want of me? Tell me what you wish. But do what I beg you to do." There was something almost insolent in his words. (Puzo: 28)

From what the don Corleone had done toward Bonasera almost in whole conversation, his formidable power of persuasion was proved clearly. Amerigo Bonasera, who firstly acted in such unwillingly by his refusal to be the friend of Don Vito, afraid to be in the Don's debt, became fully accepted the bound of friendship was offered by the Don. The bound that did not mean anything but Bonasera would be called someday to pay back his favor in a certain service.

The fear of Amerigo Bonasera that arose during the process of negotiation as an effect of The Don's arguments that showed refusal was the point by which Bonasera changed his thought and attitude. "Bonasera cried out in his anguish and his fear...." (Puzo: 30 "The cruel and contemptuous irony with which all this was said, the controlled anger of the Don, reduced the poor undertaker to a quivering jelly but he spoke up bravely again. "I ask you for justice." (Puzo: 30)

In the theory of attitude change, the characteristics of the message are also important determinants of persuasiveness. One of the characteristics of a persuasive message is fear appeals. Mewborn and Rogers, (1979); Rogers, (1975) in Lahey, (2003:618) explain that "Messages that arose fear more persuasive than unemotional ones. Considerable evidence suggests that the communications that arose fear are more effective than the same message without the fear-provoking-image. Fear can enhance the persuasiveness of the communication, but only under certain circumstances."

As the last persuasion attempt, Don Vito Corleone showed about how powerful he was a power that can make his friend's problem became something easy to be solved. "But if you had come to me, my purse would have been yours.... If by some misfortune an honest man like yourself made enemies they would become my enemies"-the Don raised his arm, finger pointing at Bonasera- "and then, believe me, they would fear you."(Puzo: 31)

The power or authority of the Don was an important factor to change someone's attitude or thought. There are three forms of social influence, one of them is compliance. Feldman said that "Compliance is human behavior to induce others in order to produce a certain behavior or

agreement. Robert Cialdini, a psychologist, had proposed six basic principles in gaining compliance” (Baron and Byrne, 1997: 333). One of the ways to gain compliance is authority. Persons with authority have the right to make any request than person lacking in authority. People under the authority respect them in accepting the request.

Amerigo Bonasera accepted what The Don Vito Corleone offered, a bound of friendship that required some consequences behind. “Bonasera bowed his head murmured in strangled voice. “Be my friend. I accept.”” (Puzo: 31)

## **CHAPTER V**

### **CONCLUSION, IMPLICATION AND SUGGESTION**

#### **A. Conclusion**

The study about Don Vito Corleone’s influence towards his men’s attitude constructs conclusions as follows:

#### 1. The Motivations of Don Vito Corleone in The Process if Influencing the Attitudes of His Men

There were some motivations behind the process of Don Vito Corleone in influencing his men. The motivations are:

- a. The first motivation is that Don Vito Corleone tried to create a world and operated it on a certain code ethics and rules he considered far superior to legal structures of society in which he was accepted, approved, respected and needed while the society and the authorities failed him and his men.

The want to be accepted and approved by others then called as affiliation want.

- b. The second motivation of Don Vito Corleone in influencing the people to be the main source of the mafia power is that he had a responsibility to keep his family survive in such a hard life. He needed more material possession by which all the members of the family would be cared for. The need of wealth then called as the acquisitive want.
- c. The third motivation is that Don Vito Corleone needed to strive a higher status by which he could earn respect and loyalty from the people beneath his power. The respect and loyalty that he got were an indication of his successful in influencing his men.
- d. The fourth motivation is that Don Vito Corleone knew that the strength of family business was depended most on the power he had. He needed to increase his power so he had the right to make any request from his men. With authority or power he could control his men, to obtain their obedience, to compel their actions, and to decide their fate.
- e. The fifth motivation is that Don Vito Corleone wanted to raise the life of the people around him with gave them his help. Don Vito Corleone was the man whom everybody came for help. The desire to help others was called as altruistic want. With such a generosity, Don Vito Corleone believed in law of reciprocity.

## 2. The Forms of Influence That Are Conducted by Don Vito Corleone in The Process of Influencing the Attitudes of His Men

Don Vito Corleone conducted some forms of influence in the process of influencing his men. The forms of influence are:

- a. The first form is conformity or a change in behavior or attitude brought about by a desire to follow the beliefs or standards of others. The changed or the formed of the don vito corleone's men attitude were done in order to follow the order and rules were given by the Don. There were unspoken rules indicating how the men should behave. Don Vito corleone affected most his men in decide what to do, which to choose or how to think. The reason of the conformity was to gain approval, or avoid the disapproval of Don Vito Corleone. With this reason, the people of Don Vito Corleone want him to accept, like, and treat them well.
- b. The second form is the effort to persuade his men in order to produce a certain behavior or agreement. Don Vito Corleone used the power of friendship, authority, reciprocity and social validation in gaining his men compliance.
- c. The third form is the effort to forced the people under his power to follow his request, his offer. For some certain people, like Amerigo Bonasera, the using of obedience was needed. His men were obligated to do what he wanted and they can not avoid it or even reject it.

### 3. The Processes Were Conducted by Don Vito Corleone in Influencing the Attitudes of His Men

In influencing the attitudes of his men, Don Vito Corleone used his reputation as a man with formidable power of persuasion. He had indicators of a persuasive speaker like credibility, attractiveness and intent. He also known as a man that can make a message become something sounded persuasive. His way in delivering a message, how he packaged something simple to be persuasive ones with the art of wording and framing message, uttered a reasonable message and delivered message that arose fear, was his undoubted ability. It was supported by the characteristics of his men that make him easier to persuade them. His men were a people with a high need of approval especially from the Don. Theoretically, people with high need of approval or acceptance are generally easier to persuade than people who are low in this need.

#### **B. Implication in English Language Teaching**

In analyzing the novel of *The Godfather*, the theories of social influence is used. This theory is suitable enough to determine the behavior and attitude of others. As a student of Teacher Training and Education Faculty, the writer considered that the theories were needed and appropriate to be applied in the English learning and teaching process.

The major theory of this study is the theory of social psychology in which social influence is one of its branches. In social influence theory the shaping and forming of someone's behaviour and attitude are affected by some factors around

the people and one of them is the actions and characteristics of others. In applying this theory in a teaching and learning process, a teacher should be an ideal figure that can be identified by the students. The visible characteristics and appearance of teacher often strongly influenced the behavior and attitude of students.

The next theory is motivation theory. Motivation has an important role in language teaching and learning process. Language is habits so language will easier to be mastered with more practices rather than theories. In practising a foreign language students need a strong motivation to do it and the teacher is the central motivator. Intrinsic motivation is one of the ways to gain the students participation in activities for their own enjoyment, not for the reward of the activities which bring them. But in certain condition teacher needs to give them extrinsic motivation is motivation that causes the students to participate in activities for physical rewards.

The last is attitude and attitude change theory. Based on this theory attitude can be changed after they have been formed. The way to change someone's attitude is through persuasion. In a language teaching and learning process, a teacher, an instructor will find a various kind of students. With various education and family back ground the attitudes and the behaviours of student will be various too. It is important for the teacher to master the theory of attitude change by using a persuasive communication. How the teacher can be a persuasive speaker and how the message can be a persuasive point is the content of this theory. With apply this theory the teacher can produce a certain behavior or attitude from the student.

The novel and the result of the research can be used as material in English teaching and learning process. It is expected that the novel becomes an interesting language skill's material (reading, writing, speaking, and listening) by using real life approach that are conducted in the novel. For the example, in building the student's reading skill we need an interesting written text with particular genre, like a description text, to be read. The novel of *The Godfather* consist of various text genres includes description text.

The second son, Frederico, called Fred or Fredo, was a child every Italian prayed to the saints for. Dutiful, loyal, always at the services of his father, living with his parents at the age of thirty. He was short and burly, not handsome but with the same Cupid head of the family, the curly helmet of over the round face and sensual bow-shaped lips.... (Puzo: 15)

In reading basic competence not only the correctness of intonation, pronunciation and punctuation in loud reading are concerned, but also the mastery of generic structure of the text is learnt. Therefore, this novel's text with its various kind of text genre will be a helpful reading material.

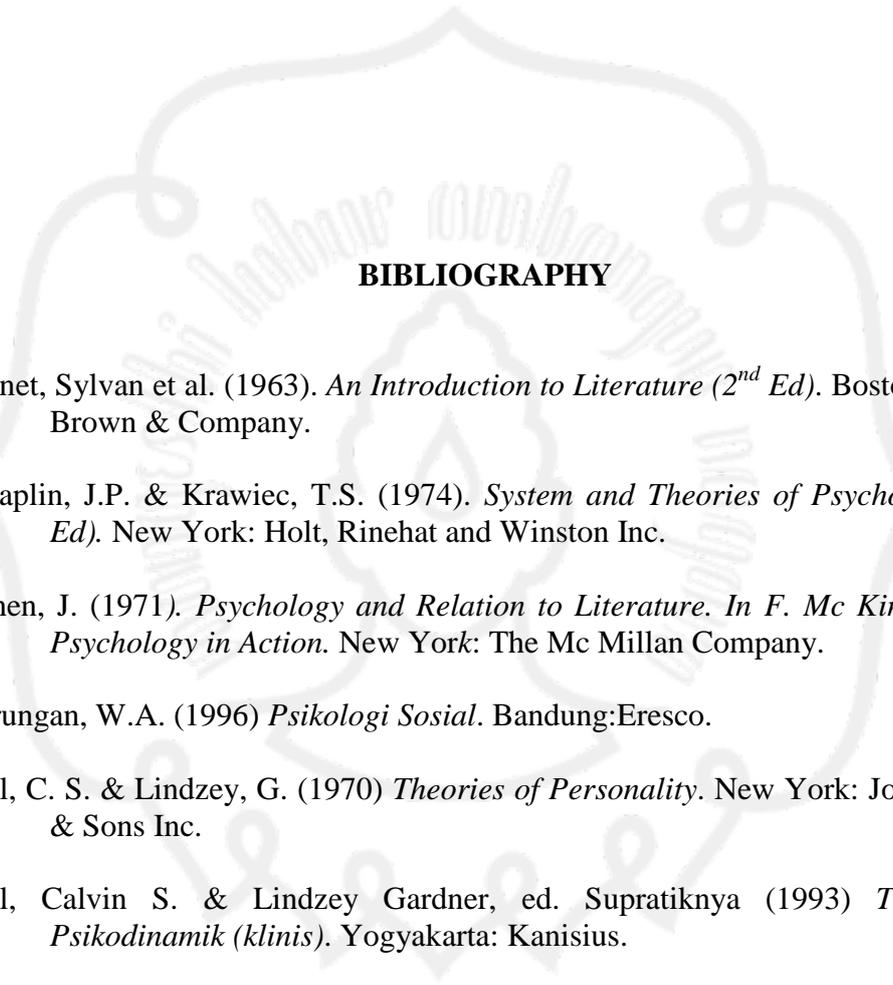
### **C. Suggestion**

Having analysed the influence of Don Vito Corleone towards the attitudes of his men in *The Godfather*, it is necessary to convey some useful suggestions for the readers:

1. Don Vito Corleone's life is a description of another life side existed in this real world. It reflects the condition in of a part of people that felt had been neglected by the society and the authorities. They did not believe in the society's order or law anymore. They created a certain world in which they

can use their own order and law based on their standards, a standard that may not suitable enough to be practiced in a normal life even it caused some destructions. . It is suggested for the readers to accept the laws and order of the society even when they seemed biased, the society's law and order is product of the society's element agreement

2. Don Vito Corleone's personality shows that he was a good man even when he was the head of the crime organization. His generosity towards the people around him was something undoubted, although there must be some self-interest behind. He portrayed as a good husband, a good father and a good boss. It is suggested for the reader to have a good perception about other's behaviour. "Don't judge a book by it's cover"
3. The world was created by Don Vito Corleone was something absurd. The world coloured with blood of murder, the world that permitted all way to gain their hope and dream. So when we make a decision, be sure that it is useful not only for our business but also for others.
4. The story expresses a message that in every decision there must be consequences waiting for. Bad or good result was the product of what we have done. It is suggested to the reader to always do the best for every single effort in order to get a maximum result.



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## **APPENDICES**



**Synopsis of *The Godfather***

The Godfather was the story of organized crime in the 1940's which revolved around the Corleone family. Don Vito Corleone was the head of a New York Mafia "family". The story began as "Don" Vito Corleone, oversee his daughter's wedding. His beloved son Michael Corleone had just come home from the war, but did not intend to become part of his father's business. Through Michael's life the nature of the family business became clear. The business of the family was just like the head of the family, kind and benevolent to those who gave respect, but given to ruthless violence whenever anything stands against the good of the family. Don Vito lived his life in the way of the old country, but times were changing and some did not want to follow the old ways and looked out for community and "family".

Family problems arose when a gangster supported by another Mafia family, Solozzo, announced his intentions to start selling drugs all over New York. Solozzo wanted Don Corleone's cooperation because the don had a valuable network of politicians and judges in his pocket, and his protection would be a boon to Solozzo's business. Solozzo tried to entice Don Corleone with the incredible profit potential that drug dealing offers, but the don said that his friends in public office wouldn't be his friends for long if he got involved in such a "dirty business. He approached Don Corleone about it but the Don was morally against the use of drugs, and turned down the offer.

Don Vito Corleone did not want to enter the drug business as he believed that it would spoil the youth. Sonny Corleone, his eldest son, however, showed interest in the deal. This led Solozzo to believe that if the Godfather could be

taken out of the way, Sonny may agree to work with him. An assassination attempt on the Godfather is arranged. Solozzo then kidnaped one of Don's advisors, Tom Hagen and tried to make him force Don's eldest son, Sonny Corleone to agree to sell drugs, but the plan went wrong when Solozzo found out that Don Corleone was still alive. The assassination attempt failed but left the Godfather near death, although he eventually recovered.

However, when his father was nearly assassinated, Michael Corleone volunteered to murder the men responsible (against the wishes of his brother Sonny), Virgil "The Turk" Sollozzo and McCluskey, a police captain who was acting as Sollozzo's bodyguard. After committing the murders, Michael fled to Sicily under the protection of Don Tommasino and stayed in hiding for two years. While in Sicily, he married a young woman named Apollonia, but she was killed by a car bomb intended for him.

Sonny Corleone, now acting as the Corleone Family's Don, with Vito incapacitated, prepared for an all-out war against the Tattaglias and Barzinis. Bruno Tattaglia, Don Philip Tattaglia's son, was killed in his nightclub. In retaliation for the killing of rival boss Philip Tattaglia's son, Tattaglia's partner and the Don of one of the most powerful of the Five Families, Emilio Barzini, enlisted the help of Sonny's brother-in-law, Carlo Rizzi, in setting a trap for the impulsive new Don, Sonny Corleone. In the state of mob warfare that existed, Corleone family members known better than to go out much in public, particularly without

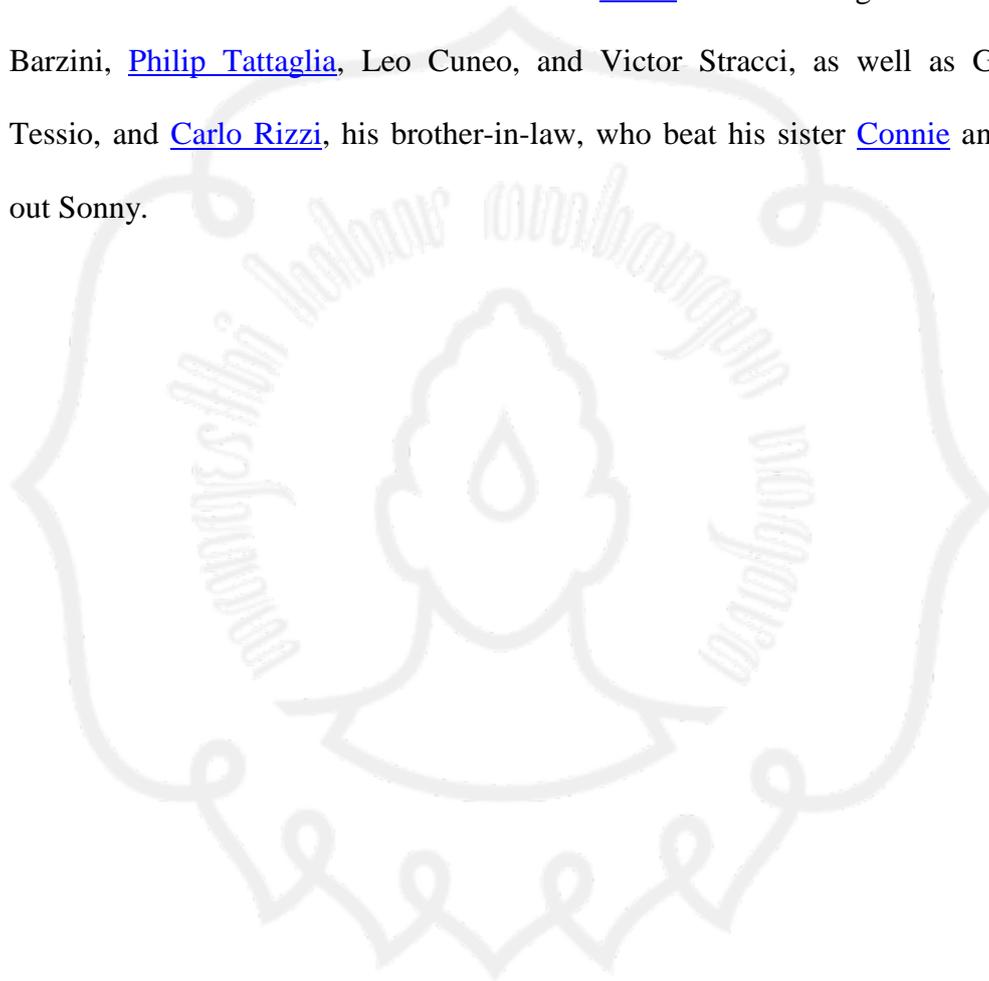
bodyguards. Thus, they remain secluded in the family's equipped estate. To draw Sonny out into the open, Rizzi inflicted a particularly vicious beating on Sonny's sister, Connie. Connie telephoned Sonny, who in a fit of rage left the family compound unaccompanied and headed for Connie's apartment with the intention of taking revenge upon and perhaps killing Carlo. In giving reign to his rash behavior, however, Sonny played into the plan of Barzini, Tattaglia and Rizzi. As Sonny approached a toll plaza, a number of Tattaglia's men emerged from the toll booths and car ahead of Sonny's with [submachine guns](#) and viciously gun him down.

When Sonny died in a hail of gunfire, Don Vito returned from his convalescence to forge a new peace with the other families and even managed to arrange for someone else to be convicted of the murders Michael committed, allowing his youngest son to come home.

While in Sicily, Michael Corleone learned that Sonny had been murdered and he returned to New York. There, he reluctantly became involved in his family's criminal enterprises, taking over for his deceased brother as head of the family under Vito's supervision. He married his longtime girlfriend, [Kay Adams](#), in [1950](#). With the intention of moving the family to [Nevada](#), where the Corleone's had a large stake in a casino, Michael tried to buy out the Casino owner [Moe Greene](#)'s stake. After his father's death, he became Don of the Corleone crime family. Before his death, Vito had warned Michael that after he was gone, the head of the rival Barzini family would make an attempt on his life

under the pretense of organizing a meeting in order to make peace between the two families.

After his father's caporegime, Salvatore Tessio, inadvertently revealed that he had conspired with Emilio Barzini against him, Michael arranged the murders of the leaders of the New York Mafia's other ruling families: Don Barzini, Philip Tattaglia, Leo Cuneo, and Victor Stracci, as well as Greene, Tessio, and Carlo Rizzi, his brother-in-law, who beat his sister Connie and sold out Sonny.



## The Data that reflect Don Vito Corleone's Characters

### DVC 1

And so on that Saturday morning the friends of Don vito Corleone streamed out of New York City to do him honor. They bore cream-colored envelopes stuffed wiyh cash as bridal gifts, no checks. Inside each envelope a card established the identity of the giver and the measure of his respect for the Godfather. A respect truly earned.

(Puzo:13)

### DVC 2

Don Vito Corleone was the man whom everybody came for help, and never were they disappointed. He made no empty promises nor the craven excuse that his hands were tied by more powerful forces in the world than himself. It was not necessary that he be your friend, it was not even important that you had no means with which to repay him. Only the thing was the required. That you, you yourself, proclaim your friendship. And then, no matter how poor or powerless the supplicant, Don Corleone would take that man troubles to his heart. And he would let nothing stand in the way to a solution that man's woe.

(Puzo: 13)

### DVC 3

"It was not necessary that he be your friend, it was not even important that you had no means with which to repay him. Only the thing was the required. That you, you yourself, proclaim your friendship. And then, no matter how poor or powerless the supplicant, Don Corleone would take that man troubles to his heart. And he would let nothing stand in the way to a solution that man's woe. His reward? Friendship...."

(Puzo: 13)

### DVC 4

His reward? Friendship, the respectful title of "Don," and sometimes the more affectionate salutation of "God Father." And perhaps, to show respect only, never for profit, some humble gift-a gallon of homemade wine or a basket of pepped taralless specially baked to grace his Christmas table. It was understood, it was mere good manners, to proclaim that you were in his debt and had he had the right to call upon you at any time to redeem your debt by some small service.

(Puzo: 13-14)

### **DVC 5**

Don Corleone received everyone-rich and poor, powerful and humble-with an equal show of love. He slighted no one. This was his character.

(Puzo: 14).

### **DVC 6**

The Don always thought that when a man was generous, he must show the generosity as personal. How flattering to a man that a man like the Don would borrow to loan him money. Not that a man did know that the Don was a millionaire but how many millionaires let themselves be put to even a small inconvenience by a poor friend?

(Puzo:22)

### **DVC 7**

If you are downtrodden, or unfairly victimized, all you need do is approach one of the "families" and request a "favor. Proclaim your devotion and friendship, the favor will be granted. And then even though it may never happen you must be willing to return the favor.

(Puzo: 32)

### **DVC 8**

A man who is not a father to his children can never be a real man

(Puzo 35).

### **DVC 9**

"Friendship is everything. Friendship is more than talent. It is more than government. It's almost the equal of family. Never forget that. If you had built up a wall of friendship you wouldn't not have to ask me to help".

(Puzo: 36)

### **DVC 10**

Hagen had learned the art of negotiation from the Don himself. "Never get angry" the Don had instructed. "Never make a threat. Reason with people". The word reason sounded so much better in Italian, *rajunnah*, to rejoin. The art of this to ignore all insult, all threats, to turn the other cheek.

(Puzo: 54)

### **DVC 11**

By this time, the second child, Frederico, had arrived and Vito Corleone had four mouths to feed.

(Puzo: 195).

**DVC 12**

Vito corleone raised his hands in surprise. I'm asking you a favour, only that. One never knows when one might need a friend, isn't that true? Here, take this money as a sign of my good will and make your own decision. I wouldn't dare to quarrel with it. Do me this little favour, just take the money and think things over. Tomorrow morning if you want to give me the money back by all means do so. If you want the woman out of your house, how can I stop you? It's your property after all. If you don't want the dog in there, I can understand. I dislike animals myself. He patted Mr. Roberto on the shoulder. Do me this service, eh? I won't forget it. Ask your friends in the neighbourhood about me, they'll tell you I'm a man who believe in showing his gratitude.

(Puzo:209)

**DVC 13**

"Vito Corleone was now "a man of respect" in the neighborhood. He was reputed to be a member of the Mafia of Sicily."

(Puzo: 210)

**DVC 14**

He also would be called in on special cases, where store owners resisted the sales talks of Clemenza and Tessio. Then Vito Corleone would use his own formidable powers of persuasion.

(Puzo: 210).

**DVC 15**

Even as a young man, Vito Corleone became known as a "man" of reasonableness". He never uttered a threat. He always used logic that proved to be irresistible. He always made certain that the other fellow got hi share of profit. No body lost. He did this, of course by obvious means.

(Puzo: 211).

**DVC 16**

"Even as young man, Vito Corleone became known as a "man of reasonableness". He never uttered a threat. He always used logic that proved irresistible. He always made certain that the other fellow got his share of profit. Like many businessman of genius he learned that free competition was wasteful, monopoly efficient. And so he simply set about achieving that efficient monopoly."

(Puzo: 211)

**DVC 17**

And even Don Vito Corleone, that most modest man could not help feeling sense of pride. He was taking care of his world, his people. He had not failed those who depended on him and gave him the sweat of their brows, risked their freedom and their lives in his service.

(Puzo: 213)

**DVC 18**

This of course was not pure Christian charity. Not his best friends would have called The Don as saint from heaven. There was some self-interest in this generosity. An employee sent to prison knew he had only to keep his mouth shut and his wife and children would be cared for. He knew that if he did not inform the police a warm welcome would be his when he left prison. ”

(Puzo:213)

**DVC 19**

He consolidated this power with a far seeing statesman like intelligence; by helping brilliant boys from poor Italian families through college, boys who would late become lawyers, assistant district attorneys, and even judges. He planned for the future of his empire with all the foresight of a great national leader.

(Puzo:214)

**DVC 20**

And so the don could take pride in his rule. His world was safe for those who had sworn their loyalty to him; other men who believed in law and order were dying by the millions.

(Puzo: 221)

**DVC 21**

“...He doesn't accept the rules of the society we live in because those rules would have condemned him to a life not suitable to a man like himself, man of extraordinary force and character. ....He refuses to accept their will over his own. He refuses to live by rules set up by others, rules which condemn him to a defeated life. But his ultimate aim is to enter that society with certain power since society doesn't really protect their members who do not have their own individual power. In the meantime he operates on a code of ethics he considers far superior to legal structure of society.

(Puzo: 363-364)

**The Data that reflect Don Vito Corleone's Influence  
towards Santino Corleone**

**SC 1**

Sonny Corleone had strength, he had courage. He was generous and his heart was admitted to be as big as his organ. Yet he did not have his father's humility but instead a quick, hot temper that led him into errors of judgment.

(Puzo: 15)

**SC 2**

If he refused to be instructed, Santino could never run the family business, could never become a Don.

(Puzo: 31).

**SC 3**

Sonny Corleone, a warmhearted and imperious eleven-year old, had brought his friend home and demanded that he be taken in.

(Puzo: 49)

**SC 4**

Alone with his son, he gave full vent to his rage, cursing the hulking Sonny in Sicilian dialect, a language so much more satisfying than any other for expressing rage.

(Puzo: 218)

**SC 5**

"I saw you kill Fanucci."

The Don said, "Ahhh" and sank back in his chair. He waited.

Sonny said "... I saw everything you did. I stayed there and I saw you throw away the wallet and the gun."

The don sighed "Well, then I can't talk to you about how you should behave. Don't you want to finish school; don't you want to be lawyer? Lawyers can steal more money with a briefcase than a thousand men with guns and masks."

Sonny grinned at him and said slyly, "I want to enter the family business" when

he saw the Don's face remain impassive, that he did not laugh at the joke, he

added hastily, "I can learn how to sell olive oil."

Still the Don did not answer. Finally he shrugged. "Every man has one destiny,"

he said.

(Puzo: 218)

### **SC 6**

And it brought out a professorial instinct in the don himself, who often gave lectures on how to succeed for the benefits of his eldest son. Besides his oft-repeated theory that a man has but one destiny, the don constantly reproved sonny for that young man's outbursts of temper.

(Puzo; 219)

### **SC 7**

The don considered a use of threats the most foolish kind of exposure; the unleashing of anger without forethought as the most dangerous indulgence. No one had ever heard the don utters a naked threat, no one had ever seen him in uncontrollable rage. It was unthinkable. And so he tried to teach sonny his own disciplines. He claimed that was no greater natural advantage in life than having an enemy overestimate your faults, unless it was to have a friend underestimate your virtues.

(Puzo; 219)

### **SC 8**

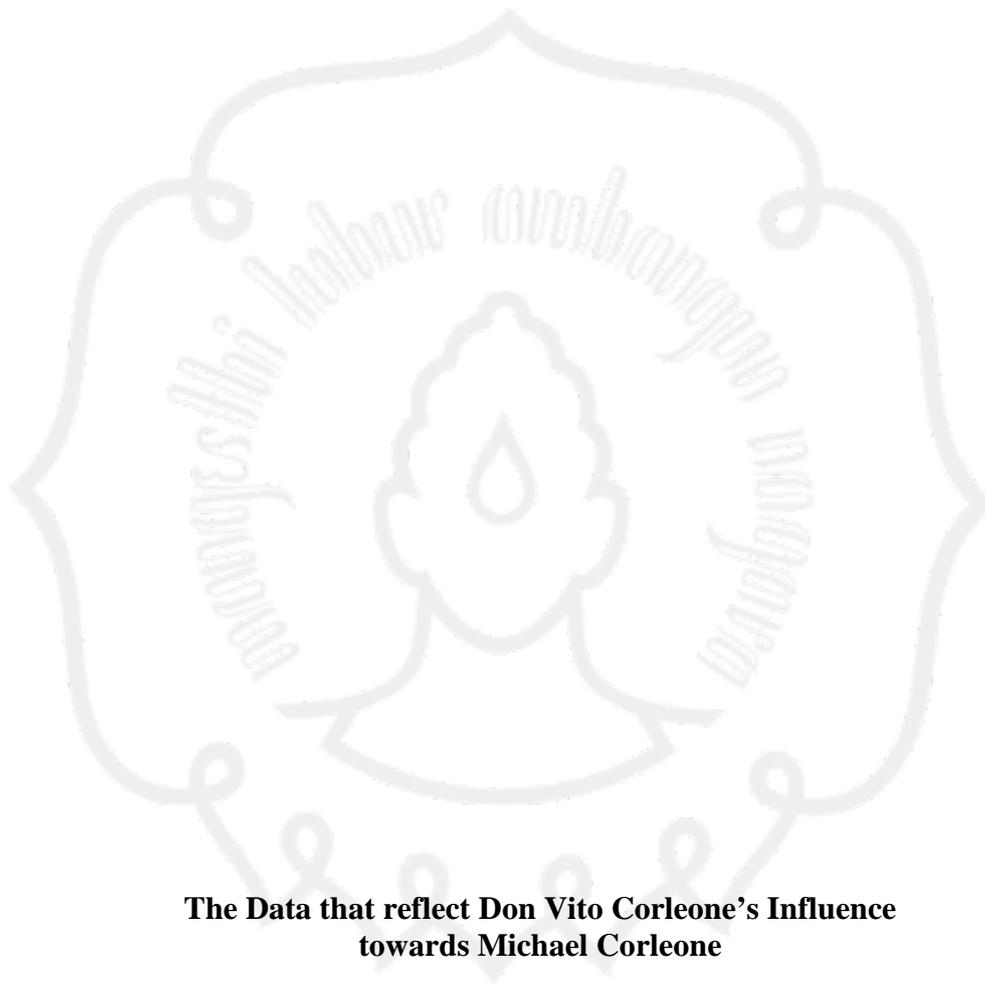
The Don was recovering and would soon be able to resume command. ... This

Sonny was sure of. Mean while he would guard the Family's empire, earn the

respect of his father, and, since the position was not hereditary to an absolute

degree, cement his claim as heir to the Carlene Empire.

(Puzo: 260)



**The Data that reflect Don Vito Corleone's Influence  
towards Michael Corleone**

**MC 1**

Michael Carleone was the youngest son of the Don and the only child who had refused the great man's direction.

(Puzo: 15)

**MC 2**

Every guest noticed that the Don paid no particular attention to this third son. Michael had been his favorite before the war and obviously the chosen heir to run

the family business when the proper moment came. He had all the quiet force intelligence of his great father, the born instinct to act in such a way that men had no recourse but to respect him.

(Puzo:16)

### **MC 3**

Thinking this made him feel guilty about not feeling sympathy for his father.

(Puzo: 116).

### **MC 4**

What Michael wanted was out, out of all this, to lead his own life. But he couldn't cut loose from the family until the crisis was over.

(Puzo: 119)

### **MC 5**

"Tom, don't let anybody kid you. It's all personal, every bit of business.... You know where I learned that from? The Don. My old man. The godfather.... He took my going into the marines personal. That's what's makes him great. The great Don. He takes everything personal. Like God. He knows every feather that falls from the tail of a sparrow or however the hell it goes. Right? And you know something? Accidents don't happen to people who take accidents as a personal insult. So I came late, OK, but I am coming all the way. Damn right, I take that broken jaw personal." He laughed." Tell the all men I am learned it all from him and that I am glad I had this chance to pay him back for all he did for me. He was a good father." He paused and then he said thoughtfully to Hagen, "You know, I can never remember him hitting me. Or Sonny. Or Freddy. And of course Connie, he wouldn't even yell at her. And tell me the truth, Tom how many men do you figured the Don killed or had killed."

(Puzo:145)

### **MC 6**

After five months of exile in Sicily, Michael Corleone came finally to understand his father's character and his destiny. He came to understand man like Luca Brasi, the ruthless caporegime Clemenza, his mother's resignation and acceptance of her role. For in Sicily he saw what they would had been if they had chosen not to struggle against their fate. He understood why the Don always said, "A man has only one destiny." He came to understand the contempt for authority and legal government, the hatred for any man who broke omerta, the law of silence.

(Puzo: 323)

### **MC 7**

Michael Corleone understood for the first time way the man like his father chose to be came thieves and murderers rather than members of legal society. The poverty and fear and degradation were too awful to be acceptable to any man of

spirit. And in America some emigrating Sicilians had assumed there would be an equally cruel authority.

(Puzo :326)

**MC 8**

“And I don’t want those kids to be influenced by me the way I was influenced by my father. I don’t mean my father deliberately influenced me. He never did. He never even wanted me in the family business. He wanted me to become professor or a doctor, something like that. But things went bad and I had to fight for my family. I had to fight because I love and admire my father.”

(Puzo: 362)

**MC 9**

“I don’t mean my father deliberately influenced me.”

(Puzo: 362).

**MC 10**

Michael mentioned to Don Tomasino to lean closer. The Don sat on the bed and bent his head. “Tell my father to get me home.” Michael said. “Tell my father I wish to be his son.”

(Puzo: 352)

**MC 11**

That long time ago he had sat in the garden with Kay never dreaming that so curious destiny was to be his.

(Puzo: 409)

**MC 12**

Michael observed all this with a tight, polite smile. He was not impressed. Yet, he thought, if I can die saying, “Life is so beautiful,” then nothing else important. If I can believe that much, nothing else matters. He would follow his father. He would care of his children, his family, his world. But his children would grow in a different world. They would be doctors, artists, scientists. Governors. Presidents. Anything at all. He would see to it that they joined the general family of humanity, but he, as a powerful and prudent parent would most certainly keep a wary eye on that general family.

(Puzo: 409)



**The Data that reflect Don Vito Corleone's Influence  
towards Tom Hagen**

**TH 1**

Hagen watched with quiet admiration. The Don always thought that when a man was generous, he must show the generosity as personal.

(Puzo: 22)

**TH 2**

Hagen was flaying to California on just such a matter. He realized that his career as *Consigliori* would be seriously effected by the success or failure of this mission. .... But Hagen knew that to the Don, both were of equal importance, which settled the matter for any good *Consigliori*.

(Puzo: 48)

**TH 3**

Don Corleone had permitted the boy to stay in his household. Don Corleone himself took the boy to a special doctor and had his eye infection cured. He sent him to college and law school.

(Puzo: 49)

**TH 4**

This had amused Hagen. It had also though him that he could never hope to succeed the Don as the head of the family business. But he was contempt. That had never been his goal; such an ambition would have been a “disrespect” to his benefactors and his benefactor’s blood family.

(Puzo: 51)

**TH 5**

There was some self interest in this generosity.

(Puzo: 213).

**TH 6**

He would have to tell the man he most loved in the world that he had failed him  
....”

(Puzo: 269).

**TH 7**

He must, Hagen knew, tell the news, present his analysis of what must be doneto rectify the situation and then keep silent. His reactions thereafter must be reaction invited by his don. If the don wanted him to show guilt, he would show guilt; if the don invited grief, he would lay bare his genuine sorrow.”

(Puzo: 270)

**TH 8**

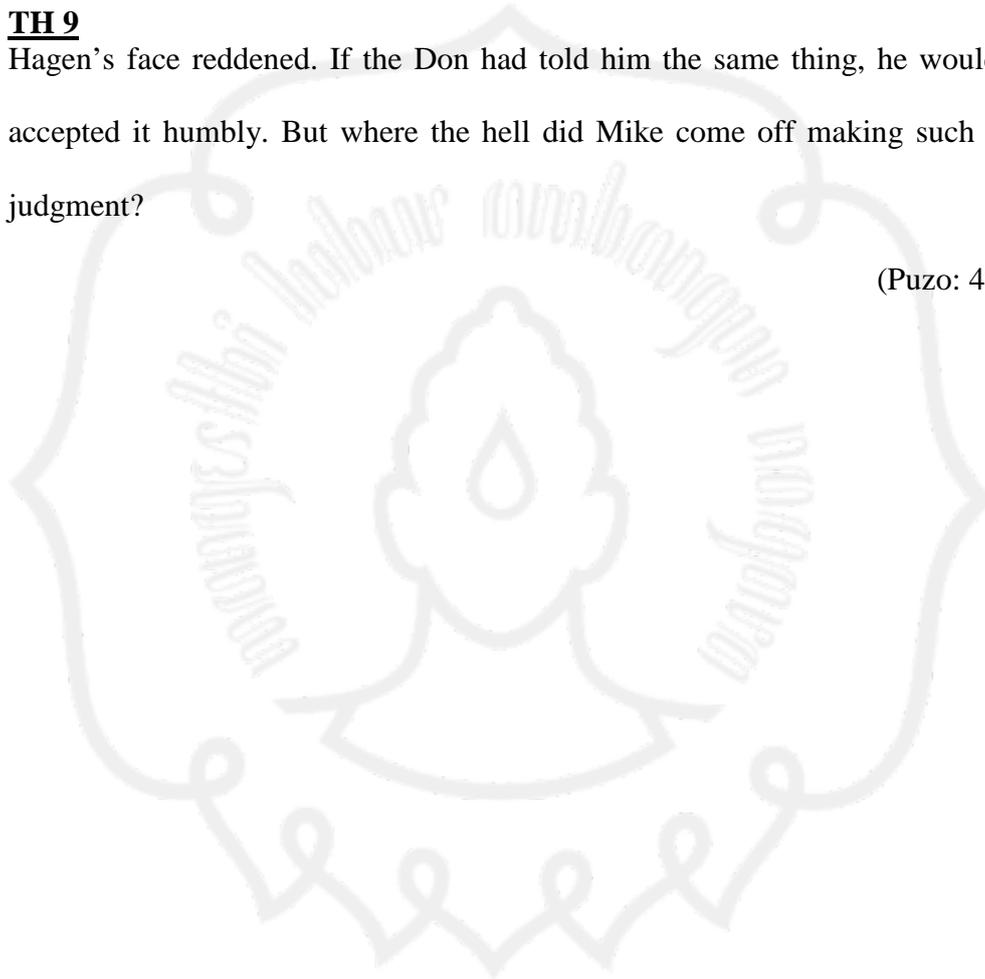
A look of content came over the Don's face. "Well' you know me better than anyone else. Eventhough, you are not a Sicilian, I made you one. Everything you say is true, but there is a solution and you will comprehend it before it spins out to the end. You agree everyone has to take my word and I'll keep my word. And I want my orders obeyed exactly.

(Puzo: 296)

**TH 9**

Hagen's face reddened. If the Don had told him the same thing, he would have accepted it humbly. But where the hell did Mike come off making such a snap judgment?

(Puzo: 402)



**The Data that reflect Don Vito Corleone's Influence  
towards Amerigo Bonasere**

**AB 1**

“They have made fools of us”. He paused and then made his decision, no longer fearing the cost. “For justice we must go on our knees to Don Corleone.”

(Puzo: 10)

**AB 2**

For the first time that afternoon, the Don behaved coolly. He did not embrace the visitor or shake hands.

(Puzo: 27).

**AB 3**

“I raised my daughter in America fashion. I believe in America. America has made my fortune.”

(Puzo: 28)

**AB 4**

The Don had bowed to show respect for the man's grief. But, when he spoke, the words were cold with offended dignity." Why did you go to the police? Why didn't you come to me at the beginning of this affair?"

Bonasera muttered almost inaudibly, "What do you want of me? Tell me what you wish. But do what I beg you to do." There was something almost insolent in his words.

(Puzo: 28)

**AB 5**

"Bonasera cried out in his anguish and his fear...."

(Puzo: 30)

**AB 6**

The cruel and contemptuous irony with which all this was said, the controlled anger of the Don, reduced the poor undertaker to a quivering jelly but he spoke up bravely again. "I ask you for justice."

(Puzo: 30)

**AB 7**

"But if you had come to me, my purse would have been yours.... If by some misfortune an honest man like yourself made enemies they would become my enemies"-the Don raised his arm, finger pointing at Bonasera- "and then, believe me, they would fear you."

(Puzo: 31)

**AB 8**

Bonasera bowed his head murmured in strangled voice. "Be my friend. I accept."

(Puzo: 31)



### **The *The Godfather* Novel as Material in Teaching English.**

The second son, Frederico, called Fred or Fredo, was a child every Italian prayed to the saints for. Dutiful, loyal, always at the services of his father, living with his parents at the age of thirty. He was short and burly, not handsome but with the same Cupid head of the family, the curly helmet of over the round face and sensual bow-shaped lips. Only, in Fred, these lips were not sensual but granite-like. Inclined to dourness, he was still a crutch to his father, never disputed him, never embarrassed him by a scandalous behaviour with women.

(Puzo: 15)

Skill	: Reading Skill Based on Text Genre
Genre	: Description
Social Function	: to describe a particular person
Generic Structure	:
- Identification	: The second son, Frederico, called Fred or Fredo, was a child every Italian prayed to the saints for.
- Description	: Dutiful, loyal, always at the services of his father, living with his parents at the age of thirty. He was short and burly, not handsome but with the same Cupid head of the family, the curly helmet of over the round face and sensual bow-shaped lips. Only, in Fred, these lips were not sensual but granite-like. Inclined to dourness, he was still a crutch to his father, never disputed him, never embarrassed him by a scandalous behaviour with women.

