CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORETICAL

FRAMEWORK

2.1 Pragmatics

Language is important to communicate for human being. Human uses language to interact and language as link between human in society. Language has science that study about language itself. The study of language is linguistics. There are some branches in linguistics to identify language. Such as: Syntax, Semantics, Pragmatics, Sociolinguistics, etc. Meanwhile, one of branch of linguistics that relevant with this research is pragmatics. Pragmatics is one of branch in linguistics field that studies language based on the context. Some expert of linguistics stated. The first, according to Leech (2014) pragmatics is the study about using of language between speaker and hearer that relevant with the meaning. O'Keeffe, Clancy, & Adolphs (2011) also stated that pragmatics is one of study about language that identify language depends on context. Meanwhile, Culpeper (2014) also stated that Pragmatics is one of branch in linguistics that study about language meaning related with the context that used between speaker (writer) and the hearer (reader). Thus, based on statement of some linguists about definition of pragmatics, the researcher can conclude that pragmatics is one of science of language and branch of linguistics study that study about language that related with the context between speaker or writer and listener or reader.

2.1.1 Impoliteness

Between polite and impolite utterance or written, the people usually use impolite utterance in their life. Whenever people use impolite utterance, it is only for making a joke, hint, etc. Culpeper (2011) states that impoliteness has characteristics that related between language and behavior which are considered as harmful deviations. Moreover, impoliteness can also make the other person or someone who is addressed by the offender giving behavior can be angry, lack of self-confidence, and most severely someone will be afraid of the other person when in interaction.

2.1.1.1 Type of Impoliteness

Impoliteness has been divided into five categories. The researcher took the theory from Culpeper (2011) to analyze and collect of kind of utterance that contain with impoliteness utterance of haters. There are, the first is bald on record impoliteness, second is positive impoliteness, third is negative impoliteness, the fourth is sarcasm politeness and the last is withhold politeness.

2.1.1.1.1 Bald On-Record Impoliteness

The first type of impoliteness that provided by Jonathan Culpeper is bald on-record impoliteness. According to Culpeper, Haugh, & Kádár (2017) bald on-record impoliteness is behavior or attitude that performed by the speaker in which the speaker attacks the feeling of the listener directly, clear and unambiguous speech. Then, Culpeper (2011) said that bald on record impoliteness also one of

choice in strategy in which this situation becomes threats to hurt feeling is minimal. It can said that bald on record impoliteness is one of type of impoliteness that has characteristic in which speaker attacks directly the feeling of listener and clear and not ambiguous speech for the situation in which the threats to hurt feeling is narrow.

When someone offer some food to her or his friend brokenhearted friend :

"Eat! Starve won't bring her back!"

In utterance above, it happened when the Dani saw the beggar in side of street who seem got angry. Fortunately for the beggar, Dani had a bread that he bought in the mini market. He approached the beggar and throw his bread and said to the beggar, it made the beggar shocked and confused with Dani. Dani behavior and utterance is a command without any regressive action.

2.1.1.1.2 Positive Impoliteness

The next type of impoliteness is positive impoliteness. According to Culpeper, Haugh, & Kádár, (2017) positive impoliteness is the design of strategies with the purpose to damage the positive face wants of the addressee. Such as when the hearer is not interested about the topic that the speaker talk about, ignore the other, using language that is not understood, didn't care the other, use an inappropriate identity markers, use taboo words, call the other names, seek disagreement, use secret or secretive words.

For example, there are two people and they are friends. In this case, A makes a joke to B, A hides B's pen during B is studying.

Sam : "hey… bastard gives my pen now!!"

was angry because his pen was hidden by A. He throws some swearing by using called the other names to call B's name.

2.1.1.1.3 Negative Impoliteness

Beside positive impoliteness, Culpeper also made opposite type of positive impoliteness which is negative impoliteness. Whether the purpose of positive impoliteness is planned to upset the positive face wants of addressee, negative impoliteness is the opposite. Culpeper et al., (2017) state that negative impoliteness has the purpose to upset the negative face wants of addressee. Such as frighten, snub or snigger, abase, be contemptuous, don't realize the other seriously, underestimate the other, attack space of the other literally or metaphorically, connect the other with a negative aspect explicitly (personalize, by using the pronouns 'I' and 'You'), and put indebtedness of the other on the record.

Example :

Jeremy : "I will kill you if you tell someone else"

It happened when Jeremy stolen diamond of his mother in the cabinet, unfortunately his servant saw. Jeremy was shocked and strangled his servant's neck and he told the servant to hidden the incident. This phenomenon of utterance above contain with impoliteness strategy of frighten.

2.1.1.1.4 Off-Record Impoliteness

Moreover, off-record impoliteness also type of impoliteness that introduced by Culpeper (as cited in Bousfield 2008) states that its type is a replacement to the 'meta-strategic' nature of sarcasm. According to Culpeper et al., (2017) this type is purposed to interdiction that performed by means of an implicature but in such a way that one attributable intention clearly outweighs any others. For example : some students got a discussion and should choose one of them to be a leader in their group.

Ina   : I will be a leader in our group.
Sam   : **We should have a smart leader Ina, so don't you**.

In conversation above, there are two participants. There are Ina and Sam. Ina is one of student who has standard ability than Sam. Sam is a smart student in their class. So, that's why Sam attacked Ina by intention clearly which mean she doesn't deserve to be a leader.

2.1.1.1.5 Withhold Politeness

After that, the last type of impoliteness is off-record impoliteness. This strategy is considered to holding back politeness. As Culpeper et al., (2017) said that this is one of type impoliteness in which the speaker hold of politeness work where it would be expected or it is not able to work politely in an expected condition. For example, when someone receives a gift from a friend and he fails to say thank you for the gift he received, it is considered as deliberate impoliteness. Example :

Benny : this is for you.

Marry : what is that ? oh poor food, hahaa… thanks, I will give it for my pet.

Conversation above happened when Benny gave the food to Marry for her lunch, Marry accepted the food but denied for eat the food from Benny. So that is why Marry initiative to give the food to her pet. It assumed that the food from Benny is poor food only deserve for her pet because of Benny from poor family. It can be seen the phenomenon when Marry didn't appreciate what Benny given. Marry used withhold politeness to attacked Benny.

2.1.1.2 The Factors of Impoliteness

After discussing about type of impoliteness strategies, the researcher also wants to analyze about some factors that influence the characters used impolite utterances that proposed by Jay (as cited in Bousfield, 2008) in case of impolite communication.

2.1.1.2.1 Age

The factor that always happened in everyday life is age. Age can influence the people use positive or negative utterance when people speak. According to Jay (as cited in Bousfield, 2008) factor of age is more dominant influenced to people select about the words to speak with the hearer. Such as child, teenager, adult, elder. In some context, the younger and older offenders raise less anger than adult and teenager.

2.1.1.2.2 Sex

The second factor why people do an offence that often appears when people communicate each other is sex. This factor as Jay (as cited in Bousfield, 2008) is one of powerful dimensions of people communication that related with gender of listener or speaker. Especially, it related with respect to sweating and insulting behavior (sic-passim). For example : the word of *bitch* is target to attack female and the phrase so of bitch for males. So, it can be said that sex as one of factor that cause to appear negative attitude that relevant with language through the taboo words.

2.1.1.2.3 Status

Moreover, the third factor of offenders that use some impolite language is status. According to Jay as cited in Bousfield (2008), this factor appears because of economic or social background. Such as rich, poor, amount of education, occupation, or authority effect the way people use anger. It means that, the offenders use status as one of factor that why people use negative attitude.

2.1.1.2.4 Ethnic Group

After that, the fourth factor of offenders is ethnic group. Jay (as cited in Bousfield, 2008) assumed that the ethnic group has a characteristic to use and choose an expression when the speaker is angered by the offender or ethnic itself. It means that ethnic group's factor is the anger used the characteristic that usually use in the group itself. For example : in Indonesia when someone angry then show

the fist that means to threatening the opponent.

2.1.1.2.5 Physical Appearance

The fifth factor also influences the offenders gives negative attitude or utterance is physical appearance. Physical appearance is type of offence that offender use some taboo words to hint the hearer, as Jay cited in Bousfield (2008) says that physical appearance is everything of real deviation from normal that the speaker hint to the hearer. Such as size of body, abnormal face appearance, weight, deformity, and body movement or action cover the majority of these angry violates noting differences of physical. For example : when the speaker uses abnormality words to insult the hearer is like calling a fat person is elephant or pig and said ugly related negative attitude.

2.1.1.2.6 Social-Physical Setting

Next, the sixth factor is social-physical setting. This factor is caused by an utterance or expression from the offenders. Jay as cited in Bousfield (2008) states that the factor of social-physical setting when person utters an anger to other based on the relationship. Such as leisured/business, private/public, homogeneous/mixed grouping, family/strangers. In these conditions, the offenders express their anger to the hearer. Exactly, the offender will express under these conditions in which its expression isn't highly sanctioned.

2.1.1.2.7 Non-human Wrongdoer

Based on Jay (as cited in Bousfield, 2008), this caused of factor non-human wrongdoer is pursued by a dog, hit by bird droppings, seeing poor condition of weather. These incidents happen where a person doesn't cause the anger; even the incidents were more accidental or non-intentional in nature. This dimension in included in the event scenario because of the many categories of non-human categories. in these instances the person is angry and emotional and explosive, the force and sensitivity of which is related to the degree of injury or injury experienced. The intent is not to communicate anger but to express frustration.

2.1.1.2.8 Self as Wrongdoer

The last factor is self as wrongdoer. According Jay (as cited in Bousfield, 2008), in this case the offender or behavior is one 's self. The self-purpose pointed anger is to take a procedure of self-corrective. For example : when the student got low grade in the mathematic exam, "next time study hard for this lesson before you get the exam, dumb ass!". The expression shows a function for teaching herself and at the same time allows herself to let off a little steam and also use of one of word expletives such as, dam it, shit, or as a case of frustration for her.

2.2   Previous Research

Before the researcher does this research about impoliteness strategies in *Ugly Betty Movie*, the researcher find some previous research that related with the topic of the researcher analyzed. The purpose of the previous research that related

with the topic of this thesis is as comparison and references if this thesis is not researched yet by other researcher. First, the research was written by Erza & Hamzah (2018) from University of Negeri Padang. The research who has been written by Erza & Hamzah (2018) analyze about impoliteness that found some comments on *instagram* of male and female entertainers. The aim of the research of Erza & Hamzah (2018) are to find out analysis of impoliteness strategies used the haters on *instagram* comments of male and female entertainers. Erza & Hamzah (2018) used pragmatics approach and theory of impoliteness strategies by Jonathan Culpeper. The similar research between this research and Erza and Hamzah's research are have had the same object of the research is impoliteness strategies. Then, the difference of the research between this research and Erza & Hamzah's research are different data, data of Erna & Hamzah's research is Comments Of Male-Female Entertainers that contain with impoliteness strategies from *instragram*. Besides that, the data of this research is impoliteness strategies that the characters used in *Ugly Betty* Movie.

The second, the researcher found previous research from Shinta, Hamzah, & Wahyuni (2018) from Faculty of Language and Art in University of Negeri Padang in Indonesia country. The research is about impoliteness strategies that used by supporters and detractors of Ahok in their comments by gender. The similar the research and the research of Shinta et al., (2018) used theory of Culpeper and the research of Shinta et al., (2018) has result about the type of impoliteness in which this type most often occur in male supporter's and impoliteness strategies used by detractors in comments are positive impoliteness.

Male supporters get frequency 45% with the total is 62 and from male detractors get 52% with the total 79. Then, the type of impoliteness in which this type most often occur in female supporter's and impoliteness strategies used by detractors in comments are positive impoliteness also. Female supporters get frequency 38% with total 51 and female detractors get frequency 49% with the total 77.

In the second previous research, the researcher found difference of analysis that is the researcher used the data from impoliteness strategies by characters in *Ugly Betty Movie* while the data of Shinta et al., (2018) used data from comments by supporters and detractors of Ahok in *Instagram*.

The third, the researcher found previous research from Mirhosseini, Mardanshahi, & Dowlatabadi (2017) from Department of English language and literature in University of Arak in Iran country. Their research is about analysis of impoliteness strategies in gender differences between two characters in movie of mother. The similar the research and the research of their research are same used the theory of impoliteness from Culpeper and the result of Mirhosseini et al., (2017) has result of collecting data of impoliteness utterance that found in the mother movie which contain impolite utterance. Type of impoliteness that often occur in the mother movie is positive impoliteness that get from male character utterance which 34 utterances. Then the type of impoliteness that rarely occurs in the mother movie utterance is sarcasm and bald on-record impoliteness that get from male character utterance which 2 each utterance.

Meanwhile, the researcher has found the difference of researches between this research and the research of Mirhosseini et al., (2017) are difference used of

title of source the data in movie. This research gets data from impoliteness strategies by characters in *Ugly Betty Movie* then the data of Mirhosseini et al., (2017) get the source of data from the Mother movie.
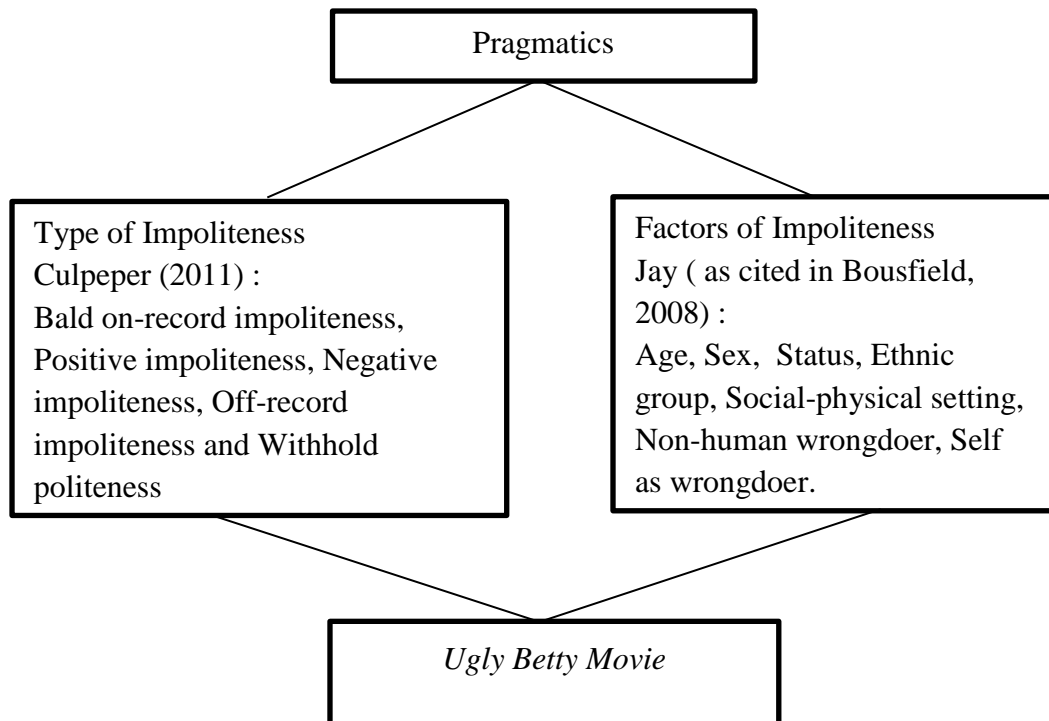
The fourth is previous research that the research found from Methias (2011) from Department of English language and literature in University of King Saud in Saudi Arabia country. The research of Methias (2011) is about analysis of impoliteness or underpoliteness of a Christmas dinner scene from Dickens's great expectations. The similar between this research and the Methias (2011) are same used theory from Culpeper. Then, the difference of research between this research and the research of Methias (2011) are different source of data. This research gets data from impoliteness strategies that the characters used in *Ugly Betty* movie, then the data of the research from Methias (2011) gets source from a Christmas dinner scene from Dickens's Great Expectations.

The fifth came from Savitri (2018) from faculty of humanities in Diponegoro University. Savitri (2018) used impoliteness and rudeness as the subject in her research to analyzed the dominant phenomenon of the object that is in Sawungkampret comics by Dwi Koendoro. After the researcher read this previous research form Savitri (2018), the researcher found similar and different analysis. The similar between Savitri (2018) and the research are same about the subject in which used theory of Culpeper but the research didn't include rudeness. Then, the different both researches are in the object, Savitri (2018) used the object from comic than the research used the object from the movie.

Next previous research is the sixth that the research found from ILIĆ (2018) who came from faculty of philosophy in Niś University at Serbia. The research of ILIĆ (2018) used two theory from impoliteness and narcissism to analyze Gone with the Wind novel as the object. ILIĆ (2018) had result that the most appear is positive and negative impoliteness. After the researcher compared the researcher of ILIĆ (2018), there are some similarities and differences that the researcher found. first is from similarities of both research, the research of ILIĆ (2018) same about the subject that used to analyzed the object, but the researcher only used impoliteness strategy to analyzed. Then, the differences are in the object, ILIĆ (2018) used novel of Gone with the Wind than the researcher used Movie of Ugly Betty, and the most dominant appear in the analysis of ILIĆ (2018) is negative and positive impoliteness but in the researcher is only positive impoliteness.

Then, the last previous research that has found by the researcher from Halim (2015) from faculty of language and linguistics in University of Malaya in Kuala Lumpur country. The research analyzed about impoliteness strategies that used in a politician's *Facebook*. The similar between the research of researcher and the research of Halim (2015) are the same used theory impoliteness from Culpeper. Then, the differences of this research and the research of Halim (2015) are different source of data. The source of data in this research from impoliteness strategies by characters in *Ugly Betty Movie*, but the source of data from the research of Halim (2015) get from *Facebook* of a politician.

2.3 Theoretical Framework

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                    │      Pragmatics     │
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| Type of Impoliteness Culpeper (2011) : Bald on-record impoliteness, Positive impoliteness, Negative impoliteness, Off-record impoliteness and Withhold politeness | Factors of Impoliteness Jay (as cited in Bousfield, 2008) : Age, Sex, Status, Ethnic group, Social-physical setting, Non-human wrongdoer, Self as wrongdoer. |

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                    │    Ugly Betty Movie  │
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Figure 2.1 Theoretical Framework

As seen in figure above, in the first of this research explain about pragmatics. Moreover, analyze type of impoliteness strategies that proposed by Culpeper, Haugh, & Kádár (2017). There are some types of impoliteness strategies are bald on-record impoliteness, positive impoliteness, negative impoliteness, off-record impoliteness and the last withhold politeness strategies. All of theories are applied to analyze the impoliteness strategies that found in utterance by characters in *Ugly Betty Movie*. Then, there are some factors that influence the offenders used impoliteness provide by Jay (as cited in Bousfield, 2008). There are age, sex, status, ethnic group, social-physical setting, non-human wrongdoer, self as wrongdoer.