

CHAPTER I

INTRODUCTION

1.1 Background of the research

Humans use language as a form of communication. With language, humans can interact by conveying thoughts, ideas, concepts or feelings. It requires people to recognize the conversation's underlying meaning. If people cannot understand the implied meaning, there will be misunderstanding in a conversation or communication. Yule (2020) argued that using language is not only doing linguistic interaction but also social interaction. People should apply politeness dialogue when speaking since politeness is very fundamental in our daily activities. When we treat others with politeness, whether by speech or action, we are indirectly honoring them and encouraging others to do the same. Accordingly, language greatly affects how we communicate with others.

As language development progresses, it begins to develop according to its purpose and use. It's the same with people who use language in an impolite way. In interacting, the speaker and the interlocutor may be harmed if they are unable to converse politely in social situations when providing comments and opinions. Given the necessity of courteous communication, understanding of polite and rude communication is required. Pragmatic can be described as the study of how words have meaning in every situation (Leech 1983). Indeed, how the speaker and the hearer are connected communicate through the use of language, not only to convey their message but also their intent. Pragmatic has impoliteness as a thing that people

can express their anger, disappointment or hate. Culpeper (2011) argues that impoliteness is a communication behavior that intends to attack the target's face (talking partner) or cause the target (speech partner) to feel that way.

In simple definition, Impoliteness is a discourteous attitude and behavior that contexts as mentioned by Culpeper (2011). It might be said that impoliteness is unintended negative behavior, whereas politeness is deliberate kind behavior. The phenomenon of impoliteness can be caught on various social media, daily communication, even around us. One of the occurrences was discovered by this study in an award video clip in united states namely "Oscar" which is an award for artistic and technical merit in the film industry. Published on March 28th, 2022 by CNN Indonesia which is a digital and paid television news network, as well as a news site owned by Trans Media by taking the CNN name license from Warner Media. It stated an impoliteness by Will Smith towards Chris Rock.

Will Smith (S) : **"Keep my wife's name out your fucking mouth"**
 Chris Rock (H) : "I am going to, okay"

The statement above involved Will Smith as the speaker and Chris Rock as the hearer in 0:36-0:45 minutes. It happened on the stage of Oscar award. What the speaker said was impolite, in the Oscar award he said to the hearer after the hearer made a joke about his wife's illness and offended her. The speaker didn't accept the hearer's jokes. When the speaker uttered, **"Keep my wife's name out your fucking mouth"**. It damaged the positive face of the hearer. According to Culpeper (1996), based on the speaker directly attacks the interlocutor's face with unpleasant comments. Accordingly, it includes bald on record strategy. Speaker did the face threatening act directly, clearly and showed his facial expression.

The researcher caught another performance on “America Got Talent” show. It was released by YouTube on 20 June 2018, which is American talent show competition. It stated impoliteness by Amanda Holden.

Alexa Dixon (S) : “Aeron, I think you upset Amanda”
 Amanda Holden (S) : **“I really hope you lose your voice this afternoon”**
 Aeron (H) : (silent)

The statement above involved Amanda as the speaker and Aeron as the hearer in 2:01-2:17 minutes. It happened in a stage show. Before the utterance was said. The hearer sang a song, but the speaker didn’t like his voice. The speaker performed an act of impoliteness against the hearer by underestimating the hearer’s voice. the speaker's utterance **“I really hope you lose your voice this afternoon”**. After the utterance was said by the speaker, it showed a flat face from the hearer, and the hearer just silent. Culpeper (1996) mentioned that the use of techniques aimed towards harming the recipient's undesirable facial desires, such as insulting, scornful, or ridiculing, is known as negative impoliteness. Accordingly, it included the negative impoliteness strategy because the speaker satirized the hearer’s voice to show that the hearer’s voice didn’t good.

The discovery of the phenomena and sufficient consideration makes this research focus on a reality show that discusses impoliteness. There are some reasons to consider the reality show to be the data source. As mentioned by Allen (2017) Reality television is a kind of programming that claims to depict the spontaneous behavior of regular people rather than carefully produced words spoken by actors. It can be concluded that reality television needs to be considered as a communication tool. Because of the inherent spontaneity, speakers tend to display

behaviors or speech that is real out of their mouths. Thus, conversations or behaviors that occur in reality shows can form communication between speakers and listeners. And the last, there is no community use English in speech around the environment. The title of the reality show in this research namely "Hell's Kitchen Season 20" which is an American reality competition cooking show that premiered on Fox on May 31st, 2021. It stated an impoliteness by Chef Gordon Ramsay in episode one season 20:

Gordon Ramsay (S) : "It supposed to be that hot? Taste that!"
 Josie (H) : "I like it"
 Gordon Ramsay (S) : **"I didn't ask if you like it, I asked you how hot it is"**

The statement above involved Gordon Ramsay as the speaker and Josie as the hearer in 24:35 – 25:35 minutes. It happened in the kitchen of hell's kitchen stage. Before the utterance was said. The hearer gave his dish to the speaker. Then the speaker tried to taste it. The speaker's utterance **"I didn't ask if you like it, I asked you how hot it is"**. It showed a flat face from the hearer. Culpeper (1996) mentioned that the use of tactics intended to harm the addressee's favorable facial desires is known as positive impoliteness. Accordingly, it included a positive impoliteness strategy because the speaker ignored the hearer.

The discovery of another impoliteness occurrence was also found by researchers in "Hell's Kitchen" reality show episode one season 20. It stated an impoliteness by Chef Gordon Ramsay:

Ramsay (S) : "You didn't fucking ask me"
 Kevin (H) : "I should've"
 Ramsay (S) : **"You may cook in Beverly hills, but this dish look like it's just come out of skid row"**

The statement that was made involved Gordon Ramsay as the speaker and Kevin as the hearer in 23.30-23-52 minutes. It happened in the kitchen of hell's kitchen stage. Before the utterance was said. The hearer gave his dish to the speaker. Then the speaker tried to taste it. the speaker's utterance **"You may cook in Beverly Hills, but this dish looks like it's just come out of skid row"**. It showed a flat face from the hearer. Culpeper (1996) mentioned that negative impoliteness is the use of strategies intended to harm the recipient's unfavorable facial wants, such as belittling, contemptuous, or ridiculing. Accordingly, it included a negative impoliteness strategy because the speaker tries to insult and demean the hearer's dish that doesn't taste good.

The impoliteness analysis has been explored by various previous researchers. Novalia and Ambalegin (2022) from Putera Batam University observed the phenomenon of impoliteness strategies in a talk show entitled "Deddy Corbuzier podcast on YouTube". The data was taken from "Deddy Corbuzier podcast on YouTube". The researchers used a theory from Culpeper (1996). The results were classified into five categories: bald on record impoliteness, positive impoliteness, negative impoliteness, mock politeness or sarcasm, withhold politeness, and mock politeness or sarcasm. The most popular strategy employed by Deddy Corbuzier's YouTube podcast was bald on record impoliteness.

Another research was done by Bustan and Alakrash (2020). The researchers were from Kebangsaan Malaysia University. The data was from "Donald Trump in his speeches (written text) at Middle Eastern countries". The researchers used a theory from Culpeper (1996). The results of this study, there are four different types

of impoliteness strategies that can be observed in Donald Trump's tweets. Which is bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm or mock impoliteness. Besides that, withhold politeness does not take place in the tweets.

The previous and the present studies have similarities and dissimilarities. The Previous and the present studies both discuss the topic of impoliteness. And the previous and present studies used the same theory as Culpeper (1996). On the other hand, the previous and the present studies have dissimilarity which was in the data source. The present study applied a reality show entitled "Hell's Kitchen" season 20. The reality show that the researcher uses as a data source contains utterances of the speaker. The impoliteness strategies and functions expressed by the speaker in the reality show will be examined in this study. The purpose of this study is to discover and investigate the different sorts of impoliteness concepts that appear in reality show.

The discrepancies were in the data source because this study employed the "Hell's Kitchen" reality show. Based on the performance in the background, researcher intended to undertake research entitled **“An Analysis of Gordon Ramsay's Impoliteness Comments In “Hell's Kitchen” Show Season 20: Pragmatic Approach.**

1.2 Identification of the Problem

Pertains to the research's background, it was discovered that there are several issues to identify based on the background:

1. The misinterpretation of communication's implied meaning.
2. The impoliteness found in Social Media

3. The Impoliteness found in Reality show
4. The impoliteness of Gordon Ramsay's comments on "Hell's Kitchen" Show Season 20.
5. The Impoliteness strategies reflected to Gordon Ramsay's comments on "Hell's Kitchen" Show Season 20.
6. The Impoliteness functions reflected to Gordon Ramsay's comments on the Hell's Kitchen Show Season 20.

1.3 Limitation of the Problem

As a result of the research identification, the analysis was the subject of the limitation. As it seen, the research concentrates on two primary topics:

1. The impoliteness strategies reflected to Gordan Ramsay's comments on "Hell's Kitchen" Show Season 20
2. The impoliteness functions reflected to Gordan Ramsay's comments on "Hell's Kitchen" Show Season 20

1.4 Formulation of the Problem

The formulation of the problem lead to developing research questions.

Questions based on the following research problem limitations:

1. What are the impoliteness strategies reflected to Gordan Ramsay's comments on "Hell's Kitchen" show season 20?
2. What are the impoliteness functions reflected to Gordan Ramsay's comments on "Hell's kitchen" show season 20?

1.5 Objectives of the Research

This study was finally created to solve research problems and focus on achieving a goal. The objectives of this research are:

1. To find out the impoliteness strategies reflected to Gordon Ramsay's comments on "Hell's kitchen" show season 20?
2. To find out the impoliteness functions reflected to Gordon Ramsay's comments on "Hell's kitchen" show season 20?

1.6 Significance of the Research

1. Theoretical Significance

Theoretically, this study has numerous important goals. There is some goals for this study. The first is this research is hoped to give information about the strategy and types of impoliteness. The second is this research hoped to make the reader understand and get the knowledge from all of material towards of impoliteness. The final is this research hoped to be a decent reference which will be used.

2. Practical Significance

This investigation should be useful for a number of purposes. It can be useful in interacting and communicating. Like the theory that has been discussed in the research, impoliteness that occurs in society can be avoided in communicating. For this reason, it is important for speakers to think before taking action to the interlocutor so as not to be rude. In addition, the interlocutor can also pay attention to the impoliteness of the speaker. In order to avoid misunderstandings and not make a fuss about it.

1.7 Definition of Key Terms

- Pragmatics** : The study of meaning as it is conveyed by a speaker or writer and received by a listener or reader is the focus of pragmatics. (Yule, 2020)
- Impoliteness** : Impoliteness referred to negative actions for creating uncomfortable situations for others. (Culpeper, 2011)
- Comment** : A judgment expressed indirectly. (Merriam Webster, 2022)