CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORETICAL

FRAMEWORK

2.1 Pragmatics

Aspects of meaning and language use that are dependent on speakers, receivers, and other aspects of the speech situation. As confirmed by Yule (2020), Pragmatics is the study of contextual meaning, which entails interpreting what people mean in a given situation and how the situation affects what they say. Because this study is concerned with the interpretation of what the speakers mean by their utterance, rather than the meaning of the utterances themselves. Therefore, Pragmatic analysis is to decipher speakers' intended meanings, assumptions, intent, and even the intended action they are attempting to express. It focuses on how aspects like time, place, and the social interaction between the speaker and the listener influence how language is employed.

It is very important to study pragmatics as a guide to find the meaning of someone's utterance. Yule (2020) added pragmatic is "invisible" meaning. It indicates pragmatic is focused on the meaning based on context, situation, and further observation to gain the point from the speaker even though the speaker did not openly state the goal throughout the conversation. The study of pragmatics, which is concerned with how people expressed meaning, what was utterance said, and how did the action take a place is called impoliteness.

2.1.1 Impoliteness

In communicating, sometimes a person is not aware of what they say. They cannot even control their emotions when they talk. That is why there are actions or words of impoliteness when communicating. Culpeper (2011) defined Impoliteness is a negative or unpleasant attitude toward a certain type of behavior that occurs in a specific situation. Clearly, Impoliteness is a phrase used to characterize a participant's rude behavior in a specific situation. (Bousfield & Locher, 2008) mentioned that impoliteness occurs as a result of a person's inability to handle adversarial relationships with others in social society.

Impoliteness is also linked to a change in facial expression or face threatening act. As confirmed by Culpeper (2011) A face-threatening act is a statement or action that undermines the other person's reputation in public. It is possible because a frightening face is the way to see someone who has said something rude. As confirmed by Brown and Levinson (as cited in Culpeper, (2011) Sort intrinsic face threatening act into categories based on the type of face threatened act and whether the threat is directed at the speaker's or the hearer's face. Negative face refers to an individual's basic rights, such as his or her personal freedom and liberty to pursue any course of action meanwhile Positive face is the desire for one's personality to be valued by others. it should be noted, People have both a positive and negative side. People can see how their faces change when they hear someone's words.

2.1.2 Impoliteness strategies

Impoliteness can be caught in many circumstances and is very common. There are different ways of expressing Impoliteness. Impoliteness is classified by

Culpeper (2011) into five ways for detecting impolite remarks in interactions. The aim of these strategies is to figure out how impolite utterance is being used in a conversation. They are bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness.

2.1.2.1 Bald on Record

This strategy, according to Culpeper (1996), involves the speaker aggressively attacking the interlocutor's face by using unpleasant statements in the most direct, clear, unambiguous and concise way possible.

Example of bald on record:

Herry Lo L'amo Italiano: **The fat boy that only can talk big in front of Monas, the camel who run into cage, lol** (Shinta et al., 2018)

2.1.2.2 Positive Impoliteness

People only expose their faces, such as a fake smile, a phony word, and so on, but the goal is to appear disrespectful. Culpeper (1996) defined the usage of this strategy designed to redress the positive face of the addressee desires. It implies that this strategy is a way of showing someone that you despise them, but people don't always show it. Culpeper (1996) added the following activities to the list of positive impoliteness:

1) Ignoring the interlocutor

2) Refuting the words from the hearer

3) During talks, bring up a sensitive or bothersome topic to make the hearer uncomfortable.

4) During the conversation, appearing uninterested and unsympathetic

5) Making an argument during the conversation

6) Using taboo words in a conversation

Example:

Lucy   : "Who'd Stephen come with"
Marnie   : **"Shut up"**

(Andayani, 2014)

2.1.2.3 Negative Impoliteness

Culpeper (1996) defined the use of this strategy designed to redress a negative face on the addressee wishes. This means that this strategy is one of the causes that lead to violence. This strategy addresses one of the interactions' conflicting aspects. People use impolite words like frighten, disdain, ridicule, and others in this strategy. When using this strategy during the conversation, Culpeper (1996) added various features from the speaker, including:

1) The words themselves refer to the mockery.

2) During the dialogue, use the words frighten.

3) Ridicule

Example:

Walujo Hadi: **"Anies, you are an Arabian, but wants to looks smart and pretending to understand about batik, you really stupid"** (Shinta et al., 2018)

2.1.2.4 Sarcasm or mock impoliteness

Culpeper (1996) defines the use of this strategy with the FTA that carried out with the use of obviously insincere politeness strategies. When this strategy was used for a conversation, the speaker will try to be polite to the listener by smiling, but then say something that is inappropriate. Indeed, it is an act that gives utterance because the speaker uses kindness to show the opposite meaning in the speaker's heart.

Example:

Nadine: **"Oh, face it. You can't wait to take me home so you can be Mom's little hero."** (Suhandoko et al., 2021)

2.1.2.5 Withhold Politeness

Culpeper (1996) defines the use of this strategy absence of politeness in situations when it is needed. It is evident from the definition before, this type of impoliteness prohibits you from doing something polite. The example of withhold politeness was confirmed by Culpeper (1996), omitting to thank someone for a gift could be interpreted as purposeful impolite. This strategy expects a reply from the listener after the speaker has done something. If the hearer does not respond or reply to the speaker, then it is Withhold Impoliteness.

Example:

A: "Are you okay?"
B: **(silent)**

(Pangaribuan et al., 2021)

2.1.3 Impoliteness Functions

Impoliteness has several functions. Culpeper (2011) identified three functions of impoliteness in his book. Namely "Impoliteness: Using Language to Cause Offence". They are affective impoliteness, coercive impoliteness and entertaining impoliteness.

2.1.3.1 Affective Impoliteness

Affective impoliteness is the first function of impoliteness discussed. This function entails an emotional outburst if during discussion between the impoliteness maker and the impoliteness target. As confirmed by Culpeper (2011) The intentional display of a highly heightened emotion, such as fury, while making the

assumption that the target is to blame for the negative emotional response is known as affective impoliteness. With the inference that the target is to fault for causing that gloomy mood. The aggressive language, which expressed anger and irritation, was directed towards others at the moment, and the rest of it was filled with expletives.

Example:

A targeted usage was, **'what the fuck, Matt?'** while expletive usage is exemplified by single word outbursts, such as, **'fuck' or 'damn'**. (Culpeper, 2011)

2.1.3.2 Coercive Impoliteness

Coercive impoliteness is the second function of impoliteness. Culpeper (2011) argued that coercive impoliteness indicates a re-alignment of the speaker and the hearer, allowing the speaker to benefit by making the listener a victim. Tedeschi and Felson (as cited in Culpeper, 2011) mentioned that a move was made with the intention of hurting someone else or coercing them into making a decision.

Example:

Armed robbers signal their intent by using an intimidating voice and threatening language. Tedeschi and Felson (as cited in Culpeper, 2011).

2.1.3.4 Entertaining Impoliteness

Impoliteness' final function is Entertaining Impoliteness. Culpeper (2011) mentioned that this impoliteness function takes advantage of the intended or potential recipient of rudeness, which is amusement at their expense. Although impoliteness controls people or makes them angry, it can also be entertaining. Culpeper (2011) also mentioned that People are entertained by symbolic breaches of identities and social rights, and this is the stuff of impoliteness.

Example:

"Hahahaha :D that's just great! What a guy!" (Culpeper, 2011)

This type of impoliteness was aimed at keeping the speaker entertained. The utterance is not polite because it contains insulting words. But it has a consolation meaning for the speaker. The speakers will respond laughing and funny.

2.2 Previous Research

Damanik and Wandini (2020) discussed impoliteness commenting on Instagram. The researcher took the data from "Kekeyi" account Instagram. Culpeper (1996) theory was applied by the researcher. The goal of this study was to discover impoliteness strategies in Instagram commenting. The results discovered that the followers employ three strategies of impoliteness language. which are, bald on record, positive impoliteness and negative impoliteness. Positive impoliteness was also discovered to be the most common strategy employed by her followers.

Hafisa and Hanidar (2020) investigated the Impoliteness Strategies in Stand-up Comedy Show. The researcher took the data from "Afraid of the Dark stand-up comedy show" performed by Trevor Noah. The researcher used theory developed by Culpeper (1996). The goal of this research is to analyze Trevor Noah's impoliteness strategies in his utterances. According to the results, all five sorts of impoliteness strategies are used by Trevor Noah in 105 different instances. It appears 42 times in total, accounting for 40% of the total data. He frequently used the 'condescend, scorn, or ridicule' sub-strategies of negative impoliteness to make

the audience laugh and delight them by letting them enjoy hearing someone being ridiculed or condescended to.

Sani and Suhandoko (2020) identified Impoliteness in a movie. The researcher took the data from an action movie entitled "Hancock". The researcher took theory proposed by Culpeper (1996). The aim of this research was to look into the strategies used by John Hancock, in which the protagonist is the Hancock movie, to attack his interlocutors. According to the results, Hancock used positive impoliteness the most frequently because of its abusive nature, while withheld impoliteness is employed the least frequently due to its little likelihood of damaging the interlocutor's face. This study discovered that silence can also be used to maintain control over undesirable situations.

Pangaribuan, Rangkuti and Lubis (2021) analyzed impoliteness strategy in Twitter by netizens. The data was extracted from Jefri Nichol's tweets. It used the theory proposed by Culpeper (1996) and Bousfield (2008). This study attempted to determine netizens' impoliteness strategy when commenting on actors' tweets. This research showed that there are five sorts of tweet comments, each of which may be classified into one of four categories: bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm or mock politeness. According to the results, netizens were furious and uncomfortable with Jefri's tweet since it was like carrying someone's body or face, which is a delicate matter.

Permana, Surwandi and Setiawan (2021) investigated Impoliteness Strategy During Online Learning in Covid-19 Pandemic. The researcher took theory proposed by Culpeper (2011). The data was extracted from students' impolite

communication sent via WhatsApp. Which is a document in the form of a screenshot of a class WhatsApp group conversation. This study aims to clarify the impoliteness strategies employed by MTS Ma'arif Andong students during online instruction using the WhatsApp app. The research found eight rude remarks that corresponded to the impoliteness approach. Four impoliteness techniques were found to match the data among the five impoliteness tactics: bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm or mock politeness.

Hendar et al., (2022) examined Impoliteness Strategies on Online Comments at Kompas TV YouTube Channel. The researchers took the data from Kompas Tv Youtube Channel. The researchers used theory developed by Culpeper (1996). The purpose of this study is to classify the impoliteness strategies contained in YouTube comments and to look at the tendency of the most used impoliteness strategies in the YouTube comments. The data from 100 comments containing impoliteness strategies on that video indicated that there were four categories of impoliteness. Based on the analysis, it was revealed that the majority 44% of comments indicated the negative impoliteness category. Positive impoliteness, and bald on record were found in the same percentage 19% throughout the comments. While the other 18% of comments showed impoliteness in the form of sarcasm/mock.

The last, Patimah, Rusmawaty and Asih (2022) explored Impoliteness Strategies in Joe Biden's Instagram Comment Section. The researchers took the data from Instagram comments of Joe Biden. The researchers used theory

developed by Culpeper (1996). This study aimed to examine the types of impoliteness strategies used by commenters in Joe Biden's Instagram comment section. The data was gathered by using documentary technique, in which only the data that support research questions were taken. The result showed that the commenter demonstrated the expression of wrath and disappointment. The advantages of using online communication and the ability to exercise their power even though they were in a lower social status also contributed to the emergence of impolite acts.

According to the similarities, the previous study and the present investigation both used the theory proposed by Culpeper (2011) and Culpeper (1996). In terms of dissimilarity, the present study's data source differs from the previous study's data source. A reality show entitled "Hell's Kitchen season 20" was chosen to be explored as a data source for this present study. The reality show was chosen because it had never previously been employed as a data source in any other study.

2.3 Theoretical Framework

The research started with pragmatic as an approach. The pragmatic approach was chosen because the object of this research is Impoliteness. The research put the strategy and function of impoliteness in "Hell's Kitchen" reality show. Impoliteness strategies are bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness proposed by Culpeper (1996). To understand the motive of impoliteness functions. They are affective impoliteness, coercive impoliteness, and entertaining impoliteness that

established by Culpeper (2011). Were both of the theories above used to analyze "Hell's Kitchen" reality show. The following framework depicts the relationship between the approach and the discussion.

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│              Pragmatics              │
│             Yule (1996)              │
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│             Impoliteness             │
│ Bousfield and Loche (2008), Culpeper (2011) │
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Impoliteness Strategies
Culpeper (1996)

Impoliteness Functions
Culpeper (2011)

Bald on Record

Positive Impoliteness

Negative Impoliteness

Affective Impoliteness

Coercive Impoliteness

Sarcasm or Mock Impoliteness

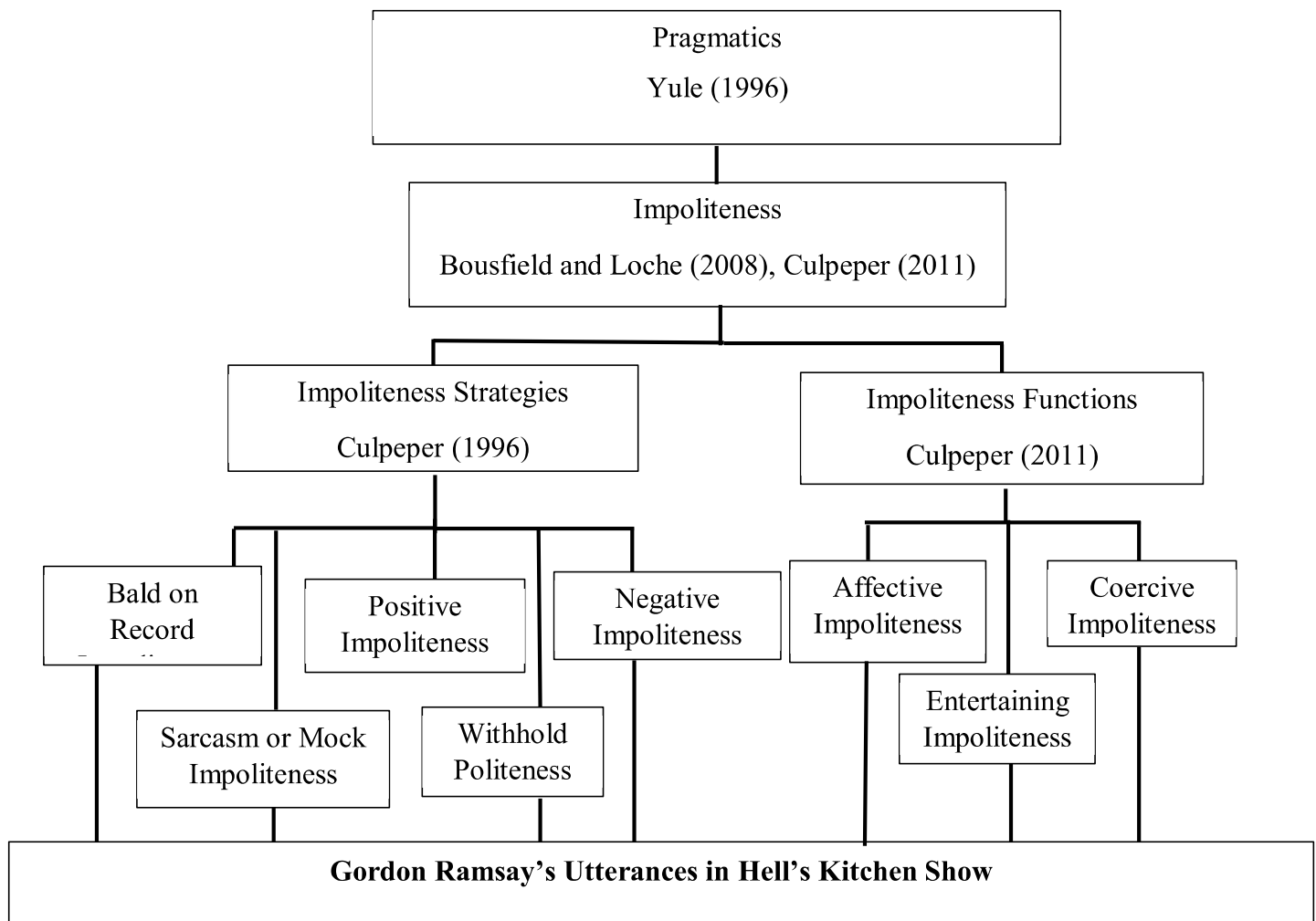Withhold Politeness

Entertaining Impoliteness

Gordon Ramsay's Utterances in Hell's Kitchen Show

Figure 2.3 Theoretical Framework