IMPOLITENESS STRATEGIES REFLECTED
IN "THE HEAT" MOVIE: PRAGMATICS APPROACH

THESIS

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FACULTY OF SOCIAL SCIENCES AND HUMANITIES

PUTERA BATAM UNIVERSITY

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Submitted in partial fulfillment of the requirement for English Sarjana Sastra

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MOTTO AND DEDICATION

MOTTO

"There is no struggle without tears, no victory without the prayers and support of parents".

DEDICATION

I dedicate this thesis to :

My beloved parents

My sisters and brother

And all of my best friends.

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Sastra

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ABSTRAK

Ketidaksopanan dapat diketahui dari tuturan seseorang. Tujuan dari penelitian ini adalah untuk menganalisis strategi sopan santun yang digunakan dalam percakapan. Strategi tidak sopan ini digunakan oleh orang yang muncul dalam film "The Heat". Data diambil dari video The Heat Movie. Analisis data difokuskan pada orang dari tempat kejadian dalam video perseptual. Penelitian ini ditulis dan kemudian diteliti berdasarkan pertimbangan-pertimbangan yang dikemukakan oleh Culpeper tentang strategy dan function impoliteness. Penelitian kualitatif dilakukan dengan menggunakan metode observasional dan metodologi non-partisipatif dalam penelitian ini. Strategi yang diterapkan adalah bald on record, positive impoliteness, negative impoliteness, sarcasm/mock impoliteness dan withhold politeness seperti yang dijelaskan oleh dan jenisnya adalah ketidaksantunan efektif, ketidaksantunan koersif, dan ketidaksantunan entertaining. Analisis penelitian ini menggunakan pendekatan pragmatik Yule. Teori Culpeper akan digunakan untuk menganalisis penjelasan ketidaksopanan. Penelitian ini menggunakan metode deskriptif kualitatif, dan data yang terkumpul disajikan dalam bentuk wacana. Metode observasi dan teknik mencatat digunakan dalam metode pengumpulan data dengan menggunakan penelitian deskriptif kualitatif. Untuk menganalisis data, peneliti menggunakan metode padan atau pencocokan, dilengkapi dengan teknik daya pilah referensi dan larik tulis. Penelitian ini disajikan secara informal untuk memudahkan pemahaman para pembaca. Hasil penelitian menunjukkan bahwa terdapat dua puluh lima pengucapan yang menggunakan strategy and functions impoliteness. Hasil dari penelitian ini menunjukkan bahwa ada lima macam strategi ketidaksantunan yaitu ketidaksantunan Bald on record ada delapan tuturan, satu untuk ketidaksantunan positif, empat belas untuk ketidaksantunan negatif, dan tujuh kesantunan sarkasme atau mock politeness. Selanjutnya ditemukan tiga jenis ketidaksantunan yaitu ketidaksantunan afektif ada empat belas tuturan, ketidaksantunan koersif ada sepuluh tuturan, dan yang terakhir adalah ketidaksantunan entertaining ada enam tuturan. Berdasarkan data yang ditemukan ketidaksopanan negatif dan afektif adalah yang paling dominan.

Kata kunci*: Pragmatik, Ketidaksopanan, Tuturan*

ABSTRACT

Impoliteness can be known from a person's speech. The purpose of this study was to analyze the impoliteness strategies used in conversation. These impolite strategies were used by people who appear in the movie "The Heat". The data were taken from the video of The Heat Movie. The data analysis focused on the characters from the movie. This research was written and then researched based on the theories of Culpeper about strategy and function of impoliteness. Qualitative research was conducted using observational method and non-participatory methodology in this study. The strategies applied are bald on record, positive impoliteness, negative impoliteness, sarcasm/mock impoliteness and withhold politeness as described by Culpeper and the functions are effective impoliteness, coercive impoliteness, and entertaining impoliteness. The analysis of this research used Yule's theory about pragmatic approach. Culpeper's theory was used to explaine impoliteness. This research used qualitative descriptive method, and the collected data is presented in the form of discourse. The observation method and note-taking technique are used in the data collection method by using qualitative descriptive research. To analyze the data, the researcher uses the matching method, complemented by the reference sorting and writing array techniques. This research was presented informally to facilitate the understanding of the readers. The result showed that there were twenty five utterances that used strategy and functions of impoliteness. The result of this research showed that there are five kinds of impoliteness strategies namely Bald on record impoliteness there are eight utterances, one for positive impoliteness, fourteen for negative impoliteness, and seven for sarcasm or mock politeness. Furthermore, there are three functions of impoliteness which are affective impoliteness with fourteen utterances, coercive impoliteness with ten utterances, and the last one is entertaining impoliteness with six utterances. Based on the data found, negative and affective impoliteness are the most dominant.

Keywords: Pragmatics, Impoliteness, Utterance.

ACKNOLEDGMENT

TABLE OF CONTENTS

LIST OF FIGURES

CHAPTER I
INTRODUCTION

1.1 Background of the Research

It can be understood that everyday human speech has implied meanings. Many people misunderstand because it is difficult to understand the suggested meaning. Language functions as a vehicle for communication, while language production produces meaning. As a result, communication and meaning cannot be separated. In addition, the meaning of speech shapes the attitude of the speaker Griffiths et al., (2010).

Language is how people talk to each other and share information. People can talk to each other in different ways. When talking, each person will give their own point of view. Pragmatics is part of the study of how context affects the meaning of communication. Pragmatics looks at what people say and the context in which they say it to figure out what they are trying to say Birner (2013). When people talk, they try to share what they know. People try to be as clear as possible when they talk to each other. But everyone can have a different idea of what it means. People sometimes judge people based on how they talk. If you're polite, communication can work well and won't hurt anyone. If the conversation is rude, it will make other people feel bad.

The communications in our daily lives may create utterances that are not always polite. Impoliteness occurs when the speaker communicates with another person. Disrespect is a concept proposed by Culpeper (1996) Impoliteness is a way of getting your point across by hitting someone in the face. When someone

is polite, it is because they want to say something clearly and firmly. But the speaker doesn't know what the other person looks like. It can hurt the feelings of other people. It can also make the speaker and the person he or she is talking to feel bad about each other. Since this is the case, rudeness is often seen as a bad way to talk to someone. When someone wants to put someone else in danger, they might talk in a rude way. People want to look good and be proud of themselves. Conversations can bring up rudeness everyday. In the Heat (2013) movie tells the story of FBI agent Sarah Ashburn (Sandra Bullock) hooking up with abusive Boston cop Shannon Mullins (Melissa McCarthy). The two have never had a partner before. With very different communication styles, the two must learn to respect each other and work together to tackle a ruthless drug dealer.

Reprimanding someone in public is an example of an impolite way to talk that is often seen in all types of communication. This rude communication comes from a lack of respect for other people's personalities in public. This rude behavior can't be separated from the conversation about rudeness in the theory of a pragmatic approach Culpeper (2011) explained that using language to hurt someone's feelings is an example of impoliteness and that impoliteness is a way of communicating that involves attacking the face of the other person. When someone is polite, it is because they want to say something clearly and firmly. But the speaker doesn't know what the other person looks like. It can be hurtful to the other person. It can also make the speaker and the person he or she is talking to feel bad about each other. Because of this, rudeness is often thought of as a bad way to talk to someone. When someone wants to put other people in danger, they might talk in a rude way.

2

People want to be seen as good-looking or as having something to be proud of. There can be rude comments in any normal conversation.

Politeness communication becomes an important point in this research. According to Culpeper (1996) there are several strategies and functions of impoliteness depending on the language. The functions of impoliteness include affective impoliteness, coercive impoliteness, and entertaining impoliteness. The strategies of impoliteness include bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm/mock impoliteness, and withhold impoliteness.

Phenomenon of impoliteness is reprimanding someone in front of others. An example in real life, an event happened in Karen's Dinner in Australia. There was a conversation found from a video in Youtube, released by a channel named Larry Wheels with the title "World's RUDEST Restaurant - Karen's Diner" which was uploaded in September 20th 2022. The conversation occured from a man who visited a restaurant named Karen's Dinner and suddenly he got approached by a waiter, then the utterance of impoliteness was created.

Waiter : "Could you get any **fuck** closer? Piss off Santa Claus."

The sentence above occured by the waiter as a speaker from the video around the minute 12.43-12.49. It contained the indication of affective impoliteness. It was known from the bold word. The sentence above was categorized as bald on record. This can be seen from the way the speaker issues clear orders to the listeners to get closer. In addition, the taboo word "fuck" is included.

Additionally, another phenomenon of impoliteness also happened from Priyanka Chopra, an actress who did a stand up comedy in order to roast her husband, Nick

Jonas, and his brother. The utterance was found from a clip in YouTube with the title "Priyanka Chopra Jonas Roasting Nick Jonas & his Brothers" which was released in November 24th 2021 from a channel named The Paparazzi. It was a short clip from the Netflix show entitled "Jonas Brother Family Roast". The utterance was created by Priyanka Chopra. 0.20-

> Priyanka: "I'm from India, a country rich in culture, in music, entertainment. So clearly, Jonas Brothers didn't make it over there."

The utterance happened in around the minute 0.20-0.28 of the video. The utterance above was categorized as entertaining impoliteness. It was because the utterance contained the function sarcasm or mock impoliteness. The humiliation indicated that Priyanka clearly had no idea about Jonas Brother eventhough that India is a country with a rich culture whether in music and entertainment. In this utterance, Priyanka acted as the speaker.

Impoliteness can also be seen in stories that are made up, like movies, which are often used as examples by many people. The researcher found a movie called "The Heat," which mostly explained why the conversation in the story was rude. The Heat Movie won a lot of awards and was nominated for the Alliance of Female Film Journalists, American Comedy Awards, Broadcast Film Critics Assosiation, Gold Trailer Awards, MTV Film Awards, Circles of Women Film Critics, it also won awards for Best Comedy Actress Film Star (Kompas.com). This movie has also been watched by more than 45 million viewers (Rapaport & Curtin, 2013). In addition, The Heat movie gets a star 6.6/10 IMDb users (2013). There was an example of impoliteness found from the movie.

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Cop       : No no. It's a different lady. She was nice.
Mullins   : **I'm fucking nice.** Why would she nice to you?
Cop       : She made me give her the keys.
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The utterance happened around the minute 19.34-19.40 of the video. Based on the utterance above, this sentence is considered as affective impoliteness. It was because the sentence contained positive impoliteness as the strategy. Mullins acted as the speaker, and she debated the cop, the hearer, that she is also nice. According to Culpeper (1996), positive impoliteness is the use of strategies intended to harm the addressee's positive face desires.

There are several previous studies that are related with this research regarding the use of impoliteness strategies and functions. The second previous study is conducted by Sari et al., (2019) that aimed to discover the film's interlocutors' reactions and impoliteness strategies. The argument of regarding the five impoliteness methods and three functions of impoliteness replies were both applied in this study. This study shows that the impoliteness strategy is used relatively frequently in the Peter Rabbit movie since the characters' traits are characterized as aggressive and active. Additionally, participants from various cultural backgrounds, including those from the city and the country, had an impact on how impoliteness methods were used.

The second one was from Bustan and Alakrash (2020) that aimed to identify the various impoliteness strategy Donald Trump has used in his posts targeting Middle Eastern nations (written text). This research used the Culpeper (1996)'s

5

theory in order to support the research. According to the study's findings, there are just four different ways to respond impolitely to tweets directed against Middle Eastern nations. Which includes sarcasm or mock impoliteness, bald on record impoliteness, positive impoliteness, negative impoliteness, and withhold politeness. On the other hand, tweets do not involve omitting etiquette.

The author's interest in discussing the object of impoliteness research in "The Heat" movie. This study aims to determine the functions of impoliteness, reasons and responses from the people around him on the impoliteness strategies used by the characters in "THE HEAT" Movie. In this study, the authors analyzed using Culpeper's theory. Based on Culpeper's theory, there are functions of impoliteness: what are often used by the characters of the strategies applied are bald on record, positive impoliteness, negative impoliteness, sarcasm/mock impoliteness and withhold politeness as described by Culpeper (1996) and the functions are effective impoliteness, coercive impoliteness and entertaining impoliteness. Then the author uses qualitative methods to analyze the data used, the data used is descriptive dialogue. The author makes himself the main instrument to collect data from the official website in "THE HEAT" Movie.

The analysis of this research uses a pragmatic approach. This research is qualitative in nature and will be used to analyze the functions and strategies of impoliteness in "THE HEAT" Movie. This research is very interesting because it is indirectly in our lives every day.

1.2 Identification of the problem

The framework of the problem above contains the following issues.

The phenomena of reprimanding someone in daily conversation.

1. The effect of impoliteness among the characters of The Heat movie

2. The behavior that is created by the use of impoliteness functions and strategies.

3. The strategies of impoliteness of the characters in The Heat movie.

4. The use of functions of impoliteness of the characters in The Heat movie.

1.3 Limitation of The Problem

The identification component of the analysis framed a limitation to the analysis. Limitations were necessary to keep the research on track. As stated below, the limitation addressed two major issues.

1. The strategies of impoliteness of the characters in The Heat movie.

2. The use of functions of impoliteness of the characters in The Heat movie.

1.4 Formulation of the Problem

The researcher identified the following significant issues to be addressed in response to the following research question.

1. What are the strategies of impoliteness of the characters found in The Heat movie?

2. What are the functions of Impoliteness of the characters found in The Heat movie?

1.5 Objectives of the Problem

Research has issues that need to be resolved. The research goals, which flow from the problem definition, are as follows:

1. To analyze the strategies of impoliteness of characters in the movie "The Heat."

2. To analyze the functios of impoliteness applied between the characters in the movie "The Heat."

1.6 Significance of the Research

The results of this investigation are expected to be helpful in both theoretical and practical approaches.

1) Theoretical Significance

This research is intended to benefit the readers in accordance with the research objectives.

1. The researcher hopes that the theory used in this study will broaden the reader's knowledge.

2. The researcher also provides the other researcher with ideas for understanding impoliteness.

2) Practical Significance

This study has the following practical implications:

1. To contribute, especially to someone with a similar interest. This study may yield useful information in the form of references to their best work.

2. To inform other linguists about communication theory, particularly strategic impoliteness, and to develop into a more diverse paradigm of linguistic research topics.

1.7 Definition of Key Terms

Pragmatics : The study of speaker meaning and how individuals understand and produce a communication act in a specific situation are both topics of pragmatics, a branch of conversation analysis Yule (1996).

Impoliteness : Impoliteness is acting in a way that shows you don't like how other people act in certain situations. (Culpeper, 1996).

Utterance : an oral or written statement. (Yule, 2017)

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORITICAL

FRAMEWORK

2.1 Pragmatics

Pragmatics is the study of how people use language (Joan Cutting 2002) Other experts said that speakers have a way of showing how their words should be taken. This is called pragmatics, and it can be used to show how the speaker feels about the listener and explain something (Yule 2017). (Yule 1996) In another book, it is also said that pragmatics is the study of the relationship between linguistic forms and how they are used. It is pragmatics that lets humans do analysis because it requires us to understand people and what is going on in their minds. (Alan Cruse 2006) also said that speakers use pragmatics with language. Pragmatics is the study of how language shows politeness and how to analyze how a conversation is structured.

Birner (2013) suggests that the term "pragmatics" be used to describe the study of language in context. It could be argued that one needs to know the context of a discussion or a statement in order to fully understand its meaning in pragmatics, as competence in this area is often taken as read. Impoliteness is also regarded to be a factor in determining rude behavior in communication, according to the field of pragmatics. Pragmatics and impoliteness are related in some way. The object of this research is impoliteness. Impoliteness is acting in a way that shows you don't like how other people act in certain situations.

2.1.1 Impoliteness

Impoliteness is acting in a way that shows you don't like how other people act in certain situations. This kind of behavior is seen as bad because it has emotional effects that are like insults, put-downs, or threats. Being rude is a real problem an extreme example would be to yell and use words that could upset parents. A person's way of thinking is what makes them rude One part of pragmatics is the study of impoliteness. "This definition makes it clear that politeness is built into the way a speaker and listener talk to each other." Culpeper (2005). There are times when someone can tell that something is impolite.

Impoliteness happens when: (1) the speaker says something that is meant to hurt the other person's face; (2) the listener sees and/or thinks that the other person is trying to hurt their face; (1) and (2) happen at the same time (2). Maybe the most typical example of rudeness involves both (1) and (2), with the person saying something rude on purpose and the person hearing it as a face-attack. For example, an interruption, which could be considered rude, may seem to be just something the speaker does Culpeper (2005).

2.1.2 Impoliteness Strategies

The several academic fields, such as literature, media studies, business studies, psychology, and sociology, study impoliteness behavior. When someone is rude, they say hurtful things to show how they feel, which can lead to problems. Most of the time, it's hard for people to control how they act or what they say when they're talking to others. Impoliteness aims to destroy the hearer's race strategy, resulting in a disagreement between individuals. According to Culpeper (1996),

11

there were five functions of impoliteness strategies. There are bald on record strategy, positive impoliteness strategy, negative impoliteness strategy, mock politeness or sarcasm, and the last is withhold politeness strategy.

2.1.2.1 Bald on Record

Strategy of impoliteness is used, according to "Bald on Record," when the speaker wants to directly assault the hearer's face. This is done by being clear, forthright, apparent, unambiguous, and brief in a situation where the hearer's face is in danger. Culpeper (1996). He gave the example "I don't want people to come here and take advantage of all the help our country has to offer." Aid from this nation is given as a gift for the next 10 years and does not make a contribution. That's not what I want. It is very clear from the comments above that he is not afraid to announce that he does not want people entering his country just for gifts or wealth. We already know that the United States is a rich and developed country. Therefore, he works to protect his possessions. To further emphasize his argument, he said "I don't want" several times.

2.1.2.2 Positive Impoliteness

According to Culpeper in Wibowo (2015), This is a way for the speaker to get in the situation of what the other person wants. The goal of this technique, according to the positive impoliteness approach, is to make the other person in the conversation feel uncomfortable by what the speaker does. According to Culpeper (1996), among the behaviors that fall within the category of politeness are:

1. Make an effort to ignore the speaker

2. Attempting to disprove the hearer's words;

broaching a touchy or tedious subject to make the other person uncomfortable

3. Calling the hearer's identification into question.

4. Being uninterested and uncaring during the conversation

5. Make an effort to argue during the chat.

6. Using cryptic terms like an acronym

7. Using derogatory language in speech

As a result of the positive impoliteness, it can be inferred that this impoliteness strategy also attacks people's positive faces when they wish to be accepted and admitted. This approach is employed to stir up hostility between parties. Some people communicate their dissatisfaction with someone's position or attitude by using this constructive impoliteness.

2.1.2.3 Negative Impoliteness

Culpeper said in Wibowo (2015) that taking a negative approach is the opposite of taking a positive one. A speaker can also use hostile impoliteness to hurt the listener by doing something hostile afterward. This is also used when the person speaking doesn't want the listener to use what he or she said against him or her. Additionally, Culpeper quoted in Wibowo (2015) added some speaker characteristics when using this tactic during the discourse, including:

1. Using the terms to mock someone

2. In the dialogue, use the phrase "frighten".

3. Insult or Attack the hearer with constant verbal assaults until the hearer is unable to repeat the statements.

Negative Impoliteness is different from positive. They both intended to attack the listener's face. However, the intention of this unkindness is to defame the listener. Freedom from any pressure is shown by a negative face. All the sub-strategies mentioned above are negative expressions conveyed to the listener and used with power by the speaker. The listener's negative personality is ridiculed and attacked. As a result, it is known as negative impoliteness.

2.1.2.4 Sarcasm or Mock Politeness

Mock politeness or sarcasm, according to Culpeper in Wibowo (2015) is a way of talking that makes the speaker seem like a nice person to the listener. In fact, this strategy takes a different approach to getting the listener's attention by showing them a fake face or two. Also, when this strategy is used in a conversation, the person talking will smile and act friendly with the listener while using innuendo in what they say. Also, innuendo is the same as an attack on the listener's face, which is a threat. In the end, this suggestion is wrong because the person making it uses compassion to hide what he or she really wants to say Withhold politeness.

According to Culpeper, who was cited in Wibowo (2015), When talking to other people, you should always be polite. Because of this, not being polite to the other person is shown by walking away while the two people are still talking face to face. In fact, you can use this method to talk on the phone by hanging up while the other person is still talking. This strategy was also shown by doing things without caring about how the other person felt. We could say that refusing to be polite is a strategy that doesn't show much respect

for the other person because the person who uses it cuts off the other person's words in the middle of a conversation.

Sarcasm or Mock Politeness is executed using a politeness strategy that is clearly not sincere, and thus remains a surface realization. For instance, in a comparable situation, a slow student received a very low grade on an exam, to which a friend said, "You are smart." His peers would first perceive him as extremely intelligent, but in truth, all they saw in this plodding learner was a lack of intelligence. The phrase is appropriate, yet it also has an implied criticism of an occurrence Culpeper (2005).

2.1.2.5 Withhold Politeness

According to Culpeper (1996) definition, the act of withholding politeness occurs when the intended person chooses to remain silent and not respond when polite behavior is anticipated to be performed by the other person. For example, when someone asks a question or provides a favor, but the person does not respond to the question or say thank you for the help, we can say that the person is being impolite.

Example:

Nadine's mother: "You promised. Now, get out of the car."
Nadine   : (SIGHS) (Suhandoko et al., 2021)

Nadine's mother was furious. Nadine silently looked at her mother and left to make her feel guilty for asking her to leave. Nadine's actions are subtly rude.

2.1.3 Impoliteness Functions

This kind of behavior is seen as bad because it has emotional effects that are thought to lead to violations Culpeper (2010) and Culpeper (2011) Also said impoliteness is a bad attitude or prejudice, like insults, put-downs,

or threats. Being rude is a real problem. An extreme example would be to yell and use words that could upset parents. The way a person thinks is what makes them rude.

2.1.3.1 Affective Impoliteness

The first reason for being rude is to hurt someone's feelings. This function includes emotional responses during a conversation between a speaker and a listener. Culpeper (2011) explained affective impoliteness is when you take your feelings, like anger, way too seriously, which makes you feel bad.

Example:

'what the fuck, Matt?' (Jay (as cited in Culpeper, p. 222, 2011))

The utterance above shows that the speaker questioned about the hearer's action angrily.

2.1.3.2 Coercive Impoliteness

This function of impoliteness makes the speaker and the listener get along, giving the speaker an advantage at the expense of the listener's face. This kind of rudeness is more likely to happen when the person making the noise is more powerful than the person hearing it. Coercive rudeness is a way to use language to get what you want. An illustration of this type of disrespect is as follows.

Example:

'Cause I'll stick your stinking ass in jail right now, I don't care. I don't like cabdrivers in the first place. I will put you in jail. You pulled out in the middle of the intersection. That's running a red light, whether you backed up or not. I don't know what it's like in your country, but in the United States of America, in the state of

16

Texas, we abide by all the laws. You don't like it here, leave, you got it?' (Culpeper, p. 230, 2011)

This statement is considered as coercive impoliteness because the speakers makes a clear threat that shows it has the power to put the hearer's to jail.

2.1.3.3 Entertaining Impoliteness

Entertaining impoliteness is one the of functions of impoliteness. This function of impoliteness hurts their chances and also their sense of fun. For all functions of impoliteness to work together, they always need a common victim. It's a coincidence that being rude means to treat people badly or make them feel bad, but it can also be funny. Pragmatics is different from other ways of learning because it has a true speaker and listener, rudeness can be handled the same way for both the overhearing audience and the speaker, and it can make people laugh.

Example:

'i had to walk out of my cubicle and go outside, this is hysterical even if it's not a real letter, who cares' (Culpeper, p. 230, 2011)

The utterance above shows entertaining impoliteness uttered by the speaker because it shows an insult in order to make the speaker's entertained.

2.2 Previous Research

There were several previous studies that are related to this research. The first study was conducted by Subyantoro & Apriyanto (2020). People from certain social groups tend to focus on differences such as race, nationality, religion and gender when they hear the word " Impoliteness". This study talked about how hate speech happens on social media, especially on Instagram. The researcher put Culpeper's theory to use. In this research, qualitative methods

17

were used to find out what happened. This study found that there are three different functiones of hate speech based on impoliteness: positive impoliteness, negative impoliteness, and satire or ridicule. Hate speech can be words, phrases, clauses, sentences, or even a whole speech, depending on how the language is used.

The second research was conducted by Ibrahim (2020). The study investigated the disrespectful expressions used by people through the social media platform 'Twitter' and the influence of variables (age and gender) on the use of impolite tweets on political issues. This research aimed to show how these variables can be traced to reflect the ways in which male and female language users may use their their attitudes through different impoliteness strategies in Tweets. This study utilized Culpeper's (1996) theory. Identifying the frequency of each category of impolite expression and conduct used in the social media platform Twitter, according to the variables of age and sex of the users using quantitative and qualitative methods. In results, female Twitter users between the ages of 55 and 65 recorded the lowest frequency of using impolite expressions in their Tweets, compared to male Twitter users who used impolite strategies that were somehow comparable. These findings illustrated how age and gender influence one's propensity to use impolite language.

The third research was conducted by Hameed (2020). The comments on Facebook were a rich source of qualitative data that reflected public opinion and cast light on how people make decisions and form beliefs. This study sought to examine the impoliteness strategies employed by Iraqi Facebook users in relation to Covid-19. It investigated the implementation of

impoliteness strategies on Facebook remarks. In this study, Culpeper's impoliteness strategies were utilized. In this research, descriptive qualitative methodology was used. Four impoliteness strategies were identified in Facebook comments, according to the findings. There are four functions of impoliteness: 1) bald on record impoliteness, 2) positive impoliteness, 3) negative impoliteness, and 4) sarcasm or mock politeness. In Facebook comments, Iraqi social media users most frequently employed the tactic of positive impoliteness. Negative impoliteness was the strategy with the lowest effectiveness. It was discovered that there is no withhold politeness because withhold politeness appears to abstain from responding to speaker utterances, which is a strategy used to avoid performing as expected politeness strategies in Facebook comments.

The fourth research was conducted by Suhandoko et al., (2021). The purpose of this paper was to examine the impoliteness strategies employed by the primary female character (Nadine) and her male interlocutors in the film Edge of Seventeen. The research utilized Culpeper's (1996) theory on impoliteness strategies. This investigation used a qualitative approach. Any socially sensitive topic is deemed effective as a face-threatening conduct, according to the study's findings. Men, on the other hand, use negative impoliteness to coerce their interlocutors into submitting to their will, a trait of masculine dominance. The negative visage is endangered by restricting the interlocutor's freedom of choice. From these findings, it is possible to conclude that both men and women use impoliteness as a tool to exert their authority and construct their gender identity.

The fifth research was conducted by Kadhum & Abbas (2021). It investigated the impoliteness in a School Context: The Marva Collins as a Case Study. This study aimed to investigate the different functions of impoliteness strategies used in four and find out whether the status of the speaker has anything to do with the type of impoliteness. In addition, the functions performed were also examined by following qualitative research methods. To achieve the research objectives, the researchers adopted Culpeper's (1996, 2005) functions of impoliteness. (1996, 2005). The study concluded that positive impoliteness is the most dominant type of impoliteness, followed by followed by negative impoliteness. In addition, the characters in Marva Collins mostly used affective impoliteness rather than other impoliteness functions. Impoliteness. It was indicated to let the speaker imply the listener's duty to produce an emotional state.

The sixth research was conducted by Alawawda & Hassan (2021). This study examined impoliteness in Drew Hayden Taylor's Only Drunks and Children Tell the Truth. This classification focused primarily on conventional and implicit rudeness in literary texts. Drew Heyden's conversational dialogues included numerous offensive expressions to amuse and provoke critical thought from the actors and audience. This research employed Culpeper's theory. Identifying the quantitative and qualitative frequency of each category of disrespectful language and behavior in social media. The results revealed that impoliteness is a prevalent occurrence in the language employed by the play's female characters. This is primarily due to the emotional suffering the characters experience in their lives. Both females and males employed

impoliteness, but it was discovered that females employed more impoliteness strategies. It was discovered that females were more disrespectful than males.

The seventh research was conducted by Simanjuntak & Ambalegin (2022). Impoliteness can be defined as the use of any language that could be construed as posing a danger to the hearer's reputation or social identity. The objective was to investigate how the characters in Easy A respond to the impoliteness strategy used against them in the movie and what defenses are employed. Culpeper (2011)'s theory inspired this study. The researchers identified 16 utterances during this study. This research design is used qualitative research, researchers choose the data they want to evaluate from the data they have already gathered. As a result of their research, the researchers discovered five functions of impoliteness: (4) bald on record impoliteness, (5) positive impoliteness, (4) negative impoliteness, (2) mock politeness, and (1) withhold politeness. Easy A used both positive and negative impoliteness most of the time.

The eighth study was conducted by Sukmawati et al., (2023). The study of analyzed impoliteness strategies. The purpose of this research was to understand how people communicate impolitely and to identify the impolite strategies that were employed during the debate between Senator Ted Cruz and Vice President Mike Pence. Culpeper and Mike Pence were identified by Culpeper (2005) using a qualitative approach to data analysis. The results of the impoliteness strategies used in the discussion between Sen. Both individuals' words were used to collect the data, which was then divided into
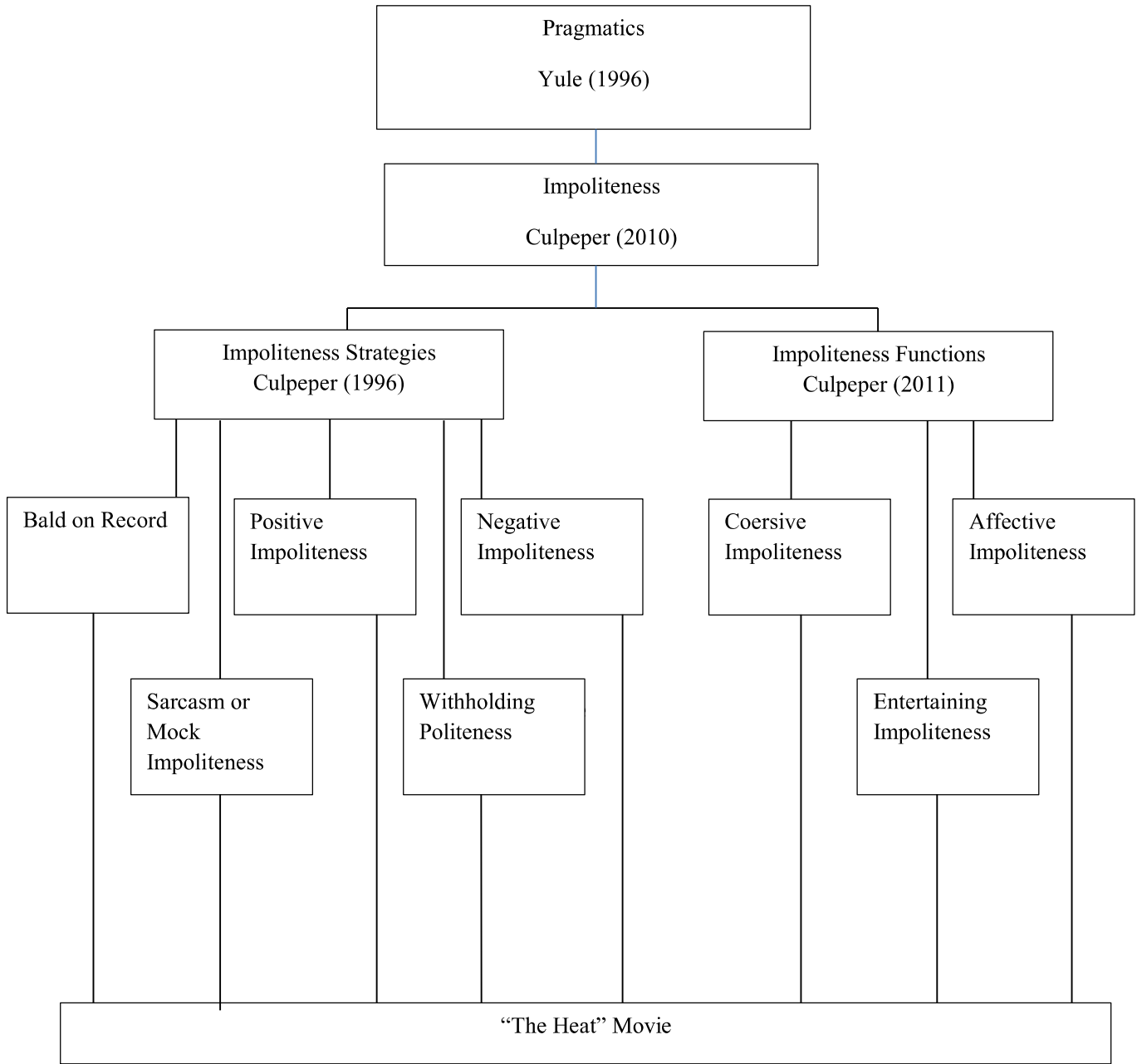
five categories. There are consequently 136 data in the target of analysis that represent five different impoliteness strategy.

The ninth study was conducted by Abimanto et al., (2023). This article identified impoliteness in movies. This research aimed to find out the strategies of rude behavior that appear in the film "Paranormal". This research used the theory of Culpeper (2011). This investigation was included as part of descriptive qualitative research. The following was an explanation of the findings of the study. For starters, the other characters in Paranorman engaged in four different forms of disrespectful behavior techniques. They had a clean reputation when it comes to sarcasm, positive incivility, negative incivility, and recorded impoliteness. Secondly, each method of impolite behavior has its own representation. When someone wants to be impolite, they make unambiguous, clear, and direct statements. Negative impoliteness includes isolating oneself from others, giving them insulting names, and speaking in ways that violate social norms. When someone treats others with contempt or ridicule or puts them down, they are being impolite. The only way to successfully perform sarcasm or mimic politeness is to use insincere politeness. This provides the greatest number of representations. Third, the movie shows three different responses: not responding at all, accepting the facial assault, and fighting back. There are two aspects to consider when defending against an attack to the face: offense and defense.

2.3 Theoretical Framework

The first part of the study is a description of pragmatics as a method. Following that, the researcher divides impoliteness as a study object into two

sections. As a first step, the researcher will look at the many strategies of impoliteness. These include bald-on record impoliteness, positive impoliteness, negative impoliteness, sarcasm/mock impolitness and withhold politeness to name just a few of the more common forms by the theory of Culpeper (1996) Second, the researcher discussed about functions of impoliteness as also explained by Culpeper (2011). These functions include coersive, affective, and entertaining.

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                    ┌─────────────────────────┐
                    │       Pragmatics        │
                    │       Yule (1996)       │
                    └─────────────────────────┘
                                 │
                    ┌─────────────────────────┐
                    │      Impoliteness       │
                    │     Culpeper (2010)     │
                    └─────────────────────────┘
                                 │
           ┌─────────────────────┴──────────────────────┐
  ┌──────────────────────┐              ┌──────────────────────┐
  │ Impoliteness Strategies │           │ Impoliteness Functions │
  │   Culpeper (1996)     │              │   Culpeper (2011)     │
  └──────────────────────┘              └──────────────────────┘
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| Bald on Record | Positive Impoliteness | Negative Impoliteness | Coersive Impoliteness | Affective Impoliteness |

| Sarcasm or Mock Impoliteness | Withholding Politeness | Entertaining Impoliteness |

| "The Heat" Movie |

Figure 2.1 Theoretical framework

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

The research method applied in qualitative research. (Creswell, 2013) explained that research method can be a research strategy used by individuals or groups to learn about and investigate social problems. In order for researchers to interpret the meaning of the information, this research methodology focused on how the data that have been collected emerge. This study employed a qualitative descriptive methodology because the information is presented in the form of discourses, sentences, and words. Qualitative research was also performed because it's important to understand complicated things or situations. Creswell (2013) explained researchers can utilize this technique to examine the moral principles and messages in data.

Data from this study were interpreted by using words. Finally, this thesis is presented in a descriptive manner. Due to this, the best study design for this study was a descriptive qualitative. In this study, the main theory of analyzing figurative language was the theory Culpeper (1996). It aimed to analyze the impoliteness utterances found in the Heat movie. Specifically, it sought to examine the various strategies and functions in "The Heat" movie.

3.2 Object of the Research

The study data were the utterances that were utilized by The Heat Movie to create the rude triggers that can be found in the movie. Feature in this movie with their signature brand of satire, which was smart and cocky all at the same time. A protagonist with a vicious nature, Sarah Ashburn, was played by Sandra Bullock.

According to Culpeper (2005), some individuals employed this tactic on purpose in order to purposely disrespect the looks of other individuals. But once again, that was determined by the circumstances. The movie "The Heat" had the capacity to show impoliteness behavior. As a result of this, the researcher decided that the best data source for this study would be the speech that was included in the movie "The Heat."

3.3 Method of Collecting Data

According to Sudaryanto (2015) the observational method was used as the strategy for data collection in this research. The observational approach was a way to get information and figure out what it means by paying attention to how language is used (Sudaryanto, 2015). For the purpose of this study, the researcher employed both dividing form procedures and note-taking approaches. This approach was used because it is the most effective way to acquire data to monitor the context and utterances in conversation. As a result of this, the method had been implemented. Depending on the circumstances, the facts were gathered by the employment of sense devices such as ears to hear, eyes to see, and minds to comprehend.

There was some equipment to fulfill data collection needs, such as pens and pencils, as well as books for taking notes, televisions, computers, speakers, and listeners. Additionally, there were equipments to sort the data, such as pens and pencils. When collecting data, it was necessary to have certain enabling circumstances in place, such as having a fan or air conditioner running in the room so that the temperature does not fluctuate too much. It was important that the light be bright for writing and data collection because it was much more difficult for researchers to collect data when it is dark. Observing, listening to, and concentrating

in particular on people's speech will be used to collect data in The movie "Heat" as a potential source of data.

In addition, a method that does not include participant input was used in this investigation. Because of this strategy, the researcher was not involved in the process of developing the utterances that are used to gather data. This freed them up to focus on other aspects of the study. When it came to the gathering of data, there were a lot of different processes involved. The initial step of the research process consisted of the researcher continuously watching and listening to the conversation that took place in the video footage. After watching the movie "Heat" and listening to the subsequent conversation about the movie, the researcher made a recording of the utterances that were related to the rudeness of the conversation in the movie. After that, the researcher recorded the utterances and selected the ones that pertained to the conversational impoliteness hypothesis to highlight. The researcher proceeded to incorporate all of the data as well as the conditions shown in the film into this study.

3.4 Method of Analyzing Data

This research used the dividing method according to Sudaryanto (2015) with the method of sorting the determining elements and sorting power as a distinguishing tool. The dividing method, according to Sudaryanto (2015) data analysis technique whose determining tool was outside, independent, and not part of the language concerned. According to Sudaryanto (2015). Sorting power was used to categorize lingual units in the form of words into several kinds so that the different references caused by a word must be understood first. In addition, Sudaryanto (2015) explained sorting power as the ability of a researcher to

distinguish the composition of writing with other lingual units through the use of sorting power. Writing words, sentences, and paragraphs is one example.

Researchers went through several processes when analyzing data. The researcher first read or understand the meaning of the text based on the context of the data source. The researcher found characteristics or patterns of oral communication. The researcher discussed these characteristics or patterns of speech. Finally, the researcher classified the data or statements in the movie according to the strategies and functions of impoliteness.