

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.

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 occurred 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 occurred 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.

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.

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

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 functions 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)