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),

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

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

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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
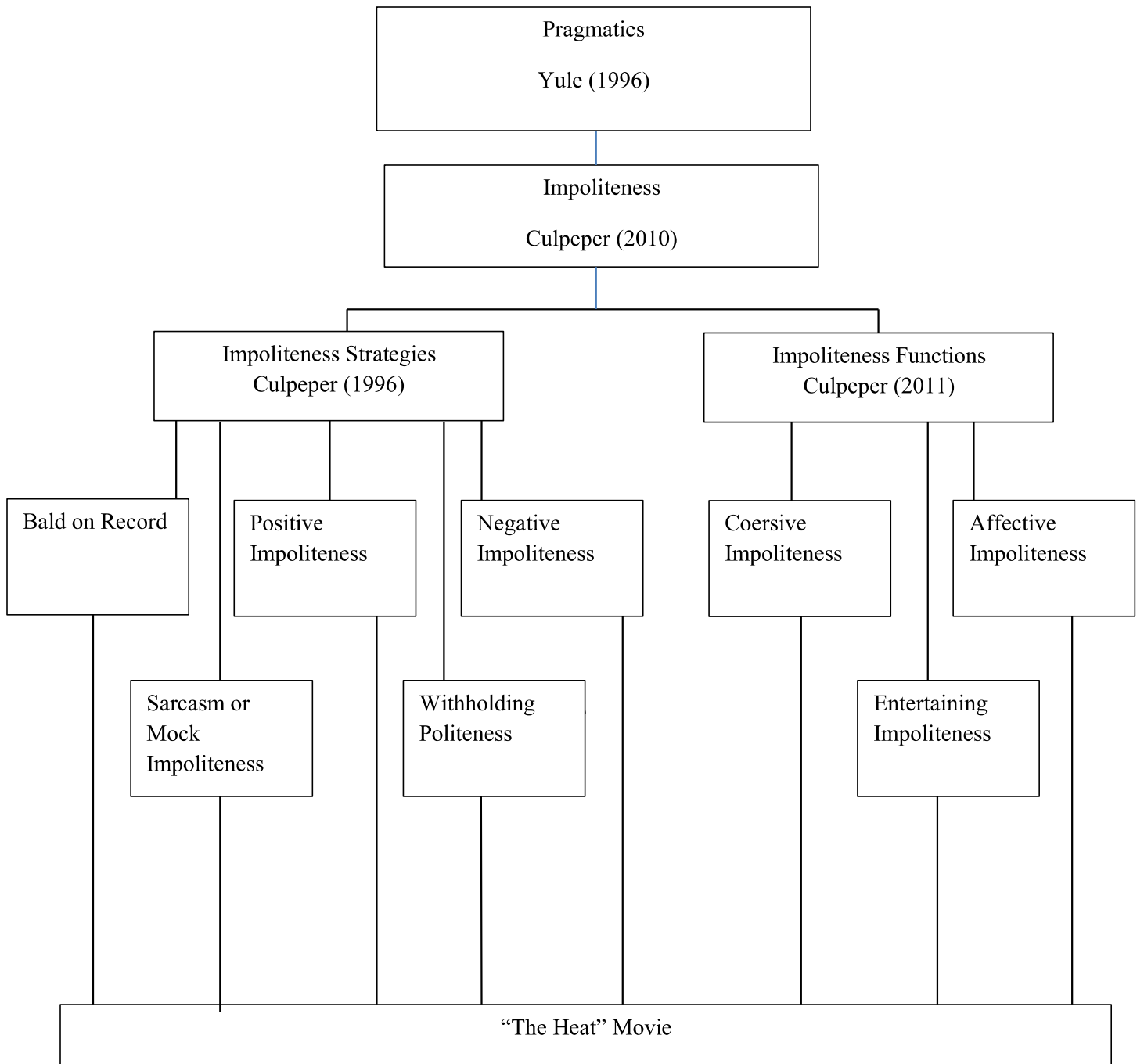
five categories. There are consequently 136 data in the target of analysis that represent five different impoliteness strategy.

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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                    │      Yule (1996)        │
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                    │       Impoliteness      │
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Impoliteness Strategies Culpeper (1996)	Impoliteness Functions Culpeper (2011)

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