

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK

2.1 Pragmatics

Language's implied meaning is studied in pragmatics. We can understand what someone means even when their words or writing are not explicit. This is known as 'invisible' meaning in pragmatics as stated by Yule (2010), communicators (whether verbal or written) need access to a wide range of presumptions and expectations from their audiences is an inquiry of the delivery of meaning and the comprehension of the speaker or writer by the listener or reader. Yule (2010) agreed that pragmatics is the study of analyzing what the speaker says and communicates. It assists individuals in comprehending the implicit meaning.

Pragmatic is clearly one of the subjects that fall within linguistics. People's language and suggested meanings are examined in this study. Pragmatics, as described above, is concerned with communication signs, which include the speaker, the meaning, purpose, and inferred intents of the phrase, as well as the context of the actual dialogue. Impoliteness is an example of a phenomenon that is connected to implicit meaning and conveyed via behavior and speech.

2.1.1 Impoliteness

In our activity, impoliteness can happen in conversation with each other. Mills (as cited in Mirhosseini et al., 2017) said that impoliteness is defined as "any sort of language activity that may be perceived as an attack on the listener's reputation." It is important to take into account even the tone of the speaker's voice. Culpeper et al., (2017) mentioned that when it comes to social gatherings, impoliteness is an utterance or a conduct. Impoliteness is an utterance that causes discord in social interactions between individuals and others. That's what happens when you define impoliteness as something that spreads and causes tension between two people.

Impoliteness, according to Bousfield & Locher (2008) may be described as an expression that promotes discord in social relations. Impoliteness is defined as a comment that creates a rift between two people. Then theory from Culpeper (2005) he stated that communicative strategies aimed at attacking the face and causing social conflict and disharmony.

Impoliteness can happen, because there is Face Threatening Act (FTA). A face-threatening act is when you say anything that undermines another person's self-esteem (FTA) that explained by Yule (2010). Culpeper et al (2017) mentioned that FTAs concern the purpose of a verbal or nonverbal communication, much like one or more "speech actions" can be linked to an utterance. your face represents your public self-image (Yule, 2010). Face divided into two. There are positive face and negative face. According Yule (2010) negative face is the desire to be independent and unburdened by

restrictions. Then, the desire to connect with others, to belong, and to be a part of the group, it is called positive face.

2.1.2 Impoliteness Strategies

Everyday conversation is full of rudeness. Face-threatening act (FTA) conduct, and conversation demonstrated the rudeness of the people involved. Impoliteness was displayed in a unique manner by each of them. According to Culpeper (1996) impoliteness may be characterized in a number of different ways. Negative impoliteness, sarcasm or mock impoliteness, withholding politeness, and bald on record are all examples of impoliteness.

2.1.2.1 Bald on Record Impoliteness

One of the ways to be rude is to have a bald on record. For Culpeper (1996) This term is reserved for situations in when it is important that the listener's face be targeted by the speaker. It should be used with extreme caution when a listener's face is at stake. "Shut that door," "Do your job," and "Dont chat" are all examples of commands that may be used in this context.

“We pay the Palestinians HUNDRED OF MILLIONS OF DOLLARS a year and get no appreciation or respect” (Bustan & Alakrash, 2020)

This statement might be considered Bald on record impoliteness because it is obvious and unambiguous that Trump stated his disappointment in assisting other countries but received no appreciation or support, notably in the Palestine-Israel dispute.

2.1.2.2 Positive Impoliteness

Using strategies that are designed to harm the addressee's desire to maintain a positive facial expression constitutes positive impoliteness.

Positive impoliteness, according to Bousfield (2008) is used to attack the positive face of the interlocutor. Positive impoliteness, according to Culpeper (1996) includes the following sub strategies.

a. Parting ways with the other

According to Culpeper, "the rejection of association with other individuals and the avoidance of sitting together are the conditions of disassociating from the others "(Culpeper, 1996).

b. Labeling one another negatively.

c. Using Swear Words.

d. Misusing labels that define one's identity.

Impoliteness used to assault a person's positive face in order to get acceptance and admission, as we may deduce from positive impoliteness. As a means of causing conflict, this strategy was employed. Usually, people use this strategy to express disagreement.

2.1.2.3 Negative Impoliteness

Based on Culpeper (1996) theory that the practice of being uncourteous in order to harm the reputation of the person being insulted wants, Confront the other person with contempt and disrespect; intimidate or terrify them; treat them with contempt; violate their space (physically or symbolically); directly link the other person with a bad feature (personalize, use the pronouns "I" and "You"), and put their debt on a pedestal are all examples of negative impoliteness, according to Culpeper's theory (1996). According to Culpeper (1996) some negative impoliteness output strategies are as follows:

a. Explicitly linking the other to a negative aspect

The use of the pronouns 'I' and 'You' to a hearer to expressly associate the other with a negative quality is covered. For example, when Ahmed and his friend interacted in the car after your friend released you from jail, Ahmed became upset and shouted, "You such a liar!" (Bustan & Alakrash, 2020).

b. Arrogant, disdainful, or mocking

It is a type of rudeness that means degrading and dismissing others. Furthermore, it is a person's belief that she or he is smarter or superior than others (Bustan & Alakrash, 2020).

c. Invading the others space-literally or metaphorically

It is the condition that occurs when the speaker inquires about someone's privacy and there is no close relationship between the participants (Bustan & Alakrash, 2020).

It can be concluded that positivity and negativity are two distinct forms of impoliteness. Both of the approaches were geared at slamming the listener in the face with their words. There is nothing good about any of the sub-strategies listed above, and they all convey a sense of power to the speaker.

2.1.2.4 Sarcasm or Mock Impoliteness

Through the use of fake politeness, sarcasm and mockery constitute face-threatening acts. To put it another way, it conveys the exact opposite of what the speaker intended to convey as stated by Culpeper (1996). To put it another way, sarcasm is the use of politeness with a negative intent. People who know context are aware of the statement's or opinion's intended

meaning. If the listeners know of what the speaker means and can identify it, the meaning can be very hurtful; otherwise, they will dismiss it.

2.1.2.5 Withhold Politeness

Withhold politeness occurs when the addressee decides to remain silent and not respond when polite behavior is expected to be performed by others, as defined by Culpeper (1996). For example, when the person gives the question to answer or offers for help, then he/she doesn't give answer or thank the help.

2.1.3 Impoliteness Functions

Impoliteness can happen in communication with use some strategies impoliteness, but impoliteness also categorized to some functions. According Culpeper (2011) There are three functions of impoliteness. These functions of work are in opposition to social norms, identities, and interpersonal connections. They are affective impoliteness, coercive impoliteness, and entertaining impoliteness.

A. Affective Impoliteness

The speaker's tone of voice conveyed a sense of resentment toward the listener. According to Culpeper (2011), the speaker-listener relationship suffers because of the circumstances and the surrounding milieu. In other words, it was a statement of directness.

“I'm gonna let you know just how I feel about what a rude little pig you really are”. (Culpeper, 2011)

Anger was shown to be expressed by the speaker's employment of an unpleasant remark to assault the interlocutor face. Instrumental emotional impoliteness is characterized by this trait.

B. Coercive Impoliteness

According Culpeper (2011) Coercive impoliteness is a form of rudeness in which the speaker takes advantage of the listener at their cost. The speaker's superior social status and authority, he reasoned, causes coerced impoliteness. where this impoliteness occurs through language in communication.

“If you don’t pull over and give yourselves up quietly... I swear to Christ your head is going up the driver’s ass. His head is going up your ass. And you drew the short stick... because your head is going up my ass.” (Sani & Suhandoko, 2020)

The example showed that the speaker threatens the interlocutor. The speaker can act to interlocutor because he/she has a power to make utterance like that. The expression was followed by asking with threatens. Toward another. As a result, the listener would follow the speaker’s words.

C. Entertaining Impoliteness

Culpeper (2011) described the rude behavior that occurs when one person makes fun of another and plays with their feelings for amusement. It refers to the entertaining impoliteness. For example:

“Nothing more entertaining than overdone criticism.” (Culpeper, 2011)

The speaker was entertained by the speaker's use of impoliteness as a form of entertainment. Because it was laced with shame, the

statement made above was considered disrespectful. However, the speaker's and maybe the listener's inferences of enjoyment were implied. The speakers smiled or laughed instead of being angry. On the other hand, the listener thought it was funny or something to underestimate them. To put it simply, being impolite was used as the punchline for a joke.

2.2 Previous Study

Ratri & Ardi (2019) examined using unpleasant language in *The Devil Wears*. The researchers found that there are several ways to do so. Two people, Miranda and Emily, has a power dynamic at work and are the center of this research. The findings of this study revealed that Miranda employed a wide range of impoliteness tactics. Only blatant on record impoliteness, positive, negative, and sarcastic or fake politeness were utilized by Emily. It is the goal of this study to discover why the two characters use unpleasant language to convey their dominance. The researchers used theory from Culpeper and employed qualitative content analysis method. According to the findings, Miranda Priestly employed all of the impoliteness strategies. Emily Charlton only employed four impolite strategies. Negative impoliteness was the most common tactic, occurring 46% of the time. Withhold courtesy was the least common tactic, occurring 4% of the time. It can be determined that Miranda and Emily's most frequently used approach was negative impoliteness.

Bustan & Alakrash (2020) examined Donald Trump's tweets concerning the Middle East and their impoliteness strategies. The study's purpose is to assess Trump's tweets targeting Middle Eastern countries, the researcher

focuses on tweets addressing those countries. The researcher used theory from Culpeper and the researchers used qualitative method. In the study's findings, there are only four ways to address these tweets to Middle Eastern nations with a lack of courtesy. Sarcasm indifference is another form of indifference that is naked on the record. The tweets, on the other hand, do not include any courtesy.

Sani & Suhandoko (2020) investigated John Hancock, the protagonist of the Hancock film, was studied in terms of how he utilized his rudeness to exert influence over his interlocutors, as well as how they reacted to his rudeness. The goal of this research is to examine impoliteness strategies in the action film Hancock. The researcher used theory from Culpeper (1986) and used qualitative method to analyze their research. The researcher took the data from movie transcript. Unlike previous research, this one examined impoliteness in the film by analyzing the words of several characters. The study discovered that recipients utilized all strategies except abrogation and dismissing to respond to Hancock's impoliteness.

Panjaitan et al (2021) investigated impoliteness strategies in English learning during pandemic. The purpose of this research is to find impoliteness strategies in learning during pandemic in students. In this research, the researchers used theory from Culpeper (1986) and used qualitative method. The researcher took the data from zoom that recorded in English online learning. The study showed that students in English online learning employed 68 impolite clauses. Positive Impoliteness was the most often utilized tactic, accounting for 26 percent of all instances (38.23 percent). Meanwhile,

Negative Impoliteness was used 25 times (25.00 percent), Sarcasm or Mock Politeness was used 13 times (19.12 percent), and Bald on Record Impoliteness was used 12 times (12.12 percent) (17.65 percent). The aim of this study is to look at the experiences and objectives of university students who use strategies of impoliteness.

Permana et al (2021) in the epidemic of covid-19, the researchers examined students' rudeness while studying online. The purpose of this research is to collect strategies of impoliteness that are found in conversation of students through application WhatsApp. This study used Culpeper theory to find strategies of impoliteness and used descriptive qualitative in this research. When students at MTS Ma'arif Andong are using the WhatsApp application to conduct online learning, they are using a variety of incivility techniques. A snapshot of a class WhatsApp group chat was used by the researcher to gather data. Four impoliteness strategies were discovered to match the data among the five impoliteness strategies, including bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm impoliteness.

Simanjuntak & Ambalegin (2022) the researchers examined impoliteness used in the movie "Easy A". The aim of this study is to investigate the impoliteness strategies used in Easy A. The researchers used theory from Culpeper and used descriptive qualitative to analyze this study. An observational methodology and a non-participatory technique were used to collect data. The researchers found 16 utterances throughout this study. As a result of their research, the researchers identified five forms of impoliteness: (4) bald on record impoliteness, (5) positive impoliteness, (4) negative

impoliteness, (2) mock politeness, and (1) withhold politeness. Easy A utilized both positive and negative impoliteness the most.

Rheem & Ahmed (2022) one of the pragmatic kinds of impoliteness that appeared in President Biden's statements during the Afghanistan pullout. The study's goal is to identify the numerous impoliteness approaches employed by Biden, as well as the most often utilized impoliteness strategies. Theory Culpeper was used to analyze this research. The research was based on three of President Biden's news conferences. The findings found that there were five impoliteness strategies used in Biden's talks, with positive impoliteness being the most common. Furthermore, the inquiry reveals that Biden overestimated his ability to assault the hearer.

Culpeper (1996,2011) theory was used in both past and current studies. The data gathered by the previous researcher was what made the difference. The present researcher will take the data from characters that use impolite in reality show named Hype house (2022)

2.3 Theoretical Framework

An explanation of pragmatics as a research method was given by the researcher at the outset. In this study, we will examine Culpeper (1996) impoliteness strategies. There are negative impoliteness, positive impoliteness, sarcasm or mimic politeness, and withholding politeness are all forms of impoliteness. Culpeper's form (2011) of impoliteness were discovered by the researcher as a way to better understand the purpose of impoliteness. There are affective impoliteness, coercive impoliteness, and entertaining impoliteness.

Those theories were applied in analyzing characters in reality show named Hype House (2022).

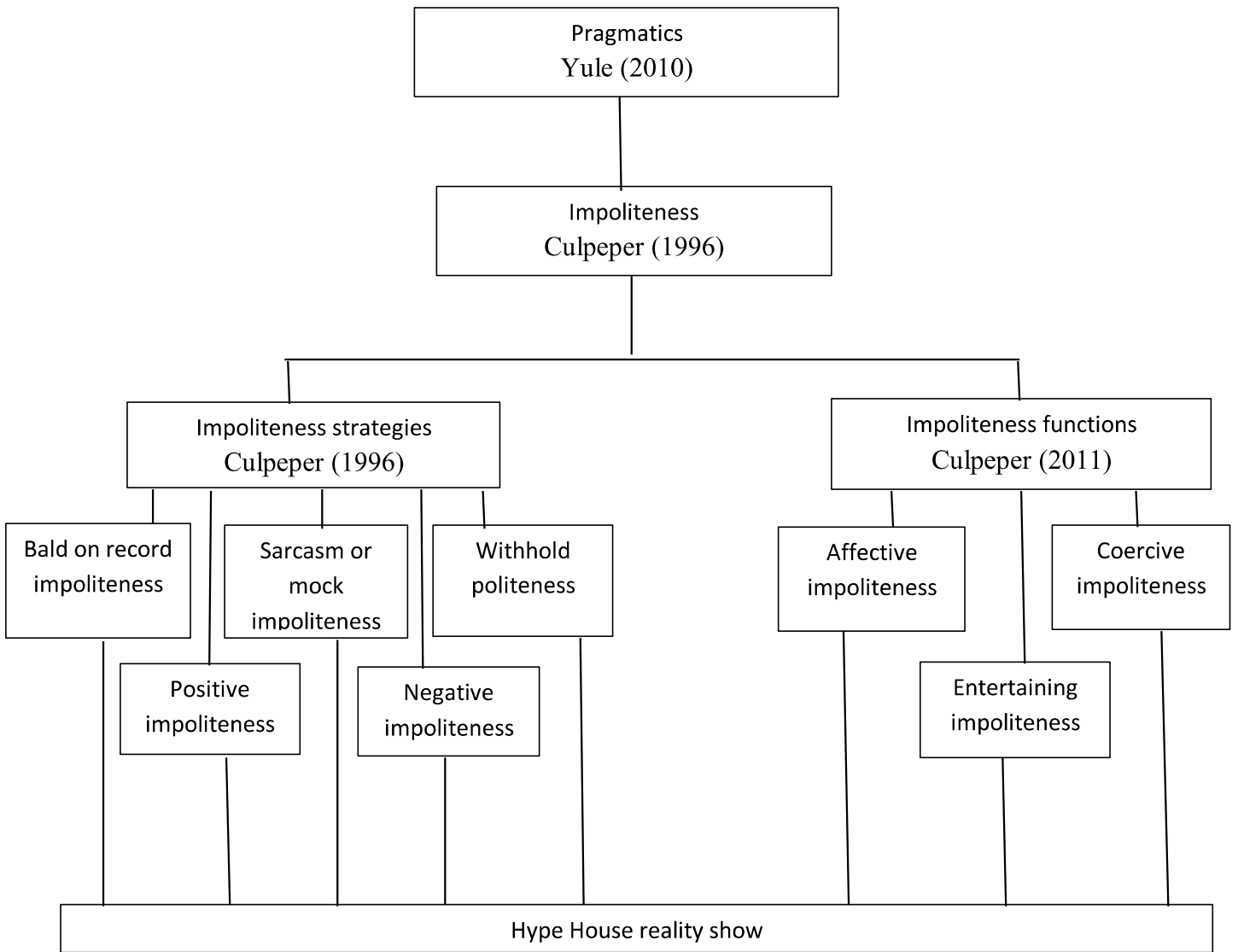


Figure 2.1 Theoretical Framework

From the figure above, it is clear what theories will be used for this thesis. The method known as the theory of pragmatics, which is regarded as the grand theory, is contained in the first layer. With the use of this great theory that contextualizes impoliteness, which is the subject of this study's second layer. The following are several strategies for being impolite and explanation of impoliteness from the third layer of the grand theory. In order to respond to one of the study's questions, the researcher draws on Culpeper's theory of impoliteness strategies from 1996. The fourth layer is on impoliteness strategies. There are five possible impoliteness strategies: bald on record, positive impoliteness, negative impoliteness, sarcasm/mock impoliteness, and withhold politeness.

In the fourth layer or the second research question, functions of impoliteness based on Culpeper's theory (2011) are considered. Functions of impoliteness consist of three types: affective impoliteness, coercive impoliteness, and entertaining impoliteness. Based on the reality show "The Hype House," which is situated in the fifth layer of the theoretical framework, the researcher analyzes in this study the strategies and functions of impoliteness found in the third layer.