

**A PRAGMATIC ANALYSIS OF IMPOLITENESS STRATEGIES USED IN
DAILYMAIL'S COMMENTS**

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ABSTRACT

Impoliteness strategy is strategy to attack face or identity or right in communication. Impoliteness involves some kind of conflict between the participants, it happens when their social status, power, and culture different. Culpeper, is a proponent of impoliteness who actively doing research, explains the kind of impoliteness. He formulates impoliteness strategies in 2010, it has five kinds: bald on record impoliteness, positive impoliteness, negative impoliteness, withhold politeness, and off-record impoliteness. The research aims to describe the most occur types impoliteness strategies and the conventional forms of impoliteness used in Dailymail's comments. This research is focused on impoliteness strategies. This research investigates impoliteness in comments written by the readers in Dailymail, published in 2015-2016. The type of research is descriptive qualitative. The data source of this research is comments of dailymail.co.uk. In collecting data, writer uses the documents were taken from Dailymail's comments. From the collected data, the writer finds 80 data. The research finding shows that bald of record impoliteness is the most found in the Dailymail's comments. Then, negative impoliteness (condescend, ridicule, scorn, and frighten), positive impoliteness (call the other name, seek disagreement, exclude the other from an activity, and ignore, snub the other), sarcasm or mock impoliteness, and off-record impoliteness. Whereas, the conventional forms of impoliteness strategies of this research consists of patronising behavior, pointed criticism, and insults.

Keyword: impoliteness strategies, conventional forms

A. INTRODUCTION

Crystal and Varley (1993) state that "communication is the sending and receiving of messages. It means to any message, not just the highly structured symbolic messages of language." Communication is a broader concept than language, and language is included within what is meant by communication.

Communication is the common activities of human being. There are many ways of communication, the first is verbal communication, the second is non-verbal communication, then written communication, and the last is visual communication. Communication purposes to send messages, information, share the opinions, and keep relationship with the other. In communication, there are several ways to send messages, such as face-to-face or using media. When people communicate, they are using politeness, it used to respect the others, elders, and strangers. Though, people are impolite when they communicate with the other. It has many reasons why people are impolite when they communicates, such as he has different opinion with the other and wants to defend his argument, his emotional of anger could not be hold out.

The first way of communication is verbal communication. It is communication within voices or spoke. Verbal communication refers to the send a message using of sound and language. It works to express ideas, opinions, concepts, etc. such face-to-face, telephone, radio or television and other media. While, nonverbal communication involves those nonverbal stimuli in a communication setting that are generated by both the speaker and his use of the environment and that have potential message value for the speaker or listener. Basically it is sending and receiving messages in a variety of ways without the use of verbal codes or words. It is both intentional and unintentional.

The other categories of communication are written and visual communication. **Written communication** is used in letters, e-mails, books, magazines, and the internet or via other media. Written communication contains any type of message that use of the written word. Nowadays, written communication becomes popular, especially in social networks or sites. When someone shares his opinion, express his feeling, etc with his own language, particularly with impolite words, he will get impolite responds too and it often makes words war. And the last is visual communication, communication using by graphs and charts, maps, logos and other visualizations can communicate messages. This communication makes people understand things better, the complex ideas can be presented clearly within a short time period, and can be used to communicate to wide group with differing background.

For all categories of communication, the most give a chance to interact impolitely with the others are verbal communication and written communication. However, I will be specified about written communication in online article that written by the readers.

Although previous studies have examined impoliteness, most of them focus on spoken impoliteness. The research of written impoliteness has been rarely examined, and hence this study is to fill in this gap. Thus, this present study examines written impoliteness in comments of online news.

Most of the native researchers have studied spoken impoliteness in variant objects. Culpeper is using television documentary (2003), television quiz show (2005) as his objects. Aydinoglu (2013) is using the speech of act plays by an American woman playwright in GERALD L. HARTON. Then, Laitinen (2011) is using television drama as her object. Wang is using female mandarin speakers as object of her study (2008). Marlangeon studied about a typology of verbal impoliteness behavior for the English and Spanish cultures (2012).

The research of written impoliteness especially in online magazines has been rarely examined. The most studies of written impoliteness are using novels as his/her objects. Methias (2010) using a novel of Dickens's Great Expectation in his research. Kuntsi (2012) also uses a novel "Dover Trial" in her research. In Indonesia, research about impoliteness is still not widely. The example, Hartono (2014), he uses comic strip as his object to analyze impoliteness strategies.

The last is Wibowo (Nd), he examines impoliteness used in online football comments. The present research has same object with Wibowo, but different participants. The previous research used Indonesian participants (English as second language) and the present research used native participants (English as mother tongue or first language).

This research which deals with impoliteness used in Dailymail's comments focuses on analyzing the impoliteness strategies are used by reader in Dailymail. The aim of the research is to describe the most occur types impoliteness strategies and to describe the conventional form of impoliteness used in Dailymail's comments. This study will be different with the studies before, the researcher focuses on written

impoliteness in CMC. The researcher hopes that this research will be useful as additional references and enrichment in studying language used.

B. THEORETICAL REVIEW

The study of pragmatic is concerned with many principles to make sense of what somebody hears and reads. Levinson (1983:21) explain that “Pragmatics is the study of the relation between that language and context are basic to an account of language understanding.” According to Peccei (1999:5), pragmatics concentrates on those aspects of meaning that cannot be predicted by linguistics alone and takes into account knowledge about the physical and social world.

Impoliteness has several synonyms in the English language and somehow they all refer to the evaluation of negative behavior (Culpeper, 2010), because they attack somebody’s identity or rights, and they cause specific emotional reactions (e.g. hurt or anger). It has been directly associated with the intentions of the speaker and perceptions of the hearer.

Impoliteness contains of five sub-units, there are bold on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness.

Computer-Mediated Communication (CMC) is the process by which people create, exchange, and perceive information using networked telecommunications systems (or non-networked computers) that facilitate encoding, transmitting, and decoding messages.

In this paper, researcher uses theory of impoliteness strategies by Culpeper (1996). Impoliteness strategies refer to communicative strategies used to attack face, and thereby create social disruption, based on Culpeper. He categorizes into five strategies, as follows:

1. Bald on record impoliteness – the FTA is performed in a direct, clear, unambiguous and concise way in circumstances where face is not irrelevant or minimized.
2. Positive impoliteness – the use of strategies designed to damage the addressee’s positive face wants. Examples:
 - a. Ignore, snub the other
 - b. Exclude the other from an activity
 - c. Disassociate from the other
 - d. Be disinterested, unconcerned, unsympathetic
 - e. Use inappropriate identity markers
 - f. Use obscure or secretive language
 - g. Seek disagreement
 - h. Make the other feel uncomfortable
 - i. Use taboo words
 - j. Call the other names
3. Negative impoliteness – the use of strategies designed to damage the addressee’s negative face wants. Examples:
 - a. Frighten
 - b. Condescend, scorn or ridicule.
 - c. Invade the other's space
 - d. Explicitly associate the other with a negative aspect
 - e. Put the other's indebtedness on record
4. Sarcasm or mock politeness – the FTA is performed with the use of politeness strategies that are obviously insincere, and thus remain surface realizations

5. Withhold politeness - the absence of politeness work where it would be expected
6. Off-record impoliteness - the FTA is performed by means of an implicature but in such a way that one attributable intention clearly outweighs any others.

(Culpeper 2005)

The researcher uses theory of conventional impoliteness strategies by Culpeper (2010) to describe the conventional forms of impoliteness used in Dailymail's comments. This theory has six contents, there are:

1. Patronising behaviour (including condescending, belittling, ridiculing and demeaning behaviours): Producing or perceiving a display of power that infringes an understood power hierarchy
2. Insults (including derogatory statements and implications): Producing or perceiving a display of low values for some target
3. Pointed criticism (including expressions of disapproval and statements of fault, weakness or disadvantage): Producing or perceiving a display of low values for some target
4. Encroachment: Producing or perceiving a display of infringement of personal space (literal or metaphorical)
5. Exclusion (including failure to include and disassociation): Producing or perceiving a display of infringement of inclusion
6. Failure to reciprocate: Producing or perceiving a display of infringement of the reciprocity norm

(Culpeper 2010)

C. RESEARCH METHODS

The researcher is seeking to answer question about impoliteness strategies and the conventional form of impoliteness. She is decided to use descriptive qualitative. The techniques are analyzing the impoliteness strategies in Dailymail's comments by using Culpeper's impoliteness strategies and analyzing the conventional forms of impoliteness based in Culpeper (2010).

The sources of the data were taken from the online comments of Dailymail, in the news, tv showbiz and sport's columns. This research concerns on impoliteness in comments that written by the readers in Dailymail published in August 2015 until January 2016 and collected for 80 online comments. Then, the researcher is classifying the data into impoliteness strategies by Culpeper and coding the data.

D. FINDINGS AND DISCUSSION

In the findings and discussion, the writer analyses comments on Dailymail. First, the writer describes the most occur types impoliteness strategies used in comments. Second, is describing the conventional forms of impoliteness used in Dailymail's comments.

1. Impoliteness strategies

Impoliteness strategy is strategy to attack face or identity or right in communication. Impoliteness strategies happen when their social status, power,

and culture are different. Culpeper (1996) refers impoliteness to communicative strategies used to attack face, and thereby create social disruption.

- a. **Bald on record impoliteness** – the FTA is performed in a direct, clear, unambiguous and concise way in circumstances where face is not irrelevant or minimized.

45/Murica/BOR/Selena Gomez puts her enviable legs on display in a pink ombré bandage dress as she films *Neighbors 2* in Atlanta

She looks cheap.

Murica's comment completely categorize into bald on record impoliteness. Murica clearly stated that Selena Gomez looks cheap with her pink ombré dress. It explains that her dress is not suitable with her. Murica said in a direct, clear, and unambiguous sentence.

- b. **Positive impoliteness** – the use of strategies designed to damage the addressee's positive face wants.

65/My Opinion/Call_the other name/Aisleyne Horgan-Wallace puts on a very busty display in plunging black dress while Nicola McLean matches in racy sheer number for girls' night out

They look like a pair of dogs

The comment contains on positive impoliteness strategy. It shows that the participant does not like Aisleyne and Nicola's wardrobes. The news given pictures of Aisleyne and Nicola's dress and tasteless. The participant said that Aisleyne Horgan-Wallace and Nicola McLean look like a pair of dogs. From *My Opinion*'s comment the researcher knows that is the type of positive impoliteness of call the other name.

- c. **Negative impoliteness** – the use of strategies designed to damage the addressee's negative face wants

38/European and LOVE IT/Frighten/Nick Kyrgios claims he's 'learned' his lesson after his vile sex sledge on Stan Wawrinka and says there 'won't be a next time'

I cant stand this guy. he needs a massive smack in the chops.

The comment from *EuropeanandLOVEIT* uses negative impoliteness. He stated that he irritated with Kyrgios's act on the court. Kyrgios said that Kokkinakis banged Wawrinka's girlfriend, Donna Vekic. That should not be done by competitor on the match. *EuropeanandLOVEIT* describes that he cannot bear of Kyrgios's behave and want to give a massive smack in his chops. The comment includes of negative impoliteness of frighten.

- d.

arcasm or mock politeness – the FTA is performed with the use of politeness strategies that are obviously insincere, and thus remain surface realizations

64/justsayin/Sarcasm or mock impoliteness/Aisleyne Horgan-Wallace puts on a very busty display in plunging black dress while Nicola McLean matches in racy sheer number for girls' night out

Where do they even get clothes like that?

The comment includes of sarcasm or mock impoliteness. The participant said *where do they even get clothes like that?* It explains that *justsayin* using irony to express him/her opinion that their dress is racy and

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unsuitable. The word *even* proves clearly that the commentator does not like Aisleyne and Nicola's clothes.

- e. **Off-record impoliteness** - the FTA is performed by means of an implicature but in such a way that one attributable intention clearly out weighs any others.

68/Yellowfreckles/Off-record impoliteness/That's a whole lot of Lottie! Kate Moss's model sister flashes her bra under racy sheer dress at 18th birthday bash

She seems to hang out with a stylish good looking crowd.

Weird to see 18 year olds drinking in a bar like this, as the drinking age is 21 in the US.

This statement includes of off-record impoliteness, the FTA is performed by means of an implicature but in such a way that one attributable intention clearly out weighs any others. The *Yellowfreckles* wonders how Lottie can hold her 18th birthday party in a bar. She's only 18 year olds drinking in a bar at her party, while the drinking age in the US is 21 year olds.

2. Conventional forms of impoliteness

A conventionalized impoliteness is a form of a language in which context-specific impoliteness effects are conventionalized.

- a. **Patronising behaviour** (including condescending, belittling, ridiculing and demeaning behaviours): Producing or perceiving a display of power that infringes an understood power hierarchy

64/justsayin/Patronising behavior/Aisleyne Horgan-Wallace puts on a very busty display in plunging black dress while Nicola McLean matches in racy sheer number for girls' night out

Where do they even get clothes like that?

This comment includes of patronizing behavior because *justsayin's* statement shows condescending sentence. *Where do they even get clothes like that?* means that 'is not there any better clothes?' At *justsayin's* point of view, Aisleyne and Nicola's clothes are too racy.

- b. **Insults** (including derogatory statements and implications): Producing or perceiving a display of low values for some target

45/Murica/Insults/Selena Gomez puts her enviable legs on display in a pink ombré bandage dress as she films Neighbors 2 in Atlanta

She looks cheap.

In this comment, the participant makes derogatory statement about Selena Gomez's style. Murica clearly said that Gomez's dress makes her looks cheap.

68/Yellowfreckles/Insults/That's a whole lot of Lottie! Kate Moss's model sister flashes her bra under racy sheer dress at 18th birthday bash

She seems to hang out with a stylish good looking crowd.

Weird to see 18 year olds drinking in a bar like this, as the drinking age is 21 in the US.

Yellowfreckles's comment includes of conventional form of impoliteness of insult. He/she insulting Lottie's lifestyle that she held 18th birthday party at a bar while the drinking age in US is 21.

- c. **Pointed criticism**(including expressions of disapproval and statements of fault, weakness or disadvantage): Producing or perceive a display of low values for some target
38/European and LOVE IT/Pointed criticism/Nick Kyrgios claims he's 'learned' his lesson after his vile sex sledge on Stan Wawrinka and says there 'won't be a next time'

I cant stand this guy. he needs a massive smack in the chops.

This comment contains in conventional form of impoliteness of pointed criticism. The participant said that he/she can bear Kyrgios's statement which condescend Wawrinka's girlfriend that is impolite to interlope.

65/My Opinion/Pointed criticism/Aisleyne Horgan-Wallace puts on a very busty display in plunging black dress while Nicola McLean matches in racy sheer number for girls' night out

They look like a pair of dogs

In this comment, *My Opinion* uses conventional form of impoliteness of pointed criticism. He/she stated that Aisleyne and Nicola's dress are awful and looks like a pair of dogs.

E. CONCLUSION

This research is about impoliteness strategies used by the readers who written the comments in Dailymail website. After analyses the data, the researcher found that there are five impoliteness strategies used and three types of the conventional form are used.

Related to the first research question about impoliteness strategies which are used by the reader while written the comments, the researcher found out five strategies of impoliteness intended by Culpeper are used. The five impoliteness strategies are bald on record, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and off-record impoliteness. Then, the researcher found out three categories of the conventional form of impoliteness proposed by Culpeper, there are patronising behavior, insult and pointed criticism.

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