IMPOLITENESS STRATEGIES USED IN DAILYMAIL'S COMMENTS

**Submitted to the Department of Language Studies,
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in Partial Fulfilment of the Requirements for
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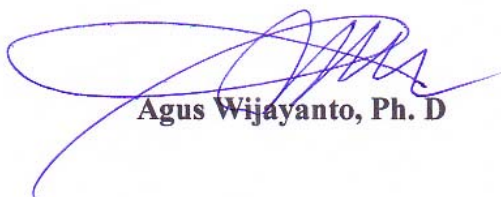APPROVAL

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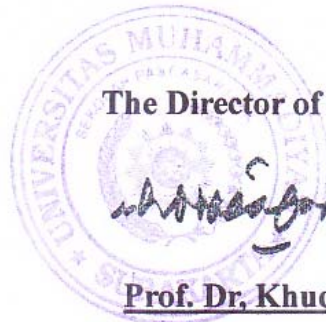And is certified to be accepted for submission

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IMPOLITENESS STRATEGIES USED IN DAILYMAIL'S COMMENTS

ABSTRAK

Penelitian ini membahas tentang strategi ketidaksopanan yang digunakan di kolom komentar di Dailymail. Penelitian ini berupa penelitian kualitatif. Tujuan dari penelitian ini ada mendeskripsikan tipe-tipe ketidaksopanan yang ditemukan di kolom komentar Dailymail dan bentuk-bentuk bahasa ketidaksopanan. Data penelitian ini dikumpulkan dari kolom komentar di Dailymail. Peneliti menggunakan metodi dokumentasi dalam pengumpulan data, seperti membaca dan memahami komentar-komentar yang terdapat dibawah artikel berita di Dailymail, menuliskan data-data ketidaksopanan yang telah ditemukan, dan memberikan kode-kode. Data-data yang telah ditemukan dianalisis mengunakan teori ketidaksopanan milik Culpeper (2005) and bentuk-bentuk bahasa yang digunakan untuk mengungkapan ketidaksopanan tersebut berdasarkan teori Culepeper (2010). Ada tiga tahapan dalam menganalisi data-data tersebut, pertama menganalisa tipe-tipe impoliteness yang ditemukan , kemudian menganalisa bentuk bahasa yang digunakan untuk mengungkapkan ketidaksopanan, dan terakhir menyimpulkan. Hasil yang ditemukan setelah menganalisa data-data adalah tidak semua stategi yang ditemukan oleh Culpeper digunakan oleh para penulis komentar di kolom komentar Dailymail. Ada 4 strategi yang ditemukan, yaitu bald on recor impoliteness, positive impoliteness, negative impoliteness, dan off-record impoliteness atau sarcasm/mock politeness dan bentuk-bentuk bahasa ketidaksopanan yang ditemukan berupa assessing, figurative language, rhetorical question, telling the truth, giving advice, dan lain-lain.

Keyword: ketidaksopanan, bentuk bahasa, situs online.

ABSTRACT

This research investigated impoliteness strategies used in Dailymail's comments. It is qualitative research. The objectives of this research are describing the types of impoliteness strategies found dominantly and the conventional form of impoliteness in Dailymail's comments. The data are the comments of Dailymail site. The researcher uses documentation method to collect the data, by doing some steps: reading and understanding the comments below the article, writing the data of impoliteness strategies found in the comments, and coding. The data were analyzed by the theory of impoliteness by Culpeper (2005) and conventional form of Culpeper's theory (2010). There are 3 steps in analyzing the data, as follow: analyzing the impoliteness strategies in Dailymail's comments, analyzing the conventional form of impoliteness, and drawing conclusion. The finding of this research is not all the impoliteness strategies found in this research. There are bald on record impoliteness, positive impoliteness, negative impoliteness, and off-record impoliteness or sarcasm/mock impoliteness and pragmalinguistic of impoliteness strategies can be expressed with some form, such assessing,

figurative language, rhetorical question, telling the truth, giving advice, etc.

1.   INTRODUCTION

Communication is a wider concept than language, and language is included within what is meant by communication. Communication is the common activities of human being. The purpose of communication is sending messages, information, share the opinions, and keeping 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 to respect the others, elders, and strangers. Though, there are some people are impolite when communicate with the other. It has many reasons why people are impolite when communicate, such as they have different opinion with the other and wants to defend his argument; his emotional of anger could not be hold out or they have intimate relationship. 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.

The first way of communication is verbal communication. It is communication within voices or spoken. Verbal communication refers to the send a message using of sound and language. It works to express ideas, opinions, concepts, etc (e.g., face-to-face, telephone, radio or 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. Essentially, 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 others media. Written communication contains any type of message that use of the written word. Nowadays, written communication becomes popular, especially in social media 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 because it annoyed the others. The last is visual communication, used 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 which give the most chance to interact impolitely with the others are verbal communication and written communication. In this study, the writer used written communication. However, I will be specifying about written communication in online article 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 data sources. Culpeper is using television documentary (2003), television quiz show (2005). Aydinoglu (2013) is using an American woman playwright in Geralyn L. Harton. Then, Laitinen (2011) is using television drama. Wang is using female mandarin speakers (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, get the data from a novel. 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.

And 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 uses native participants (English as

mother tongue or first language.

2.   RESEARCH METHOD

In this research, the writer used descriptive qualitative research. The object of the research is impoliteness in comments that written by the readers in Dailymail.The objectives of the recent research were to describe the types of impoliteness strategies found dominantly and the conventional form of impoliteness in Dailymail's comments. The data were collected by using documentary method and analyzed using theory of impoliteness strategies purposed by Culpeper (2005).

3.   FINDINGS AND DISCUSSION

A.   Types of Impoliteness

This paper used the theory of Culpeper (2005) to analyze the types of impoliteness strategies dominantly found in Dailymail's comments. There were 6 types of impoliteness strategies, such as bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm/mock politeness or off-record impoliteness, and withhold politeness.

There are only four strategies of Culpeper's impoliteness found in this study, bald on record impoliteness, positive impoliteness, negative impoliteness, and off-record impoliteness or sarcasm/mock politeness. Positive impoliteness was the most frequent in this study, 33 (33%), its subcategories excluding the other from activity, be disinterested, unsympathetic, seek disagreement, taboo word, and call the other name.

Bald on record impoliteness was the second frequently used in this study. Its subcategories include scorn 19 (19%); ridicule 7 (7%); and condescend 1 (1%). Off-record impoliteness or sarcasm/mock politeness 11 (11%) was the last strategy used in Dailymail's comments. From the result above, it can be concluded that not all impoliteness strategies purposed by Culpeper (2010) used by the writers on comments' column in Dailymail site.

1)   Bald on record impoliteness

Bald on record impoliteness is strategies to express the opinion directly, clear and unambiguous impolitely. 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 (Culpeper, 2005).The present research found 29 bald of record impoliteness on Dailymail's comments.

This comments was given to TV Showbiz page entitle *Selena Gomez and Kendall Jenner bring sexy back to the American Music Awards as they lead the showstoppers on the red carpet*, published on 22 November 2015 by Heidi Parker and Heather Waugh.

SB/bor/05

Her hair is awful

SB/bor/06

She's just not pretty

SB/bor/07

Awful legs

Selena Gomez made a show-stopping appearance with a rather cheeky rear view in a glittering ruby dress, teamed it with black ankle-strap heels to elevate her petite frame a little. Selena's locks were styled straight down her back in a sleek centre parting and she wore dusky red-hued eye make-up to complement her look. Meanwhile reality star siblings Kendall and Kylie Jenner coordinated in stylish black ensembles. Kendall accentuated her slender physique in a slinky dress and supper strappy skyscraper heels. She bared her back in the short halter-neck frock and pulled her locks up into a trendy top knot. Her younger sister Kylie, 18, opted for a raunchier look in cut-out leather and chainmail frock which she teamed with black heels. Model-of-the-moment Gigi Hadid brought the wow factor in a white two piece gown which showed off lots of cleavage and midriff as well as plenty of leg with a thigh-high slit. The 20-year-old showed off a new short bob which she told host Giuliana Rancic may not be a long-term look. One of the first to walk the red carpet was Giuliana who stunned in a silver and black sheer gown with a sweet mermaid finish. One Direction proved the big winner by scooping the top award. The band won the top award at last year's show - as a quintet with Zayn

Malik. They also won favorite duo or group - pop/rock Sunday night. Bieber, who won best collaboration with Diplo and Skrillex, closed the night with a medley of his hits. Billboard announced Sunday his new album, 'Purpose,' will debut at No. 1 on its charts Monday after selling 649,000 equivalent albums. Bieber's performance wasn't the only well-received one: Celine Dion paid tribute to the victims of the recent Paris attacks by singing Edith Piaf's 'Hymne à L'Amour' in French as some audience members cried. The Weeknd's performance was also a favorite, and he walked away with two awards, and presented the first one from Prince. Nicki Minaj, who wore a figure hugging confection, was also a double winner, taking home favorite artist and album - rap/hip-hop. Meghan Trainor and Charlie Puth's performance got additional attention after the singers made out onstage after singing their song, 'Marvin Gaye'. Bryan beat out Jason Aldean and Sam Hunt, who won new artist of the year. Taylor Swift, who is out of the country shooting a music video, was the top nominee with six. She won song of the year for 'Blank Space,' favorite album - pop/rock for '1989' and favorite artist - adult contemporary. Performers included Coldplay, Gwen Stefani, Alanis Morissette, 5 Seconds of Summer and Carrie Underwood, who won favorite female artist - country.

The writers state that music award is not about music. The artists always show unimportant things (dresses and suit) in the awards. Especially if their music was not particularly successful, they will stand out with over-unique trashy outfits. 15-17 the writers focus on the headline artists (Selena Gomez and Kendall Jenner), they clearly mention both Selena and Kendall's style are awful.

2)   Positive Impoliteness

Culpeper (2005) states that positive impoliteness is strategies designed to damage the addressee's positive face wants. The research found 33 positive impoliteness, consisting of exclude the other from activity (1), be disinterested (5), unsympathetic (4), seek disagreement (2), taboo words (4), call the other name (17).

Be disinterested

Disinterested means impartial/unbiased/not taking sides by personal interest or advantage. In other words, is not having a personal interest at stake.

This comment was directed to Sports page entitle *Ronda Rousey hits out at Floyd Mayweather and his domestic abuse record*, published on 16 July 2015 by Martin Domin.

S/disinterest/01

she is not going to get a fight against Mayweather so **she needs to shut up with all that talk**

Ronda Rousey won as the 'Best Fighter' award at the ESPYs in Lost Angeles, defeat Floyd Maywather the unbeaten boxer who had been prisoned in 2012. She took aim at his domestic abuse record. The UFC's women's bantamweight champion was beat the poll ahead of Mayweather, boxer Terence Crawford and Gennady Golovkin and fellow MMA Donald Cerrone. Rousey also won the 'Best Female Athlete' award, beating the likes of Wimbledon champion Serena Williams. Mayweather served two months of a three-month prison sentence in 2012 after pleading guilty to domestic violence to beat Manny Pacquiao in May. In her winner speech, Rousey states that she wonder how Floyd feels to be beat by woman for once. She added that she'd like to see him pretend not to know who she is. Earlier, she was pictured laughing and joking with Mike Tyson, the former heavyweight world champion. She said she's really glad Mike was able to come and really don't think she beat Bethe. Tyson knows better about the moment is like. Rousey has become the UFC's bigger stars since her debut in 2013 and has made five successful defenses of her title. On august 1 will be her sixth against Correia in Rio de Janeiro. In her acceptance speech at the award ceremony, she thanks to all the women that are nominees and all the women there for being the change to see in the world. She added to her mum who really supports her to get there.

Based on the comment above, the writer was disinterested with Rousey's speech about Mayweather's scandal. The writer thinks that Rousey will not possible to get a fight with Mayweather because of their different class. So he/she wants Rousey not to brag.

3) **Negative Impoliteness**

Culpeper (2005) states that negative impoliteness is the use of strategies designed to damage the addressee's negative face wants. Whereas positive impoliteness attacks the addressee's positive face, negative impoliteness attacks the addressee's negative face, that is, an addressee's will or need to be unimpeded, not distracted by others, and free from all kinds of imposition (Brown and Levinson, 1987). The present research found 26 negative impoliteness, consisting of scorn (18), ridicule (7), condescend (1).

Scorn

According to Merriam-Webster, scorn is harsh criticism that shows a lack of respect or approval for someone or something. Scorn is a feeling of proud without respect and thinks the other is stupid or has no value.

This comment was found in sports column which published by David Kent on 19 may 2015 entitled *Manchester United players arrive at Player of the Year Awards with their WAGS ahead of glitzy end-of-season bash at Old Trafford.*

S/scorn/01

The **English ladies are boring** to look at.

The news describes that all players arrived with their wife and partners at Old Trafford on Tuesday night as they celebrated at the club's end-of-season. The players and WAGS arrived AT old Trafford dressed to their best for the club's Player of the Year awards. These news, describes David de Gea who has been heavily linked with a move to Real Madrid, arrived with his girlfriend Edurne Garcia. De Gea who is yet to pen a new deal at United, beat competition from the likes of Asley Young and Juan Mata to be crowned champion of the Players' Player award for the second season in a row. The manager Louis van Gaal had warned his squad of a 'rough' summer ahead. He said that their selection is unbalance. They have managed to be fourth but they have to manage to be champions. He also thanks to De Gea for his 'fantastic' development.

The writer talks about the WAGS whose arrived with their couple. WAGS refer to the wives and girlfriends of high-profile footballers and known by their glamorous life. They have different background, models, actresses, singers, etc. the writer

thinks that WAGS are not really pretty and wrote *The English ladies are boring to look at.* He/she uses English ladies because most of the WAGS are British.

4)   Off-Record Impoliteness or Sarcasm/Mock Politeness

Sarcasm or mock politeness – the FTA is performed with the use of politeness strategies that are obviously insincere, and thus remain surface realizations. Off-record impoliteness – the FTA is performed by means of an implicature but in such a way that one attributable intention clearly out weights any others. The present research found 13 off-record impoliteness or sarcasm/mock politeness in Dailymail's comments.

This comments was found on TV Showbiz page entitle *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* ,published 10 January 2016 by Joanna Crawley.

SB/sarcm/02

Is that clothing? wow.

Former Big Brother star Aisleyne, who loves of a wild night out, turned heads in her very daring dress featured a shockingly low neckline, and Nicola matched in her own daring LBD. The black number featured a plunging neckline which accentuated her ample assets, while the super high hemline left little to the imagination too. Fringe detail added to the glam look while the blonde covered up somewhat with a sleeveless black coat with a furry collar. She continued the head-to-toe black ensemble with a pair tasseled heals and carried a YSL clutch bag. Drop earrings, a circle pendant and chunky gold bangle completed the ensemble, loose her blonde hair and added a full makeup. Nicola meanwhile was in a slightly more ensemble, coordinating with her close pal in a black number. The I'm A Celebrity star's dress featured sheer paneling to flash the flesh while she added simple black shoes and clutch bag. Columnist Aisleyne looks back to full health after injuring herself in November on her holiday in Thailand with a group of friends. She had been soaking up the delights of Southeast Asia tourist destination for the two weeks before her accident. However the star's party-filled break to Thailand took a turn for the worse when she was left hobbling home after

sustaining an injury at a famed Full Moon Party. Documenting her injury, Aisleyne soon revealed that she had fractured her foot and proceeded to fly home – where she has been recuperating since.

The writers expressed their wonder to both celebrities whom use racy dresses. They wondered how they could use a dress like that, racy and not suitable to wear. However, the writers express it with a positive attitude *Is that clothing?wow.*

From the finding above, the writer found that not all Culpeper's theory of impoliteness strategies found in this study. Because the recent research studied written language used by people in online site. This study found four strategies of impoliteness, there are bald on record impoliteness, positive impoliteness, negative impoliteness, and off-record impoliteness or sarcasm/mock politeness.

B.   Pragmalinguistic Strategies

Based on the analysis above, the writer found 14 pragmalinguistic strategies of impoliteness used in Dailymail's comments. There are giving advice, assessing (appearance, ability, and intelligence), using figurative language (metaphor, irony, metonymy, contradiction), associating with negative aspect, comparing (social-class, appearance and ability), telling the truth, solving the problem, rejecting, using rhetorical question, associating with animals, and compliment.

Bald on record impoliteness was expressed in differentpragmalinguistic strategies, for example giving advice, using figurative language contradiction, assessing (appearance, intelligence), telling the truth, comparing (social-class, appearance), associating with negative aspect.

Regarding positive impoliteness, there are some pragmalinguistic strategies, for example rejecting, giving advice, telling the truth, associating with negative aspect, using rhetorical question, using figurative language (irony, metonymy), using swearing word, and associating with animals.

As for negative impoliteness strategies, people used 10 pragmalinguistic strategies, for example assessing (appearance, ability, intelligence), telling the truth, comparing (social-class, ability), solving the problem, using figurative language (metaphor, irony, contradiction), astonishing, using rhetorical question,

and humiliating.

For off-record impoliteness or sarcasm/mock politeness strategy, there are 6 pragmalinguistic strategies, for example using rhetorical question, assessing appearance, using figurative language (contradiction, irony), giving advice, and compliment.

Culpeper (1996) views impoliteness as attacking the addressee's face want (positive or negative). This study support Culpeper, it found impoliteness attacking face. In this study the writer found the conventionalized impoliteness formulae of the comments' used in Dailymail, thus are as follow:

1)   Bald on Record Impoliteness

There are 7 pragmalinguistic forms used in bald on record impoliteness, such as giving advice, assessing (appearance and intelligence), telling the truth, comparing (social-class and appearance), associating with negative aspect, astonishing, and the last is using figurative language (contradiction).

a)   Using Figurative Language (Contradiction)

01.   Keep your hand on your ha'penny! **So young, so beautiful, but so desperate and so bad.**

2)   Positive Impoliteness

The writer finds 9 pragmalingusitic form in positive impoliteness strategies used in Dailymail's comments, there are requesting, giving advice, telling the truth, associate with negative aspect, rhetorical question, using figurative language (irony, metonymy), using swear words, associating with animals, and assessing (intelligence).

Exclude From the Other Activity

a)   Rejecting

01.   **No keep away! Go home, we don't want you!!**

3)   Negative Impoliteness

In negative impoliteness strategies, it was found 5 pragmalinguistic forms, such as assessing (appearance and ability), solving the problem, figurative language (metaphor and contradiction), astonishing, and comparing (ability).

Scorn

a) **Assessing Appearance**

01. The **English ladies are boring** to look at.

02. These clothes **are more suitable for middle aged women.** A child should be wearing trendy clothes, these are rotten!

03. **She looks so weird** in every single way… **just looking at those shoes and socks makes me cry**

4) **Off-Record Impoliteness or Sarcasm/Mock Politeness**

In off-record impoliteness or sarcasm/mock politeness strategy found consist of 7 pragmalinguistic forms, such as using rhetorical questions, assessing (appearance), astonishing, using figurative language (contradiction and irony), advising, compliment, and exclamation.

a) **Using Rhetorical question**

01. Why is this on the sports pages, as it looks more like a fashion shoot. **Is anyone really interested in this story**

02. **Carer?With no licence? Good luck with that**

03. **Are Citeh saving money by not hiring scouts?**They always go for players that other big teams go for…

4. **CONCLUSION**

Based on the research finding, the researcher can draw the conclusion that not all impoliteness strategies by Culpeper (2010) were found in comments columns of Dailymail. There are one strategy did not found in this study, withhold politeness. Withhold politeness seldom found in non-formal written language and this study using comments in online website. Positive impoliteness is the highest type that occurs in Dailymail's comments. This current research found that not all impoliteness used negative forms but can use positive forms.

Pragmalinguistic strategies of impoliteness can be expressed with some forms, for example assessing, figurative language, comparing, telling the truth, rejecting,

associated with negative aspect, swearing, using rhetorical question, giving advice, and associated with animal.

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