CHAPTER I

INTRODUCTION

This chapter presents background of the research, research problems, objectives of the study, significance of the study, scope and limitation, and definition of key terms.

A. Research Background

Language is a key of communication to convey something like opinions, ideas, or feelings. Basically, languages are united in life. Human as a social beings need language to communicate, to deliver aspirations or to express their minds and feelings. When people conversing generally obey to the cultural norms, to show that they are capable speaker. In 1980, Lakkof attempts to set up pragmatic rules on conversation. Lakkof proposes two rules of pragmatic competence: be clear and be polite. First rule, be clear is really Grecian Cooperative Principle in which she renames the rules of conversation. Second rule, be polite consist of a sub set of three rules: don't impose, give options, make other people feel good – be friendly. Holmes (1992:306) says that a polite person makes other people are able to feel comfortable. So politeness involves how one can make others feel more pleasant.

Beside politeness, there is the opposite phenomenon called impoliteness. According to Leech (1983:181) impoliteness is an interaction that depraves the norm of politeness. Impoliteness includes all the negative actions that can lead to negative behavior in a certain context of a social interaction. Basically, impoliteness has several synonyms in the English language and somehow they all refer to the evaluation of negative behavior because they attack somebody's identity or rights, and they cause specific emotional reactions, e.g. hurt,

anger (Culpeper, 2010). It has been directly associated with the intentions of the speaker and perception of the hearer.

Many of utilizing impoliteness occur because people are not aware and less knowledge about impoliteness it's self that actually have the impact, like it can make the hearer felt dislike or offended even more anger with what are we said. People usually communicate used impolite when express their feelings like emotion, disappointed, anger, and also mocking or defiant somebody. Impoliteness divided into two groups; in writer and utterance. We can see of utilizing impoliteness strategy at media online like youtube, blog, television, film, etc.

The researcher interested to study the impoliteness phenomenon occurs in movie. The researcher conducts *Ted* movie is a 2012 American comedy film directed by Seth MacFarlane. This film tells the story of John Bennet, a man whose childhood wish of bringing his teddy bear to life came true, now he must decide between keeping the relationship with the bear or his girlfriend, Lori. This type is fantasy comedy film that released on the 29th of June, 2012 and grosses a total $218,628,680 in United States. *Ted* movie also gets 27 nominations, which one is Oscar Nomination and 13 won.(www.imbd.com/title/ttl637725/)

The story is revealed in a unique way which contains a lot of humor. However, there are a number terms of words which are not easily understood by most people and in fact, those kinds of words contain impolite elements can be categorized as elements of impoliteness. There are several utterances which contain expressions considered as impoliteness.

Below is an example from the movie:

JOHN	: Let me ask you something, you don't think shes going to be expecting something big do you?
TED	: **What...like anal**?
JOHN	: No... like a circular gold thing on the finger
TED	: Oh **fuck** that. Its been 4 years Johnny. You and me have

been together for 27 years. Wheres my ring? huh... Wheres my ring **asshole?** Wheres my ring **motherfucker**? **Put it on my fuzzy finger you fuck.**

In the conversation above, the bold utterance can be categorized as impoliteness. John asks Ted to give opinion whether John's girlfriend (Lori) expecting something big when they date for celebrate 4 years in relationship tomorrow. Ted answers with a joke using the word *anal*. Then John explains that he means is ring. Ted shocks and anger with John's plan, he says the words *asshole, motherfucker*. Ted even says the word you *fuck*. According to Cambridge Dictionary, *anal* refers to the hole in your bottom through which solid waste leaves your body, relating to the anus. *Asshole* refers to an unpleasant or stupid person. *Motherfucker* refers to an extremely insulting name for someone you hate or for someone who has made you angry. This is certainly very contrary to the norms of politeness. The word used is very taboo and it is something very sensitive which is not deserved to be spoken against others. The word is also very unpleasant thing to do.

In generally the study of impoliteness was done by another researcher with varieties of media. First, impoliteness strategies thorough education researchs in teaching impoliteness (Ahmadi & Soureshjani, 2011; Tajeddin, Alemi & Razzaghi, 2014). Second, impoliteness strategies used in verbal communication or everyday communication, like debate and speech, impoliteness in different language, and also cross cultural (Kitamura, 2000; Chang, 2008; Kuntsi, 2012; Marlangeon & Juez, 2012; Aydınoğlu, 2013; Fauzi, Ibrahim, Maros, 2013; ; Mohammadi & Tamimi, 2013; Mughford, 2014; García, 2014; Ratnawinata, 2014; Shafizedah, 2014; Saidi & Khosravi, 2015). Third, impoliteness strategies used in media telecommunication from television and networking website (Furman, 2011; Wibowo & Kuntjara, 2012). The last, impoliteness strategies from movie and its manuscript to anlayze what are the impoliteness strategies used and the factor influences those strategies (Methias, 2011; Tyrokova, 2008; Tutas & Azak 2014; Shofyah, 2015; Wicaksono, 2015).

The researcher want analyzes impoliteness to avoid the employing of impoliteness and press the possibility utilizing impoliteness as well as to complement the previous study. Movie became the object of this research because movie is one of the reflection of everyday language, and also movie is the media entertainment that often watched by all people which are not restricted of age differences or gender differences. The researcher chooses comedy genre in *Ted* movie, because in this movie contains a lot of impoliteness utterance.

Based on explanation above, this research is to examine the impoliteness strategy used by the characters in *Ted* movie by applying Culpeper's theory (1996). The researcher conducts this study entitled "*Impoliteness Used in Ted Movie*".

B. Problem Statements

In conducting the research, the researcher formulates the problem of the research as follows:

1. What are the types of impoliteness utterance used in *Ted* movie?
2. Do gender differences influence the frequency of impoliteness used in *Ted* movie?

C. Research Objective

The objectives of this research are formulated as follows:

1. To know the types of impoliteness utterance used in *Ted* movie.
2. To show gender differences influence the frequency of impoliteness used in *Ted* movie.

D. Problem Limitation

In this research, the researcher limits the data is utterance which contain impoliteness used in *Ted* movie script. The data will be analyzed based on impoliteness theory by Culpeper (1996).

E. Research Benefit

In conducting the research, the researcher hopes that the result will be useful for:

1. Theoretical
   a. The result of the research can be used as reference for people who want to conduct a research dealing with impoliteness.
   b. The result of the research will enrich linguistic study.

2. Practical
   a. English Students

      This research is expected to be helpful for the English learners, especially for those interested in pragmatic and focus on impoliteness. The result of the study will enrich the student's knowledge about impoliteness and will be motivated to flesh out their knowledge in learning pragmatics.
   b. English Teachers

      The result of the study could be an additional knowledge for teachers or lecturers in teaching pragmatics especially in impoliteness strategy.
   c. Other Researchers

      From this research, other researchers might get ideas to conduct further related research.

F. Research Paper Organization

The research paper organized as follows:

Chapter I is introduction that consist of background of the study, problem statement, objective of the study, limitation of the study, benefit of the study, and research paper organization.

Chapter II is literature review, covers previous study, pragmatics, speech acts, politeness, impoliteness, language and gender, and synopsis of *Ted* movie.

Chapter III is research method. Research Method includes type of research, research object, research data and data sources, technique of collecting data, technique of collecting data, data validity, and technique of analyzing data.

Chapter IV is data analysis, finding and discussion. This chapter presents research findings and discussion.

Chapter V is conclusion and suggestion. The result of the data analysis is concluded in this chapter. Besides that, the writer also gives some suggestions related to the research findings.