CHAPTER I

INTRODUCTION

A. Background of the Research

In doing social interactions, people should choose their words wisely and use appropriate language in order to maintain good social interaction, as well as to prevent offending other person's feeling. However, some people ignore this and fail to consider the words they choose when speaking to others since every person has a different style and word choice in social interactions. In many cases, people will deliberately use an impolite word in their utterance when interacting with the other for variety of reasons and in a particular way.

People can convey or express their negative opinion or impolite utterance in a direct, clear, and unambiguous way to attack the hearer's public self-image or face. In other words, the speaker does not soften or cover their message; rather, they express it directly and plainly. This strategy called as bald on record impoliteness. This strategy could result in unfavorable outcomes such as damaging the other's feeling, strained relationship, or even confrontation.

Another way to express an impolite utterance is called as positive impoliteness. This strategy can be done by giving a negative message or utterance without considering the listener's positive public self-image or face. It means that, positive impoliteness is carried out to attack or damage the

hearer's positive face wants which are associated with their need for social recognition.

Besides that, people can also perform an impolite utterance by damaging the hearer's negative face wants. By employing this strategy in the conversation, the speaker tries to weaken the hearer's urge for freedom of action as well as the hearer's desire for not being controlled. Such this strategy is known as the negative impoliteness strategy.

Another choice to express an impolite utterance is by doing the off-record impoliteness strategy. This strategy refers to the use of indirect language and nonverbal clues to perform the impolite utterance rather than being stated out loud. In a short explanation, the face attack is employed indirectly through an implicature in a specific purpose.

In some occasion, people may commit an impoliteness without saying anything, for instance, when someone says *"good morning"* but the hearer does not respond to it. People would want their greeting to be properly and appropriately returned. Not returning greetings or merely respond briefly indicates that the person has failed to uphold the expected politeness. This strategy is known as withhold politeness.

Despite the fact that there are a number of impoliteness strategies, there are also several functions of impoliteness which related to the reasons why a speaker chooses to employ a particular impoliteness strategy in his or her utterance. Certain impolite utterance can indicate the purpose of doing an

impolite act, such as expressing an emotion and showing domination over the interlocutor.

When someone expresses his or her emotions or anger massively in an impolite utterance, it shows that the impoliteness that occurred functioned as affective impoliteness. It means that the impoliteness strategy is carried out to express the speaker's anger and indicate that the listener is responsible for the anger outbreak that happened in the conversation.

Whereas, when someone uses power over the other to intimidate and to impose his or her will on other people or listener. It can be concluded that the person has carried out the face threatening act which performed as coercive function of impoliteness. In general, this function of impoliteness associated with the use of language to utilize domination, power, and control over the other in any interaction.

What is interesting about impoliteness is that the impolite utterance can be performed in an entertaining or humorous way. With the intention to entertain or amuse the audience, entertaining impoliteness carried out by using language to violate the social norms but without less intention of causing offense. Even though entertaining impoliteness can be fun and engaging in social interaction, it is crucial to understand that it is still risky and can still cause conflict. For that reason, it is crucial to consider the situation and any possible negative effects on other people whenever taking part in social interaction.

Naturally, the addressee will respond to a speaker who employs one or more of the impoliteness strategies that have been explained above. When receiving an impoliteness, people may response in different ways depending on various factors such as context, social status, power relativity, cultural norms, and so on. People may give a respond towards an impolite utterance by accepting the face attack. This is occurred when the recipient of impolite strategy admitted that he or she is responsible for the impoliteness act accomplished. Generally, the addressee will accept the face attack by affirming or apologizing.

On the other hand, people also have a choice to refuse the face attack. This situation occurs when the person refuses to accept or believes that they are not deserving of the impolite act that is committed. People may counter a face threatening act (FTA) or impolite utterance either offensively, such as by replying to FTA with another FTA, or defensively, such as by providing an explanation, depending on the situation and other variables.

However, the recipient of face threatening act also has an option to not giving a respond towards an impoliteness. In other words, the addressee remains silent when receiving an impoliteness. People may not give a respond to the FTA for a number of factors such as the situation, power relation, and social status. In certain condition, giving no response may also be considered as accepting the FTA.

From those explanation, the writer can find the strategy, function, and response of impoliteness in daily social interaction. Impoliteness refers to the

use of language or actions which breach social expectations of respectful or polite interaction. The act of being impolite may involve a variety of actions, such as being unkind and uncouth, more confrontational or violent and using insults, threats, taboo words, and other verbal abuse.

In addition, Impoliteness can occasionally be a tactic for acquiring control or sway over other. People may use impolite language either unintentionally or intentionally. It depends on a wide range of factors such as personality, emotional states, and the context of the utterance. Bousfield and Locher (2008, p. 3) stated that impoliteness displayed in a manner which is face-aggravating in a specific situation. In other word, impolite act means the behavior which is intended to irritate someone's public self-image or face.

The writer gives one sample of the data object taken from a dialogue in the data object:

Chef Christina : "Jordan, Mary Lou, Fabiola. Yeah you guys are having a good time? You guys have fun on punishment? Like you enjoying losing. Is that what this is?"

Ladies : *(Silent)*

In the example above, Chef Christina scolded Jordan, Mary Lou, and Fabiola for not taking punishments seriously. This conversation occurred when the Red team received a penalty for cleaning a statue in a pond after losing to the blue team in the previous game. Chef Christina as the mentor of the red team certainly wanted her team to learn from mistakes and take

punishment seriously so they could improve and have the drive to win in the next game. The three of them, however, seemed to be taking the punishment lightly as they were laughing and having fun the entire time.

Chef Christina reprimanded them in front of their teammates and the crowd with such intimidating intonation, which damaging their face by giving an impression that they did not have a good attitude. However, Chef Christina did not conduct FTA on the three of them in a direct, concise, and clear manner. Instead of saying FTA directly, for example with the sentence *"You guys stop joking around and do your punishment"*, Chef Christina actually satirized them with some interrogative sentences *"You guys have a good time? You guys have fun on punishment? Like you enjoying losing, is that what it is?"*

In this context, the actual meaning of Chef Christina's utterance was more or less *"Stop playing around, take the punishment seriously"*. Nevertheless, Chef Christina actually performed it indirectly through an implicature in her impolite utterance. For that reason, Chef Christina's expression in the dialogue above can be categorized as off-record impoliteness.

Moreover, the impolite act in above dialogue also has a function. With intimidating intonation, Chef Christina showed her power as a mentor of the red team and her authority to control her team members. Chef Christina's domination was also shown by asking questions which were expressed continuously without giving Jordan, Mary Lou, and Fabiola a chance to

answer. Thus, the impolite utterance in the example above can be functioned as coercive impoliteness.

Furthermore, Jordan, Mary Lou, and Fabiola did not respond to the impolite utterance by Chef Christina. However, the three of them chose to remain silence in this instance, not because they could not understand or hear what Chef Christine was saying. Instead, it was because they acknowledged their mistake and immediately fixed it by taking the punishment seriously. Therefore, the response of impoliteness in the dialogue above can be classified as accepting the face attack since they are carried out what the speaker want.

Impoliteness relates to concept that depends on the context including the social context. What is considered impolite in one culture or circumstance might not be viewed as such in another. For example, maintaining eye contact may be considered as impolite or disrespectful thing in Japanese culture, while in America, it may demonstrate trustworthiness, approachability, warmth, and openness. Thus, Impoliteness is a significant feature of social interaction that influences interpersonal relationships.

In some cases, verbal abuse is potentially more dangerous and damaging than physical violence. Especially in today's digital era, there are many cases of bullying on social media which can even lead to bullying victims to commit suicide. Understanding how and why impoliteness emerges can be crucial for successful communication and conflict resolution. Therefore, it is very essential to conduct study on impoliteness.

Unfortunately, the research of impoliteness is still rarely discussed. This is in contrast to the theory of politeness which has been widely discussed and studied. While impoliteness utilizes language with the aim of attacking the hearer's face wants, the politeness theory employs language to maintain or save the hearer's face wants and avoiding or minimizing the face-threatening act. Politeness as well as impoliteness are related to the certain ways that people choose when engaging a communication.

When communicating with each other, people must follow various principles so that communication can run successfully. These rules are known as cooperative principle. This theory offers a helpful framework for comprehending how people use language to communicate and comprehend what others are saying. The cooperative principle consists of four maxims that serve as norms that should be followed by the members of interaction in order to ensure efficient, effective, and cooperative communication. When speakers violate maxims, it may lead to confusion or misunderstanding causing communication to not run smoothly. Cooperative principle has been extensively explored and applied within the field of pragmatic.

Pragmatic studies the meaning of language from the context in which it is spoken or from the background knowledge of the speech participants. According to Yule (1996, p. 3), pragmatic focused about study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). As a result, it is more concerned with determining what speakers mean by their speech rather than determining what the words or phrases in

those utterance signify on their own. This type of research entails interpreting what individuals mean in a certain context or circumstance, as well as how the context effects what people say.

Pragmatic is very closely related to daily conversation. It enables us to convey our message without offending others and also make communication easier so that communication becomes more effective and efficient. For example, in Indonesian bus station, the bus conductor will ask *"Pekalongan sir?"* to any man he considers a potential passenger. Only with these two words, the prospective passenger will understand that what the bus conductor meant was to ask if his destination was *Pekalongan*, and if so, he could board their bus. Imagine how time consuming and inefficient it would be if the bus conductor had to say the whole sentence. This example shows that pragmatic is one of the linguistic fields that very useful in everyday life.

Linguistic concerns about the human languages, including their structure, use, and the implications of both structure and use of language. Understanding the nature of language in general is the basic purpose of linguistics. Linguistics studies how people communicate with one another, what types of communication they use, and the meaning they convey, how language can be coded, how the brain processes information, how people make speech sounds and what types it is, what grammar is and how grammar works, how humans acquire languages, how language works socially, and so on.

Language as the main means of communication has a very important role in daily human life. Expressions, feelings, and thoughts can all be expressed through language. It is crucial because language is used by humans to communicate and connect with each other. Each language has its own uniqueness and features. As a result, language can be used as a social identity for each society in which it is spoken. Furthermore, language is used in literature and entertainment, such as poetry, novels, dramas, movies, reality shows, and many more.

One of the reality show that is quite popular around the world is American reality competition cooking show *Hell's Kitchen.* This shows premiered its first season on Fox, on May 30, 2005. This program has already had 21 seasons in total with the most recent season aired from September 2022 to February 2023. *Hell's kitchen* has its own version in 21 countries including Indonesia. This shows that *Hell's Kitchen* maintained its popularity as a reality show and managed to keep the viewers' attention.

Hell's Kitchen has been nominated for numerous awards such as, *Teen Choice Award*, three times *Primetime Emmy Awards*, *Art Directors Guild Award* in 2007 and won it in 2008, and nominated for favorite reality show at the *2011 People's Choice Awards* while Gordon Ramsay was nominated for Favorite TV Chef in the same award. Furthermore, *Hell's Kitchen* has won two *Reality TV Awards* for the best new cast and best overall show and guilty pleasure. Besides that, Gordon Ramsay himself has won an *Astra Award* for Favorite International Personality or Actor.

One of the most intense season in this reality TV Show is *Hell's Kitchen* season 19: Las Vegas. This season became one of the highest rating of *Hell's Kitchen* by *IMDb* with 7.7 points. Premiered on Fox on January 7, 2021 and finished on April 22, 2021. According to *U.S Nielsen* on its debut, this season has been watched by 2.78 million viewers, while the final episode has been watched by 2.93 million viewers and these numbers are still increasing.

The nineteenth season of *Hell's Kitchen* is suitable to be used as the data object of the research since there are a lot of impoliteness expression occurred not only by Gordon Ramsay, but also in disputes between competitors. Based on the description above, the writer chooses *Impoliteness in Hell's Kitchen: Las Vegas of Season 19* as the title of the research.

B. Question and Scopes of the Research

1. Question of the Research

Based on the background of the research above, the questions of the research are formulated as follow:

a. What are types of impoliteness strategies occurred in *Hell's Kitchen: Las Vegas*?

b. What are the functions of impoliteness in the show?

c. How are the responses of impoliteness in the show?

2. **Scopes of the Research**

In this research, the writer focuses on the impoliteness utterances and gestures in *Hell's Kitchen: Las Vegas (season 19)* from episode one to eleven. To make the limitation of the data, the writer chooses the impoliteness utterances whether in the form of words, phrases, clauses, sentences, or gestures that occur in the interactions in *Hell's Kitchen season 19* and how does the addressee respond to it. In addition, the functions of the impoliteness are also analyzed.

The theory in this study used impoliteness strategy which proposed by Bousfield (2008). Additionally, the writer also uses the theory from Bousfield (2008) to identify the response of impoliteness in *Hell's Kitchen: Las Vegas*. Furthermore, Culpeper's theory in 2011 is used to describe the functions of impoliteness.

C. **Objectives and Significance of the Research**

1. **Objectives of the Research**

Based on the question of the research posed above, the objectives of the research are as follows:

a. To identify the types of impoliteness strategies occurred in *Hell's Kitchen: Las Vegas*.

b. To describe the functions of impoliteness used in the show.

c. To analyze the responses of impoliteness used in the show.

2. **Significance of the Research**

        Through this research, writer hopes that this study can be useful for readers in general. Theoretically, this research is intended to provide insight and knowledge into what impoliteness is, in particularly clearer understanding of the different types of impoliteness strategies, responds, and functions. The findings of this study are likely to serve as a model for other researchers in the future, as well as a continuation of prior work.

        Practically, this study is expected to help readers in determining their communication attitude. By understanding impoliteness, readers can apply them by avoiding things that can be classified as impolite in daily communication life in order to maintain good social relations.

D. **Operational Definition**

1. **Pragmatics**

        Pragmatics is the study of an utterance's actual meaning in relation to the context or setting in which it occurs. It signifies that the speaker's utterance is influenced by the situation or condition. In communicating, people consider the environments around them such as the addressee, place and time to choose the language they will use, so that the communication process can run effectively. Furthermore, in pragmatics, the communicator's background knowledge, both listeners and speakers, can also alter the meaning of an utterance.

2. **Cooperative Principle**

    Cooperative principle is a set of rules which consist four maxims that are expected to be followed in communication in order to effectively and efficiently deliver messages and achieve successful communication. When people violate the maxim, the conversation will be odd, ineffective, or cannot be done successfully. However, in some case, people may intentionally break one or more maxim with a specific purpose or implicature in their utterance.

3. **Politeness**

    Politeness refers to the use of language to show respect or concern for others in a given situation and certain group. It aims to prioritize face-saving act while reducing face-threatening act. Politeness varies among cultures, social norms, and social circumstances and is highly context-dependent.

4. **Impoliteness**

    Impoliteness is a negative attitude toward specific behavior that occur in specific settings and are designed to irritate the face or social identity of others. Impoliteness occurs when the speaker injures another person's public self-image or face, whether it is intentionally or unintentionally and can lead to social discord and conflict.

5. **Reality Show**

    Reality show is a form of television program that features regular people rather than actors in certain events, settings, or competitions that have not been scripted or semi-scripted. Reality show provides some event in variety of situations, such as challenges, contests, or every day activities. These situations are filmed and presented to viewers either in real-time or through edited episode.

6. **Hell's Kitchen**

    Hell's Kitchen is an American reality competition cooking show which hosted by celebrity chef Gordon Ramsay. In each season of this show, up to 20 competitors divided into two teams of chefs, compete against each other by working in the kitchen of a restaurant. Each contestant will be eliminated one at a time until there is just one winner remaining. The winner of this competition will become the head chef at one of Gordon Ramsay's restaurant. Ramsay's explosive anger towards participants is a prominent aspect of the series that fascinates audiences.

E. **Systematization of the Research**

    The research systematization aims to offer the research in a well-edited composition. The thesis is divided into five chapters, which are as follows:

Chapter I is an Introduction. It describes about the background of the research, questions and scopes of the research, objectives and significance of the research, operational definition, and systematization of the research.

Chapter II is a Theoretical description that enlightens the theories from various references to support the research such as the definition of impoliteness, politeness, face, pragmatic, and movie. It also explains the types of impoliteness strategies, the functions of impoliteness, and the responses to impoliteness.

Chapter III is Research methodology which includes methods of the research, procedure of the research, technique of the data collection, technique of the data analysis, and data sources.

Chapter IV is Data analysis. It explains data description, data analysis that found in the movie, and interpretation of research findings.

Chapter V is Conclusion and Suggestion. In this chapter, the writer shows the conclusion of the research question's resolution and suggestions on the research's significance.