

IMPOLITENESS STRATEGIES IN HATE COMMENTS ON NOAH SCHNAPP'S INSTAGRAM POSTS

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ABSTRACT

This research aims to investigate the impoliteness strategies in hate comments on Noah Schnapp's Instagram posts and explain the function of impoliteness strategies manifested by netizens in Noah Schnapp's Instagram posts. The controversy that arose after Schnapp openly supported Zionism triggered a flood of hate comments from netizens. The research used Jonathan Culpeper's theory of impoliteness (1996) to identify five types of impoliteness strategies: negative impoliteness, bald on record impoliteness, positive impoliteness, sarcasm or mock politeness, and withhold politeness. The data were collected from netizens' utterances on Noah Schnapp's Instagram posts and analyzed using a descriptive qualitative method. As a result, out of 30 data analyzed, the negative impoliteness strategy was the most dominant (15 data), followed by bald on record (7 data), sarcasm or mock politeness (4 data), and positive impoliteness (4 data), while withhold politeness was not found. In terms of function, most of the comments reflect affective functions (16 data), which show emotional outbursts such as anger or disappointment, followed by coercive functions (9 data), and entertainment functions (5 data).

Keywords: *Hate Comments; Impoliteness; Instagram; Noah Schnapp*

ABSTRAK

Penelitian ini bertujuan untuk menyelidiki strategi ketidaksantunan dalam komentar kebencian pada unggahan Instagram Noah Schnapp dan menjelaskan fungsi strategi ketidaksantunan yang ditunjukkan oleh netizen dalam unggahan Instagram Noah Schnapp. Kontroversi yang muncul setelah Schnapp secara terbuka mendukung Zionisme memicu komentar kebencian dari netizen. Penelitian ini menggunakan teori ketidaksantunan Jonathan Culpeper (1996) untuk mengidentifikasi lima jenis strategi ketidaksantunan: *negative impoliteness*, *bald on record impoliteness*, *positive impoliteness*, *sarcasm or mock politeness*, dan *withhold politeness*. Data dikumpulkan dari ujaran netizen pada unggahan Instagram Noah Schnapp dan dianalisis dengan menggunakan metode kualitatif deskriptif. Hasilnya, dari 30 data yang dianalisis, strategi *negative impoliteness* paling dominan (15 data), diikuti oleh *positive impoliteness* (7 data), *sarcasm or mock politeness* (4 data), dan *positive impoliteness* (4 data), sementara *withhold politeness* tidak ditemukan. Dari segi fungsi, sebagian besar komentar bersifat *affective* (16 data), yang menunjukkan luapan emosi seperti marah atau kecewa, diikuti oleh *coercive* (9 data), dan *entertaining* (5 data).

Kata Kunci: *Instagram; Ketidaksantunan; Noah Schnapp, Komentar Kebencian*

INTRODUCTION

Language and human life are inseparable. Ideas, feelings, and emotions can be communicated through language. This aligns with Alek (2018) who describes language as a symbol representing a meaning, a concept, an idea, or a thought. Social media has evolved along with the times and has become a place to express oneself and convey one's thoughts. As stated by Fahdiyansyah and Susiati (2024) social media has emerged as one of the most widely used platforms for communication and access to information. One of the major social media platforms is Instagram, where users can share videos or photos with their friends and followers. According to Situmorang and Hayati (2023) Instagram is currently the most widely used social media platform and is still growing in popularity among users. Instagram users can leave comments on other people's postings, which makes Instagram's comment section a forum for language exchanges. In giving comments, users do not always convey in a polite and good way, sometimes they also give impolite comments on other users' postings. Since they do not meet in person, communicating online might allow them to speak and behave inappropriately.

The study of impoliteness itself was developed by Culpeper (1996) in his first article entitled "Towards an Anatomy of Impoliteness" which is parallel but opposite to Brown and Levinson's (1987) theory of politeness. Brown and Levinson focused on how people maintain politeness to minimize threats to others' faces in conversation, in contrast to Culpeper's theory which focuses on how people use impoliteness to attack someone's face in conversation. It is impossible to separate Goffman's (1967) concept of "face" from the theory of politeness and impoliteness. Face refers to a person's public image of themselves. It reflects the social and emotional identity that each individual holds and hopes others will acknowledge (Yule, 1996). Politeness strategies are employed to maintain or enhance social harmony in interactions by demonstrating an awareness of others' faces. This supports Syuhra et al. (2024) who stated that being respectful and polite is important for maintaining good relationships with others. In contrast to politeness strategies, Culpeper defines impoliteness as the use of strategies meant to create social disharmony. As mentioned by Culpeper (1996) impoliteness strategies are techniques to attack face, not to support face. Bousfield and Locher (2008) define impoliteness as an act that is consciously planned and intended to attack someone.

Culpeper (1996) discusses impoliteness in a pragmatic context, focusing on how individuals intentionally violate politeness principles to attack the face of others. Culpeper categorizes impoliteness strategies into five: positive impoliteness, negative impoliteness, bald on record impoliteness, sarcasm or mock politeness, and withheld politeness. The first strategy is bald on record impoliteness, which is employed when someone performs a face-threatening act (FTA) clearly, directly, and in a concise way. A face-threatening act happens when someone says something that damages another person's self-image expectations (Yule, 1996). The second strategy is positive impoliteness, which is employed to damage the other person's positive face wants—the desire to be appreciated, liked by others, and accepted (Yule, 1996). The output of positive impoliteness strategy are ignore or snub the other, exclude the other from activities, disassociate from the other, be unconcerned, disinterested, or unsympathetic, use inappropriate identity markers, use obscure or secretive language, seek disagreement, make the other feel

uncomfortable, use taboo words, and call the other name (Culpeper, 1996). The third strategy is negative impoliteness where the purpose of this strategy is to attack the addressee's negative face wants—the need to be independent, not be forced by others, and have freedom of action (Yule, 1996). The output of the negative impoliteness strategy are frighten, condescend, scorn, or ridicule, invade the other's space, explicitly associate the other with a negative aspect, and put the other's indebtedness on record (Culpeper, 1996). The fourth strategy is sarcasm or mock politeness strategy, which is employed when someone performs the FTA that is seemingly polite yet insincere. The last strategy is withhold politeness which is the absence of politeness where it is expected.

Several studies on impoliteness were conducted. The researchers' initial reading on impoliteness strategies is from Andela (2019), who analyzes "Impoliteness Strategies Towards Entertainer's Life in the MailOnline Comment Section". The data of this research consisted of utterances taken from ten articles in MailOnline's entertainment news comment section. Then, another previous research is from Sanjaya (2023) entitled "An Analysis of Impoliteness Strategy in Cruella Film 2021". The data were obtained from the Cruella film transcript. The most recent research is from Nuralia et al., (2023), who analyzes "Impoliteness Strategies in the Youtube Comment Section". Building on the previous studies, there is a clear gap considering the differences in the corpora used. Prior research used corpora such as films, articles, and YouTube comments, while this research specifically investigates impoliteness strategies in hate comments on Instagram, as one of the most interactive and widely used social media platforms.

What distinguishes this research from the previous research is the focus Palestine issue. The data in this research is derived from Noah Schnapp's Instagram posts. Noah Schnapp is an actor from the TV show *Stranger Things*, who openly showed his support for Israel and proudly called himself a Zionist. As stated by Syamsi et al., (2024) public figures often use social media as a means to communicate with fans and voice their social and political activities. In January 2024, Schnapp received backlash from the internet after a video of him distributing stickers saying "Zionism is sexy" surfaced. Schnapp was also previously accused of "liking" a post on Instagram that made fun of Palestinians living in Gaza. As a result, hate comments flooded his Instagram comment section, expressing the anger of netizens towards him. Nindita et al., (2023) define hate comments as a criminal act that includes insults, defamation, provocation, spreading fake news, incitement, or other unpleasant actions. Impoliteness itself is often found in hate comments since hate comments aim to intimidate or provoke listeners, equivalent to attacking someone's face. The netizens purposefully make impolite comments to criticize or attack Schnapp's public image as a celebrity.

Rahardi (2017) stated that the study of impoliteness has received less attention than politeness making this research important to discuss. From the background of the research above, the researchers conclude that two questions will be the main focuses of this research: (1) What impoliteness strategies are used by netizens in Noah Schnapp's Instagram posts? (2) How are the function of impoliteness strategies manifested by netizens in Noah Schnapp's Instagram posts?

METHOD

A qualitative descriptive method is employed in this research. This method enables the researchers to describe the data qualitatively. Creswell (2017) defines the qualitative method as research that aims to study or understand social problems. Qualitative research according to Moleong (2018) aims to understand several phenomena related to a subject's state, including behavior, perceptions, motivations, behaviors, and more. Descriptive qualitative research is characterized by its aim to produce a systematic, factual, and accurate overall consideration of the facts, traits, and connections between the phenomena being studied (Furidha, 2023). According to Subroto (1992) the data used in qualitative research is descriptive such as words, sentences, utterances, images, and memos. Since the data in this research is collected from netizens' utterances, it is appropriate to apply a qualitative descriptive method.

This research applies document analysis techniques to collect the data. According to Sugiyono (2016), records of historical events are known as documents. Written records, pictures, or a person's monumental works are considered documents. The steps for collecting data in this research are as follows: (1) Access the comment section on Noah Schnapp's Instagram post. (2) Identify comments or utterances that might contain impoliteness strategy. (3) Take screenshots of the relevant comments. (4) Organize the comments into a single folder. After collecting the data, the next step is analyzing the data. The analysis follows three-stage procedure: data reduction, data presentation, and conclusion drawing (Saleh, 2017). The steps involved are as follows: (1) Sorting the data based on the type of impoliteness strategies and impoliteness function proposed by Culpeper. (2) Analyzing the type of impoliteness strategy using Culpeper's theory. (3) Analyzing the impoliteness function using Culpeper's theory. (4) Finally, concluding the whole discussion.

FINDINGS

We found 30 hate comments that employ impoliteness strategy the comment section on Noah Schnapp's Instagram. There are 7 bald on record impoliteness data, 4 positive impoliteness data, 15 negative impoliteness data, 4 sarcasm or mock politeness data, and 0 withhold politeness data as we can see at Table 1.

Table 1. The frequencies of impoliteness strategies used by netizens in Noah Schnapp's Instagram posts

<i>No.</i>	<i>Impoliteness Strategies</i>	<i>Frequency</i>
1.	Bald on Record Impoliteness	7
2.	Positive Impoliteness	4
3.	Negative Impoliteness	15
4.	Sarcasm or Mock Politeness	4
5.	Withhold Politeness	0
Total		30

Negative impoliteness appears to be the most dominant since most of the netizens' comments attack Noah Schnapp's negative face wants by interfering with his freedom and autonomy. This might indicate that netizens want Noah Schnapp to

stop supporting Israel and the genocide taking place in Palestine. The withhold politeness strategy was not found because this strategy tends to appear in face-to-face interactions. Since the data is derived from Instagram, the absence of politeness is difficult to recognize because communication is asynchronous.

Furthermore, the impoliteness functions are sorted into 16 affective function data, 9 coercive function data, and 5 entertaining function data as we can see at Table 2.

Table 2. The frequencies of impoliteness function used by netizens in Noah Schnapp's Instagram posts

<i>No.</i>	<i>Impoliteness Function</i>	<i>Frequency</i>
1.	Affective Function	16
2.	Coercive Function	9
3.	Entertaining Function	5
Total		30

The affective function was the most dominant among hate comments on Noah Schnapp's Instagram posts. The dominance of the affective function indicates an outburst of collective emotions from netizens towards Noah Schnapp's actions to express their disapproval, anger, or disappointment due to Schnapp's position which supports Israel and genocide.

DISCUSSION

This research uses Culpeper's (1996) main theory to comprehend the various types of impoliteness strategies and their functions. We will discuss in more detail the impoliteness strategies and investigate the functions of those impoliteness strategies.

Impoliteness Strategies

The researchers employ the most relevant theory proposed by Culpeper (1996) which categorized impoliteness strategies into five: bald on record impoliteness, sarcasm or mock politeness, positive impoliteness, negative impoliteness, and lastly, withhold politeness strategies.

1. Bald on Record Impoliteness

This strategy is used when someone performs a face-threatening act (FTA) clearly, directly, and in a concise way. A face-threatening act happens when someone says something that damages another person's self-image expectations (Yule 1996).

Datum 1

@_riinad_: Still ug1y



Figure 1. Datum 1

Noah Schnapp's action in support of Israel sparked a wave of hatred from netizens that manifested itself in various forms, including direct insults towards his appearance. In his Instagram post on March 23, 2024, Noah Schnapp posted a photo of himself playing the character Will Byers in the TV series *Stranger Things*. The user “_riinad_” expressed unrestrained emotion or dislike towards Schnapp's appearance by saying “still ugly.” This comment was intended to attack Schnapp's face clearly, directly, and unambiguously. Additionally, bald on record impoliteness is when a speaker makes a direct statement that attacks the hearer's face (Pasaribu, 2021). Therefore, this comment is considered bald on record impoliteness.

Datum 2

@fakeatallthe: #boycottnoahschnapp

**Figure 2.** Datum 2

The comment “#boycottnoahschnapp” falls into bald on record impoliteness strategy because the user “fakeatallthe” directly sent out a boycott action, which directly targets Schnapp's reputation. According to Riyanti and Nisa (2024) boycotting is a way to show dissatisfaction with someone who is considered to have carried out an action that should not be done. In this case, boycotting Noah Schnapp was a form of dissatisfaction with Schnapp's actions in supporting Israel. In bald on record impoliteness strategy, there is no effort made to reduce the potential threat to face. There is no polite explanation or reason to tone down the harshness in this comment, thus it is considered bald on record impoliteness.

2. Positive Impoliteness

This strategy is used to damage the other person's positive face wants (Culpeper, 2005). A person's positive face is the desire to be appreciated, liked by others, and accepted (Yule, 1996). Thus, the result of this strategy makes the person feel belittled or unappreciated. Culpeper (1996) states the output of positive impoliteness strategies such as ignore or snub the other, exclude the other from activities, disassociate from the other, be unconcerned, disinterested, or unsympathetic, use inappropriate identity markers, use obscure or secretive language, seek disagreement, make the other feel uncomfortable, use taboo words, and call the other name.

Datum 3

@arrianetb_: I lost respect! Never gonna watch a single show with you in it.



Figure 3. Datum 3

Positive impoliteness is a strategy to attack the addressee's positive face wants, namely the need to be the need to be appreciated, accepted, and even liked by others (Yule, 1996). The statement "Never gonna watch a single show with you in it" shows an attempt to disassociate from the other. In this case, the user "arrianetb_" expressed her refusal to watch any show associated with Schnapp due to her disappointment with his actions in supporting Israel. This statement in datum 3 can be understood as a form of rejection or symbolic severance of ties with Noah Schnapp that intentionally damage Schnapp's positive face wants which is to be liked as an actor. Therefore, this utterance uses a positive impoliteness strategy with the output of the strategy disassociate from the other.

Datum 4

@sillylilbrain: *Doja was right to call you a snake*

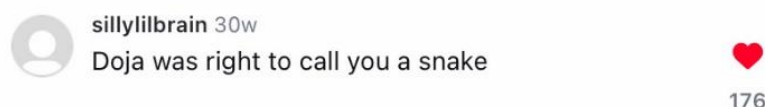


Figure 4. Datum 4

In July 2022, Doja Cat, a female rapper sent a private message (DM) to Noah Schnapp on Instagram. Doja asked if Joseph Quinn (who played Eddie Munson in *Stranger Things*) had a social media account and asked Schnapp to connect her with him. Schnapp shared a screenshot of the DM on his Instagram and casually poked fun at the situation. Doja was annoyed by Schnapp's actions, calling him a "snake" for sharing the DM without her permission.

The meaning of the snake itself is no longer used to denote a living creature but has become a metaphor for a particular statement (Ningtyas et al., 2022). Snake in this context metaphorically means a person who is a cheater or a traitor, so it has negative connotations related to a person's character. The user "sillylilbrain" not only alludes to a previous incident between Noah Schnapp and Doja Cat, but also reflects how negative opinions toward Noah have continued to grow, especially following his statements supporting Israel amid the Gaza conflict. The term "snake," originally used in the context of the Doja Cat incident, has now been reinterpreted as a critique of her overall moral character. The user "sillylilbrain" called Noah Schnapp by using derogatory nominations like "snake" to undermine Schnapp's positive face wants, which is the need to be appreciated.

3. Negative Impoliteness

The purpose of this strategy is to attack the addressee's negative face wants. A person's negative face is the need to be independent, not be forced by others, and have freedom of action (Yule, 1996). Culpeper (1996) states the output of negative impoliteness strategies such as frighten, condescend, scorn, or ridicule, invade the other's space, explicitly associate the other with a negative aspect, and put the other's indebtedness on record.

Datum 5

@perfectionista: @noahschnapp SO WHY ARE YOU QUIET NOW WHEN INFANT BABIES ARE BURNED N BEHEADED? hostage taking was never fine so is this matter!! SPEAK UP!! OR ELSE YOU ARE OFFICIALLY THE HYPOCRITE!!



Figure 5. Datum 5

This hate comment refers to the ongoing conflict between Palestine and Israel, which involves extreme violence, and human rights violations. In October 2023, the Hamas group carried out an attack on Israel and took hostages. This prompted a massive military response from Israel to Gaza, resulting in thousands of civilian casualties. "Infant babies are burned and beheaded," indicating how children are being victimized in the midst of this conflict. The user "p3rfectionista" employs negative impoliteness with frighten as the output strategy. Frighten meant to create the impression that something bad will happen to others (Wijayanto et al., 2017). The user "p3rfectionista" attempts to create fear or emotional pressure on Schnapp by stating that if he does not speak up about the issue, his reputation may be damaged by being labeled a hypocrite.

Datum 6

@chouchou_zkh: U still have face and u still post on social media 🤔🤔 u have no shame whatsoever have u?!



Figure 6. Datum 6

After the video of him supporting Israel appeared in public, Noah Schnapp received negative responses from netizens. Several of his Instagram posts were deleted and the comment section was turned off. However, on March 23, 2024,

he posted a photo on his Instagram page and received a response like datum 6 above.

The statement "You still have a face and you still post on social media" indirectly asks Noah to be ashamed of himself and stop being active on social media. The user "chouchou_zkh" intentionally damages Schnapp's negative face wants to have freedom of action. The statement "You have no shame whatsoever have you?!" is written to ridicule Schnapp because he has no shame in still being active on social media. Therefore, this utterance uses a negative impoliteness strategy with the output of the strategy being condescend, scorn, or ridicule.

Datum 7

@cecilia_domke: *How about you actually open your eyes people life's are on the line*

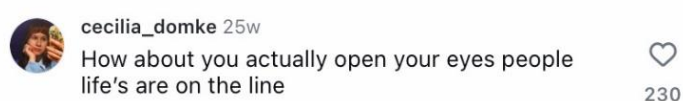


Figure 7. Datum 7

The phrase "open your eyes" is directed at Noah Schnapp who is considered insensitive or unwilling to acknowledge the suffering of Palestinians, such as the killing of civilians, the blockade, and the lack of basic necessities. The statement has a condescending tone, implying that Noah Schnapp is considered insensitive or does not understand the serious situation that is happening, therefore asks Schnapp to open his eyes to the issues that are happening. The user "cecilia_domke" implicitly humiliates Schnapp by mocking Schnapp's negligence on important issues. This comment is negative impoliteness because it aims to damage Schnapp's negative face wants, which is the need to not be forced by the other with the output strategy being condescend, scorn, or ridicule.

Datum 8

@my_claycorner: *@strangerthingstv remove this shit out of stranger things*

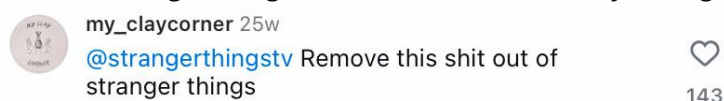


Figure 8. Datum 8

Most internet users, particularly those who support Palestine, view support for Israel as a contentious issue. As a public figure, Noah Schnapp has demonstrated his support for the group accused of violating humanitarian laws, making him unworthy of appearing in a well-known television show like *Stranger Things*.

The user "my_claycorner" is interfering with Noah Schnapp's right as an actor to star in *Stranger Things* by asking Netflix to fire him. In this comment, Noah is explicitly associated with a negative aspect through the phrase "this shit." The use of this term is intended to demean Noah, equating him with

something worthless and worth throwing away. This comment shows Schnapp's position on his support for Israel has influenced the public's view of himself. Therefore, this comment employs a negative impoliteness strategy with the output of the strategy explicitly associate the other with a negative aspect.

4. Sarcasm or Mock Politeness

This strategy is used when someone performs the FTA that is seemingly polite yet insincere. For example, someone pretends to compliment but is actually being sarcastic. So, politeness is only on the surface, and the real intention is to offend or attack.

Datum 9

@k.f.m315: *I guess you didn't have time in your busy schedule to get real education*

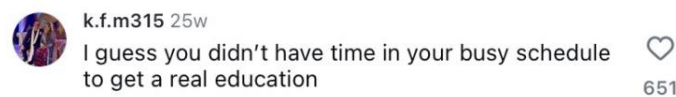


Figure 9. Datum 9

Noah Schnapp's open support for Israel has sparked a negative response from the netizens. The user "k.f.m315" used the phrase "to get real education" to imply that Schnapp is considered to not understand the complex history and dynamics of the Israeli-Palestinian conflict. This comment uses superficial politeness, with words such as "I guess," which gives the impression of understanding Schnapp. However, the real intention is to mock or attack Schnapp's public image, with the implication that Schnapp is not educated enough. This comment mocking Schnapp in a sarcastic tone, that his busy life as a celebrity may have prevented him from gaining a "real" education.

Datum 10

@pious_thoughts_: *NOT ALLOWING AID TO PREGNANT WOMEN SMALL CHILDREN AND BABIES IS THAT HUMANITY...??? NEW BORN BABIES ARE DYING WITHOUT MILK AS THEY DON'T HAVE THEIR MOTHER COZ YOUR SO CALLED PEACE LOVING COUNTRY I KILLED THEM*



Figure 10. Datum 10

This statement referred to the severe humanitarian crisis in Palestine, mainly due to the ongoing blockade and conflict resulting in maternal and infant deaths. The user "pious_thoughts_" uses sarcasm or Mock Politeness strategy because there is an aspect of sarcasm that seems to use a "politeness" tone but

is actually intended to criticize harshly. The use of the phrase “your so-called peace-loving country” shows insincerity because “peace-loving” is in contrast to the accusation of killing mothers and babies committed by Israel.

5. Withhold Politeness

As stated by Culpeper withhold politeness is the absence of politeness where it is expected (1996). For instance, it could be considered as impoliteness if you do not thank someone for a gift or help. There is no datum of withhold impoliteness strategy under Noah Schnapp’s Instagram posts since withhold politeness strategy can be frequently found in face-to-face interaction. On Instagram, the absence of politeness is often difficult to identify since communication occurs asynchronously. This means that messages can be sent and received at different times, thus there is no direct interaction between the sender and the recipient. As a result, the emotional context or original tone of the message may not be apparent, which makes withhold impoliteness strategy harder to recognize.

Impoliteness Function

The researchers analyzed the function of impoliteness strategies using the theory by Culpeper (2011). These function include the coercive, affective, and entertaining function.

1. Affective Function

According to Culpeper (2011), affective impoliteness is when a person freely expresses their emotions in situations where it is normally inappropriate or prohibited. A person may intentionally display strong emotions, such as anger, in order to blame others and make them feel responsible for the negative emotions. Communication on social media such as Instagram makes it easy for users to express anger or disappointment freely without significant social boundaries. Without face-to-face interaction, individuals find it easier to write down feelings of anger or frustration without considering norms of politeness.

Datum 11

@yeska_yuggz: It is quite clear that you have picked a side. And you are showing your true racist colors. Shame on you. Another celebrity and another pawn in this. Disappointing.

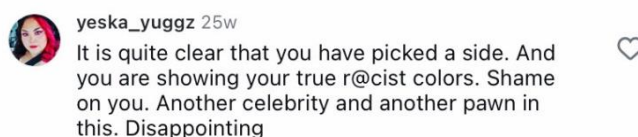


Figure 11. Datum 11

This comment is directed at Noah Schnapp who openly supports Israel. The user “yeska_yuggz” believes that the support does not consider the suffering of Palestinians shown in the accusation of “racist colors” indicating that there is a biased attitude and support for actions that are considered unfair. Phrases such as “Shame on you” and “Disappointing” reflect an explosion of negative

emotions, such as disappointment and anger that are usually considered inappropriate if expressed directly in social interactions.

This comment highlights frustration and disappointment toward Noah Schnapp's actions so that it is included in affective impoliteness because of the presence of negative emotions such as disappointment and anger, with the aim of blaming Noah Schnapp for his actions in supporting Israel.

Datum 12

@leofourteen: *Go rot in helllll*



Figure 12. Datum 12

The phrase “rot in hell” is a very strong emotional expression, containing extreme anger or hatred. Telling someone to “rot in hell” is an inappropriate expression in most social contexts, especially in public communication. The user “leofourteen14” used this phrase to instill guilt, shame, or even fear in Noah Schnapp as the target. This comment is considered affective impoliteness because it expresses the emotion of anger or hatred directly, without a filter, and in a way that violates social norms. The goal is to convey frustration and blame Noah Schnapp for the negative emotions felt by the user.

2. Coercive Function

Coercive impoliteness usually occurs in situations where there is an imbalance of power, for example when a socially more powerful person uses harsh words or threats to assert their superior position. However, it can also be used in equal relationships in order to achieve the acquisition of social power.

Datum 13

@joseph.benjamin13: *@netflix stop Noah from staring at @strangerthingstv !!*
👎👎👎👎



Figure 13. Datum 13

Noah Schnapp is one of the main characters of the Netflix TV series titled *Stranger Things*. Since the scandal of his support for Israel surfaced on the internet, Schnapp received a lot of criticism to stop airing in the series as a form of boycott from the audience.

The statements in this comment fall into the coercive impoliteness where netizens take coercive action against Noah Schnapp. As stated by Culpeper (2011) coercive impoliteness involves coercive action that is not in the interest of the target. This means that the speaker tries to gain advantage or control by

coercing another person. In this case, the user “joseph.benjamin13” has the power as an audience and urges Netflix through open criticism to immediately dismiss Schnapp from the TV series.

Datum 14

@aintnojigga: *Read a book!*



Figure 14. Datum 14

By saying “Read a book!”, the user “aintnojigga” implies that Noah Schnapp does not understand the Israeli-Palestinian conflict well and tells him to “learn” through literature or history. This comment is coercive because it gives a direct command that shows that Schnapp is considered ignorant or not educated enough in this matter and is intended to degrade Schnapp socially and intellectually. This sentence does not show politeness because there is no additional polite word such as “please” or a softer request. In an equal relationship, this is an attempt to highlight the position of “aintnojigga” as the more educated party, thus degrading Noah Schnapp socially. In the context of coercive function, this can be understood as a way to impose social power through veiled insults.

3. Entertaining Function

The last function is entertaining impoliteness. It is used to entertain others by sacrificing the feelings of the person who is the target of impoliteness. Despite the fact that impoliteness usually causes harm or suffering to others, it can also be entertaining (Anshari, 2023). Thus, this function is to benefit others and also harm others.

Datum 15

@loraxender: *Ignore the positive comments* ❤️

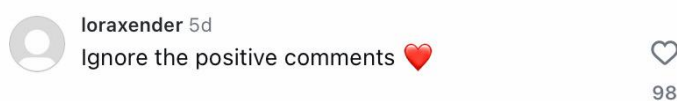


Figure 15. Datum 15

Although the Instagram comment section under Noah Schnapp’s post is filled with hate speech comments, there are also positive comments supporting Noah Schnapp. The user “loraxender” sarcastically tells people to “ignore the positive comments,” implying that the negative comments are more relevant or dominate the situation. The use of the heart emoji shows positive attention but in fact, this message aims to be sarcastic as stated by Baktiar et al., (2022) empirical reason for always using emojis in conversations is to soften criticism. With a seemingly casual and sarcastic style, this comment is intended to entertain readers or other followers who may agree with the negative sentiment

towards the target, on the one hand, this comment belittles the positive support for Schnapp. The purpose is to create a funny or satisfying moment for a third party by exploiting Noah Schnapp as the subject of a joke or mockery.

Datum 16

@fouratikhadija: *Do you consider yourself a robber ? 🤔 since you're with the idea of stealing someone's home land and shi.*

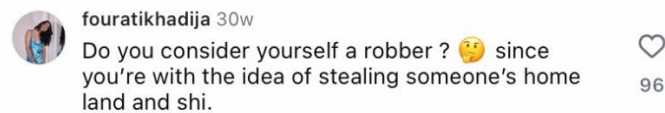


Figure 16. Datum 16

This comment uses sarcasm by calling Noah Schnapp a “robber,” a provocative and metaphorical term to refer to his support for Zionism. By packaging the criticism in a humorous or mocking style, this comment is made to create an entertaining effect among other readers who have similar views on the conflict. Schnapp becomes the “object of the joke” through cynical accusations as if his action of supporting Zionism is the same as the criminal act of stealing land. Humor is frequently employed as a social critique of societal inequality, conveyed in a funny and informal manner as stated by Harahap and Perangin-angin (2023). The sarcastic humor used by the user “fouratikhadija” is intended to build solidarity with the audience who agrees with them, while simultaneously embarrassing and offending Schnapp.

CONCLUSION

According to the results of this research based on Culpeper’s theory of impoliteness, a total of 30 data were found in the comments section under Noah Schnapp’s Instagram posts. As mentioned previously, 30 data points identified, there are 7 examples of bald-on-record impoliteness, 4 examples of positive impoliteness, 15 examples of negative impoliteness, and 4 examples of sarcasm or mock politeness. The most frequently used strategy is negative impoliteness. It is because most of the comments condescending, scorning, and ridiculing Noah Schnapp, which are the output strategies of Negative Impoliteness. Meanwhile, no examples of withholding politeness were found, as this strategy occurs only in face-to-face or direct interactions. Additionally, of the 30 data points examined, 16 were found to exhibit an affective function, 9 exhibited a coercive function, and 5 exhibited an entertaining function. The most frequently used function is the affective function, as most of the comments express negative emotions, such as anger and disappointment, toward Noah Schnapp’s actions.

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