CHAPTER I

INTRODUCTION

This chapter shows the introduction of the research. It contains of background of the research, statement of problem, purposes of the research, significance of the research, conceptual framework, and previous research.

A. Background of the Research

Humans as social beings need to communicate with others. Language is a very important communication tool for humans to express their ideas or thoughts. It is in line with Wardhaugh (1977, p.3), who describes language as a system of arbitrary vocal symbols which are utilized to communicate by humans. In communicating, we must take care our interlocutors feeling so they do not feel offended. Therefore, using polite language is needed to respect the interlocutor in order to maintain a good communication as everyone has their own self-image or face to be respected.

However, instead of using politeness to respect others' faces, we often see many people use impolite language in expressing their thoughts. They are unconcerned about the impact of their words on the interlocutor which will make them loses their face. Therefore, it creates social disharmony. Mills (2005, p. 268) states that impoliteness includes any language that is viewed as threatening the face or social identity of the interlocutor. Thus, it can be said that impoliteness is communicative behaviour perceived as a threat to the face of the interlocutor.

Impoliteness theory was developed by several linguists. First, Jonathan Culpeper in 1996 created impoliteness strategies framework which was the exact contrary to Brown and Levinson's 1987 notion of politeness strategies. Besides, Bousfield also developed the impoliteness theory in 2008 with simpler version. Verschuern (1999, p. 46) claims that the impoliteness concept is equally essential and functional as the politeness concept. Impoliteness becomes a fascinating topic because, as social beings, humans must pay attention to their words in order to communicate with others. As a result, people need to know and avoid impoliteness.

Over time, communication does not only occur in face-to-face interaction but also in online communication, namely through social media. Thus, the phenomenon of language impoliteness can be seen in social media. Social media continues to grow with the times and one of the major social media platforms is YouTube. YouTube provides several features which can be used by its user to react to the videos they watch, such as: like or dislike, and comment. With the availability of the comment section, everyone can express or put their opinion or thoughts about something freely. In face-to-face communication, people tend not to say what is on their mind directly to avoid disagreement of the speech object. Meanwhile, by communicating online makes them not afraid to speak or behave freely inappropriately because they do not see each other. When there is a difference of opinion or disagreement about something, this is what triggers the emergence of impolite responses. Thus, impoliteness phenomenon can be found easily in the YouTube comment section.

One of them is in the video of the Prime Minister of the United Kingdom, that is Rishi Sunak which was uploaded by Sky News YouTube Channel on January 30th, 2022. Even though Rishi Sunak has only served as prime minister for a few months since October 2022, he has already received a lot of criticism and blasphemy for his work performance. Such as in this video which has a duration more than 50 minutes, Rishi Sunak answered questions related to the National Health Service (NHS). His responses triggers pros and cons from netizen which can be seen in the comment section. Beside of several comments that shows supports to Rishi Sunak, there are lots of criticism comments to him. However, instead of giving comment with polite language, many netizens showed their dissatisfaction towards his answer and work performance with impolite language. Furthermore, various of impoliteness strategies and impoliteness functions were discovered in the YouTube comment section.

Therefore, the researcher is intrigued to have a further analysis about impoliteness strategies and its function in the YouTube comment section of Rishi Sunak when he answered questions about National Health Service which was uploaded on Sky News YouTube Channel on January 30th, 2022. Therefore, this

research entitled "Impoliteness Strategies in the YouTube Comment Section of Rishi Sunak About the National Health Service on Sky News YouTube Channel"

B. Statement of Problem

There were lots of impolite comments found in the YouTube comment section of Rishi Sunak when he answered questions about the National Health Service. Thus, this research will focus on analyzing the impoliteness strategies and functions of impoliteness strategies in the YouTube comment section of Rishi about National Health Service. Therefore, this research has two research questions related to impoliteness strategies:

1. What are impoliteness strategies found in the YouTube comment section of Rishi Sunak about the National Health Service on Sky News YouTube Channel?
2. What are functions of impoliteness strategies found in the YouTube comment section of Rishi Sunak about National Health Service on Sky News YouTube Channel?

C. Purposes of the Research

According to the statement of the problems above, the purposes of this research are:

1. To analyze impoliteness strategies found in the YouTube comment section of Rishi Sunak about the National Health Service on Sky News YouTube Channel.
2. To analyze functions of impoliteness found in the YouTube comment section of Rishi Sunak about National Health Service on Sky News YouTube Channel.

D. Significances of the Research

This research is expected to be beneficial for others both theoretically and practically as below:

1. Theoretical Significance

Findings of this research are to contribute to scientific knowledge about pragmatics especially those related to impoliteness strategies.

2. Practical Significance

a) For readers, this research is expected to increase awareness to express opinions politely, especially on social media.

b) For students, this research is expected to be a reading reference in studying the topic of impoliteness.

c) For further researchers, this research is expected to provide thought contribution related to impoliteness, especially in social media.
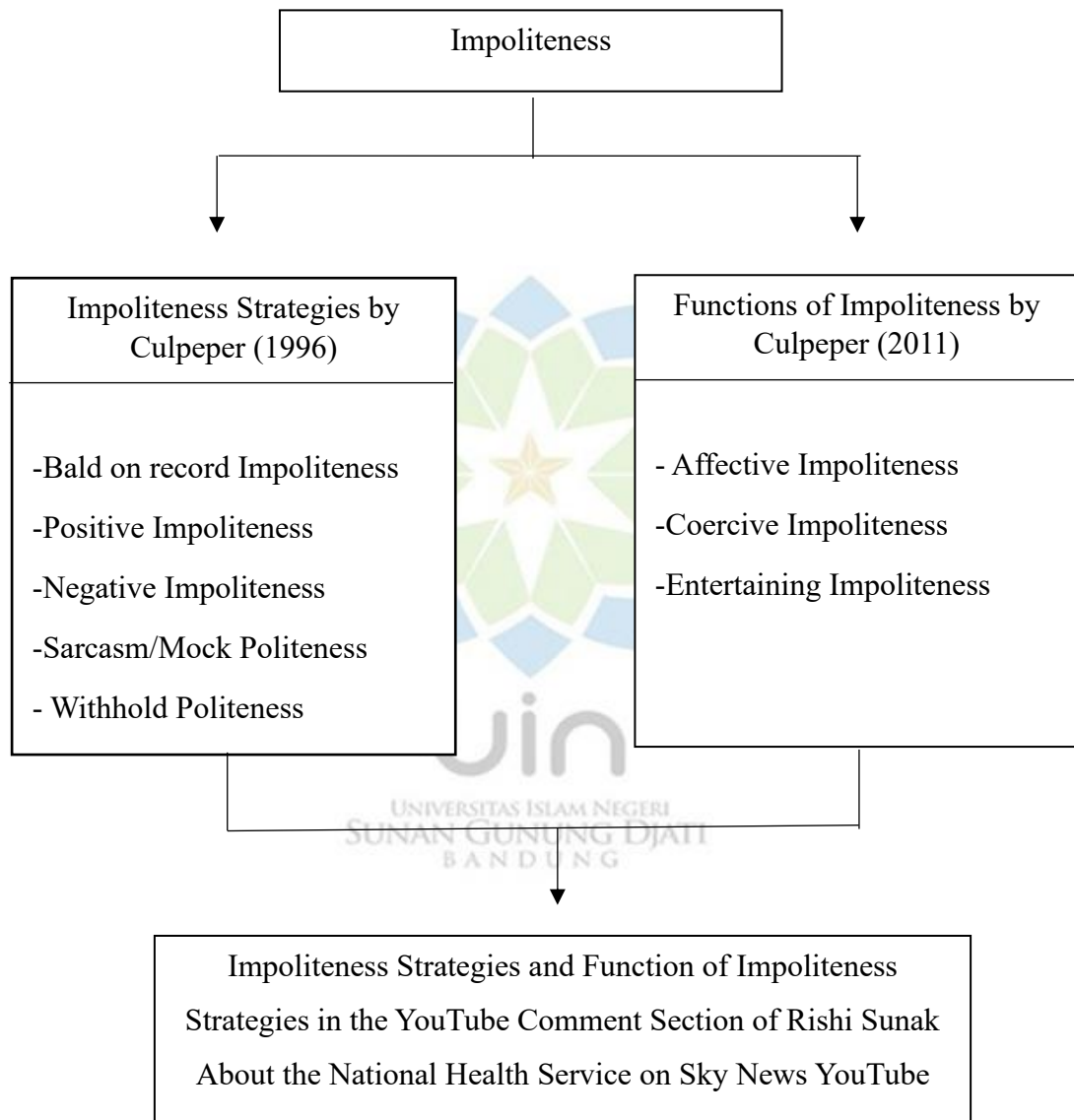
E. Conceptual Framework

When communicating, we must be mindful of our interlocutors' feelings in order to avoid offending them. Nevertheless, rather than utilizing politeness to respect the faces of others, we frequently see many people use impolite language to communicate their thoughts. In Pragmatics, there it is called impoliteness strategies which is the opposite or contrary to the politeness strategies. It is how the person performs impoliteness in particular context. Besides, impoliteness uttered by someone also has different functions. This research focuses on analyzing impoliteness strategies, then functions of impoliteness strategies that were found in the YouTube comment section of Rishi Sunak when he answered questions about the National Health Service.

The researcher elaborated on impoliteness theories, particularly impoliteness strategies and the functions of impoliteness strategies. To answer the first research question, *what are impoliteness strategies found in the YouTube comment section of Rishi Sunak about the National Health Service on Sky News YouTube Channel?* this research uses the most relevant theory, impoliteness strategies theory by Culpeper (1996) which has five impoliteness strategies. Those five impoliteness strategies are bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm, or mock politeness, and withhold politeness.

Meanwhile, to answer the second research question, *what are functions of impoliteness strategies found in the YouTube comment section of Rishi Sunak about National Health Service on Sky News YouTube Channel?* This research uses the

most relevant theory by Culpeper (2011) which was related to functions of impoliteness. There are 3 three functions: affective impoliteness, coercive impoliteness, and entertaining impoliteness.

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Impoliteness

Impoliteness Strategies by Culpeper (1996)

-Bald on record Impoliteness

-Positive Impoliteness

-Negative Impoliteness

-Sarcasm/Mock Politeness

- Withhold Politeness

Functions of Impoliteness by Culpeper (2011)

- Affective Impoliteness

-Coercive Impoliteness

-Entertaining Impoliteness

Impoliteness Strategies and Function of Impoliteness Strategies in the YouTube Comment Section of Rishi Sunak About the National Health Service on Sky News YouTube

Figure 1. 1 Conceptual Framework

F. Previous Research

The researcher has read some research related to impoliteness strategies. The first research was carried out by Ibrahim (2018) with the title "The Impoliteness Strategies in the 2016 Second U.S Presidential Debate". The research aims to depict the kind of way politeness strategies were implemented in the 2016 second U.S. presidential debate and identify response's type used by the interlocutor to reply the impoliteness strategies. For the result, the researcher found 4 of 5 impoliteness strategies without withhold impoliteness strategies and two types of responses. The most dominant impoliteness strategy is bald on record impoliteness, while the most dominant response is no response.

The second research was carried out by Reftiani (2021) with the title "Impoliteness Strategies of Comments in @muslimoftheworlds Instagram Account". The research aims to analyze impoliteness strategies discovered in Muslims of the world's account and the function of the impoliteness strategies. For the result, the researcher found 4 of 5 impoliteness strategies without withhold impoliteness and all functions of impoliteness strategies. The most dominant impoliteness strategy is positive impoliteness strategies, while the most dominant function is affective function.

The third research was carried out by Sanjaya (2022) with the title "An Analysis of Impoliteness Strategies in Film Cruella 2021". The research aims to identify the impoliteness strategies applied by the characters in the film Cruella and the function of the impoliteness strategies. For the result, the researcher found all types and functions of impoliteness strategies. The most dominant strategy is negative impoliteness strategies, while the most dominant function is coercive impoliteness.

This research has differences from the above research in terms of the object used and it also has a different topic about U.K government issues. So, it is expected that the result can contribute to scientific knowledge about impoliteness study. This research will focus on the impoliteness strategy and function of impoliteness strategies in the YouTube comment section of the U.K prime minister, Rishi Sunak when he answered questions about the National Health Service (NHS).