

Impoliteness Strategies Used in the Movie "Easy A"

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Abstract

The purpose of this study is to analyze the impoliteness strategies employed in Easy A. This research is proposed by Culpeper's (2011) theory. In this study, the researchers analyzed impoliteness strategies using descriptive qualitative analysis. The subject of the research is "Easy A" movie. In this study, data was gathered by using an observational methodology and a non-participatory technique. After processing the data, pragmatic identification methods were used to analyze it. During this study, the researchers identified 16 utterances. The researchers discovered five kinds of impoliteness as a result of their research, including (4) bald on record impoliteness, (5) positive impoliteness, (4) negative impoliteness, (2) mock politeness, and (1) withhold politeness. Positive impoliteness and negative impoliteness were most frequently used by Easy A.

Keywords: face threatening acts, impoliteness, impoliteness strategies

1. INTRODUCTION

These days, many people do not appreciate or do not have manners when speaking and do not even think about the consequences of the words that have been spoken to the interlocutor. Mills (2005) stated impoliteness consists of any language that is interpreted as threatening the face or social identity of the hearer. In social contexts, politeness is characterized by the regular presence (conventionally) of linguistic or behavioral forms that incite politeness attitudes Culpeper (2011). For example, "Waitress: Hi... welcome in... I'm sorry for the wait... Here your water... Girl: **It's about time, talk about bad service**"

The conversation above is one example of impoliteness that the researchers took from a short video at the minute of 0:25-0:36 about "Rich Girl Refuses to Tip Waitress" by Dhar Mann's video on Facebook. The waitress said sorry to them, but the girl immediately attacked the waitress with facial

aggression and a rude face. According to Bousfield & Locher (2008), determined that impoliteness comes from facial irritation. It means that impoliteness is an act that is unpleasant and it shows on the expression of someone's face that speaks.

Levinson (1987) define it as the act of altering a person's face so that it shows their physical characteristics, traits that are all owned by human beings. Bousfield & Locher (2008), a negative face is about a member's desire to be able to act freely without interference. It signifies that the member is trying to make people desires attractive to others. Cruse in Sijabat (2020) stated politeness also relates to how people are addressed. In other words, the speaker or listener addresses the other depending on their relationship. Bousfield & Locher (2008) Impoliteness is considered a face-aggravating behavior within a particular context. This means that impoliteness can be observed in annoying expressions and by playing with faces. Impoliteness can be categorized into five types. First, Culpeper (1996) uses bald on record impoliteness when it is not irrelevant or minimized. It communicates direct, clear, and unambiguous impoliteness. It means that the speaker uses rude words directly to attack the interlocutor in the face. For example, “Macgroger: **Give me that rabbit!** Bea: you got a little something in your..... you’re okay” (Sari et al., 2019)

Second, Culpeper (1996) claimed that positive impoliteness damages the addressee's face. That assumed making the interlocutor uncomfortable was the goal of the speaker's act during the conversation.

Example: “Bea: Are you okay, sweeties? I'm sorry. Come on. Let's get away from **this evil man.** Thomas: I'm sorry.” (Sari et al., 2019)

Third, Culpeper (1996) defines negative impoliteness as harming the bad feelings of someone due to the use of negative strategies. When the speaker attempts to damage the reputation of the hearer and then engages in actions that reveal their impoliteness. Also, speakers will use this strategy to prevent their listeners from attacking them with their own words. For example, “Peter: Anyway, you got it back, and you're okay. **No thanks to him. Look at him, skinny bag of wet. Now, turn around and drive us home, Eugene.**” (Sari et al., 2019)

Fourth, sarcasm or mock politeness is a tactic to achieve perceived politeness that is exaggerated, resulting in superficial perception Culpeper (1996). It indicates that the speaker is a kind person willing to engage the hearer in conversation. Also, the speaker pretends to be nice to the listener when this method is employed during a conversation. For example, “Thomas: This is going to be difficult for you to hear, but he did it. He detonated it. Bea: **He's a rabbit.**” (Sari et al., 2019)

Fifth, Culpeper (1996) withhold politeness becomes apparent that the person who employs this strategy just instantly interrupts the other person and displays disrespect for the other person as an

interlocutor. For example, “Bannerman: What up, McGregor... Thomas: Bannerman. Congratulations. Bannerman: **I didn't even want it. I was in Ibiza last night. Heavy lies the crown, yeah?**” (Sari et al., 2019)

To prove this research, the author includes several types of research that concerned impoliteness. Rizana (2018) researched the theory of impoliteness. The research analyzed impolite reader responses to online news comments in *viva.co.id* where the news about Basuki Cahaya Purnama is political. The research aims to describe the impoliteness of readers' responses in *viva.co.id* news site. The second journal is from Ilić (2018) the author analyzed Culpeper's impoliteness model in *Gone with the Wind*. As described by Jonathan Culpeper, the study was aimed at identifying impoliteness super strategies in fictional conversations in the screenplay of *Gone with the Wind*.

This research has some similarities with the research above, which is researching impoliteness. Besides that, this research also has a difference from previous research that is the data source and the research objectives. The researchers took the data source from the *Easy A* movie. This can be found in the *Easy A* movie since the movie showed various situations that required the use of impoliteness in communication. An analyst analyzed how the characters in *Easy A* react to impoliteness techniques used against them in the movie and what strategies were employed to combat these techniques.

To support this research the researchers drew from the Culpeper theory. The theory of impoliteness was first coined by Jonathan Culpeper. Culpeper (2011), impoliteness is an attitude of contempt toward a group of behaviors that occur in a certain context. It means that impoliteness is bad behavior and it depends on how people are treated when they speaking. Hopefully, the research can make us aware of the phenomena of impoliteness and its strategy.

2. RESEARCH METHOD

This research design is used qualitative research by Creswell (2009). researchers collecting the data used observational method by Sudaryanto (1993). In collecting the data there were some steps that researchers had done. The first researchers watching the video “*Easy A*” and look for the data to be analyze in accordance with the theory. Next, researchers marked the script conversation said by the actor in the video. After that researchers review the utterance actor said found in the movie to be analyzed. After collecting the data, researchers analyzed using pragmatic identity method by Sudaryanto (1993). The researchers in analyzing the data by differentiating word method by Sudaryanto (1993). The steps taken by the researchers to analyze is chose the data that had done collected. Then identified the types of impoliteness, and analyzed the data with the theory.

3. FINDINGS AND DISCUSSION

There were 16 impoliteness utterances used by character in “Easy A” movie the researchers found.

No	IMPOLITENESS STRATEGIES	FREQUENCY
1	Bald on record impoliteness	4
2	Positive Impoliteness	5
3	Negative impoliteness	4
4	Sarcasm or Mock politeness	2
5	Withhold politeness	1
	Total	15

3.1 Bald on record impoliteness

Data 1

Brandon : “who would believe me? **I’ll pay you. I can pay you whatever you want.**

Olive : I don’t want your money.”

The utterances above mention, the speaker will pay the hearer whatever she wanted. But the hearer didn’t want his money. The speaker made hearer like worthless woman who can pay her with his money. There is a condition known as bald on record impoliteness which happens when the speaker seduces the listener with money.

Data 2

Olive : “I always do. Can I go? (He gestures to the door)

Principal Gibbons: **Detention tomorrow after school. I don’t want to see you again.**

In this scene, the speaker angry with the hearer due to the hearer using impolite language in school in front of the speaker that is the principal of the hearer. That’s why hearer said didn’t want to saw the speaker again in the school. In that case, the hearer directly addressed the speaker.

Data 3

Marianne : “**You’re going to the hell**

Olive : As long as you won’t be there.”

In this scene, the speaker angry and felt annoyed due to hearer mocking the speaker with her pathetic live. So, the speaker screamed and said to the hearer will going to the hell.

Data 4

Olive : **“Watch your mouth!**
Rhiannon : Sorry!”

The speaker and the hearer met their teacher and spoke with him. But the hearer spoke impolitely and rude to their teacher and then speaker rebuked the hearer rudely to watch her mouth. This is an act of rudeness based on the record because it's a threat to the listener.

3.2 Positive impoliteness

Data 1

Dill : **“is everything okay up here? It sounds like you’re having sex. Which I know can’t be true due to you having a homosexual boyfriend.**

In this scene, the speaker heard weird sound from her daughter room and the speaker checked what sound it was. The hearer screamed in her room due to the hearer felt annoyed to all her friends in college due to mocked the hearer where the hearer didn't virgin anymore. The speaker though that hearer had a homosexual boyfriend.

Data 2

Rhiannon : you want to know what my problem is
Olive : **No, it was a rhetorical question. I don’t want to know anything from you.”**

In this scene, the speaker asked the hearer what the hearer problem as speaker cares about the problem of the hearer. But the fact, the speaker just pretended. The speaker ignored the hearer, which is an example of positive impoliteness.

Data 3

Olive : **“No God asshole**
Anson : **Come on this is bullshit goddam shit”**

In this scene, speaker and the hearer used taboo language, which is this language rudely to speak. That is one of example of positive impoliteness used an inappropriate or rude description.

Data 4

Evan : **“Really? Do you want to go on a date?**
Olive : **Not now I don’t, shit dick.”**

In this scene, the speaker and the hearer want to go on a date. But the speaker refused the hearer not to go now and answered the speaker with seek disagreement by insulted the speaker.

Data 5

Olive : “you don’t know him
Rhiannon : **and neither do you, you selfish bitch.**”

In this scene, the hearer asked to the speaker joined to go to the camp, but speaker can’t go because she had a date. The speaker didn’t tell the hearer with whose will go. And the hearer answered the speaker with taboo language, and called her a “bitch”

3.3 Negative impoliteness

Data 1

Evan : can you do it in front of everyone?
Olive : **fuck off** (Olive turns and sprints up the stairs)”

In this scene, the speaker was a gay. The speaker wanted hearer to lie. The speaker didn’t want insulted by his friends due to the speaker is a gay. So the speaker asked the hearer to lie. But the hearer turns and sprint up the stair and answered the speaker with rudely.

Data 2

Micah’s mother : “how did you get chlamydia? Who have you been screwing? **Tell me! Tell me now, or I’ll kill you right here!**

In this scene, the speaker angry and screamed to the hearer by phone due to the hearer got chlamydia and passed it into her boyfriend. But the hearer though that chlamydia was infected from the hearer friends. That is one examples negative impoliteness due to the speaker scream to the hearer and attacked the hearer.

Data 3

Evan : “**I don’t need your permission, you know!** She gives him a death stare. He can’t look at her”

In this scene, the speaker asked the hearer to do something and will pay the hearer. But the speaker underestimated the hearer and can be paid with money. That is one example of negative impoliteness, due to the speaker threat the hearer like invaluable.

Data 4

Brandon : “**do you wanna have sex with me or not?**
Olive : oh my God. You totally missed my point. All I was saying was that.”

In this scene, the speaker thought the hearer want do the sex with the speaker and he invaded the hearer to do that. But the hearer said to the speaker, he misunderstood what is the meant of the hearer.

3.4 Sarcasm or Mock politeness

Data 1

Olive : or I could just tell everyone the truth and get you fired and put in jail,
Mrs. Griffin : first of all, he is of age which makes it perfectly legal. And secondly, let's play the
"who do you believe" game. Ask yourself, if you were an adult, who would you believe? Who
would you believe? Who? **Thanks for coming in"**

In this scene the speaker asked the hearer to help her. But the speaker didn't want to help the hearer because it can made destroyed and get divorced from his husband due to she was having an affair. That's why the speaker angry to the hearer and asked the hearer to get out from her room and said thank you. In this instance, we have sarcasm or mock politeness, as the speaker spoke with insincere politeness.

Data 2

Olive : **so, why was he blubbering like a baby? Ohh! Is he struggling with his sexuality?**
Marianne : (break out in tears) No, you insensitive rhymes-with-witch! His parents are going through a (whispers) divorce!"

In this scene, the speaker mocked the hearer due to the hearer boyfriends cried in school like a baby even though he is 22 years old. And then the hearer told to the hearer while cried that the parents of the hearer boyfriend are going to divorce. The utterance above is sarcasm or mock politeness due to the speaker talk looks polite on the surface.

3.5 Withhold politeness

Data 1

Mrs. Griffith : "Jack?
Mr. Griffith : **(silent)...."**

In this scene, the speaker called her husband, Mr. Griffith. The speaker called the hearer, and the hearer only silent. The hearer silent to the speaker due to the speaker made the hearer disappointed. The utterance above is example of withhold politeness due to the hearer didn't answer the speaker.

4. CONCLUSION

As a result of analyzing the data, impoliteness strategies were applied in the utterances the speaker by the Easy A movie. Easy A movie used 16 utterances, including 4 bald on record impoliteness, 5 positive impoliteness, 4 negative impoliteness, 2 mock politeness or sarcasm, and 1 withhold politeness. Impoliteness is addressed by the characters in Easy A. In some cases, the character will attack back

offensively in response to the impoliteness, but the majority without any counterattack. The most common strategy used by the Easy A movie was positive impoliteness and negative impoliteness.

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