

CHAPTER I

INTRODUCTION

1.1. Background of the Research

According to Locher and Bousfield (2008: 3) impoliteness is defined as “behavior that is face-aggravating in a particular context”. On the other hand, Culpeper (2003: 1546) states impoliteness is communicative strategies designed to attack face, and thereby causes social conflict and disharmony. Impoliteness comes about when the speaker communicates face-attack intentionally, or the hearer perceives and constructs behavior as intentionally face-attacking, or a combination both of them (2005:38).

Nowadays, people mostly use impolite utterances to make other people feel threatened that can make their faces change in seconds. In this case, it can be defined as positive impoliteness and it can be seen in this utterance, “*Shut up! Give me money, right now!*”. On the other hand, the speaker uses Face Threatening Act (FTA) to attack hearer’s face. If there is someone who does not know what’s going on, perhaps he would be shock yet he knows what to do. This case proves that the impolite utterances can damage the hearer’s face directly.

According to Yule (1996:134), FTA is a threat to another person’s self-image. Levinson (1987) argues that the term of face in politeness and impoliteness means the public self-image that every member

wants to claim for himself. Generally, impoliteness uses FTA to attack face and to cause social disharmony. So, FTA is an act that inherently damages the face of listeners or speakers by acting in opposition to the wants of the other's desires.

This research concerns with impoliteness in Gordon Ramsay utterances in *Hell's Kitchen*. It is an American reality cooking competition and also a cooking challenge which is broadcasted on Fox movie. Each episode typically includes a challenge and a dinner service. *Hell's Kitchen* is hosted by celebrity chef Gordon Ramsay. He is the head chef and also the main character in this show. He is one of the fiercest, temperamental, rough, savage, and ticks chef ever. He does not feel hesitate at all to use harsh words, racist, and demeaning interlocutor as well when he was angry. Behind it all, Ramsay is one of the best chef in the cooking world.

This reality show is chosen because there are a lot of impolite utterances applied by Gordon Ramsay as the head chef and also the jury of this reality show. An utterance could be said as impolite when the speaker intentionally conveys something rude to express his emotional, but the hearer feels unconscious that he is mistreated or when the speaker doesn't mean to offend the hearer rudely, but the hearer feels upset by the speaker's utterances, or the speaker means to express his anger to the hearer and the hearer's response are feeling so down, regret or give up.

This phenomena is found in *Hell's Kitchen season 7; Deleted Dinner Service Footage (uncensored video)*. This video is the compilation of all the deleted scenes in each 13 episodes in season 7 which is yet published in television because it is uncensored. Here, it is found many impolite utterances by the head chef whose purpose is not to offend but to make some developments and to show what the real world of professional kitchen is to the finalists in this reality show. The data perceived will be analyzed using Culpeper's (1996) theory of impoliteness strategies. As for these reasons triggered the writer to conduct a research concerning this matter in the paper entitled *Impoliteness in Gordon Ramsay's Utterances in Hell's Kitchen Reality Show*.

1.2 Identification of the Problem

This analysis deals with the impolite utterances applied by Gordon Ramsay in *Hell's Kitchen Reality Show*. In this case, this analysis concerns on what are the impoliteness strategies applied by Gordon Ramsay in *Hell's Kitchen Reality Show*.

1.3 Objective of the Research

In general, the aim of this research is to get the data and the application of impolite language that used by the host of *Hell's Kitchen Reality Show*; Gordon Ramsay. In particular, the purpose of this

research is to find out the impoliteness strategies applied by him in the show.

1.4 Scope of the Research

This research is a pragmatics study. The limitations made in order to obtain a clear explanation of the matter that is being analyzed. Whereas, the focus is about the impoliteness strategies applied by Gordon Ramsay in *Hell's Kitchen* Reality Show. The data are analyzed based on Jonathan Culpeper's (1996) impoliteness strategies.

1.5 Research Method

There are three steps in conducting this research, the first one is collecting the data, then analyzing the data, and the next one is presenting the result of analysis.

The writer chooses this data from *Hell's Kitchen Season 7; Deleted dinner Service Footage (Uncensored)* video. The video consists of 6 minutes 56 seconds downloaded from <https://www.youtube.com/watch?v=ZxlghUQPOBo>. This video has not yet published in television as it is uncensored. It is chosen because because there are a lot of impolite utterances performed by this host more than in other videos. The data are chosen because it fulfills the criteria of impoliteness strategies where the speaker communicates intentionally, or the hearer perceives and constructs behavior as

intentionally face-attacking, or a combination of both. The second reason is the main character in this reality show is very rude. He doesn't pay any attention to his words even he knows he is being recorded, nevertheless the rudeness appears only in this reality show. On the other side, the intention which is made is actually to disciplining and strengthening the mental of the chef to be as professional as possible.

The process of collecting the data has been done through some steps. Firstly, the writer downloads the video from *Youtube*. Then, the writer watches the video for several times to get better understanding. After that, the writer writes the transcript of the video. Finally, the writer reads the transcript while watching the video.

In analyzing data, the writer classifies the types or strategies applied by Gordon Ramsay in the show in accordance with Jonathan Culpeper's (1996) theory. Here, the data only focus on his utterances.

In presenting the result of analysis, the writer presents the form of language that used in the show by including the table for brief explanation about the form of the language.

This research entitled *Impoliteness in Gordon Ramsay's Utterances in Hell's Kitchen Reality Show* consists of four chapters, they are; introduction, review of related literature, data analysis, and conclusion. The findings as the result of this research is shown in the form of table to provide its summary.