CHAPTER 1

INTRODUCTION

1.1 Background of the study

Impoliteness in interaction refers to the use of inappropriate language. According to Culpeper, impoliteness is a negative attitude towards specific behaviors occurring in specific context (in Jamet & Jobert, 2013, p. 20). Jamet and Jobert argue that impolite is sustained by expectations, desire, or belief about social organization, including, in particular, how one person's or a group's identities are mediated by others in interaction. The purpose of impoliteness usage in interaction is to create disharmony and a conflict between the speaker and the hearer. Culpeper (1996) describes impoliteness as "the use of strategies designed to attack face and cause social conflict and disharmony" (in Bousfield and Locher, 2008, p. 131).

The speaker wants to create disharmony and conflict because the speaker wants his ideology or perspective to be perceived by the hearer. So, why the speaker does not just use politeness? The reason is because the speaker wants to show his power in interaction and emphasize his ideologies to be heard. Moreover, impoliteness is also used to ridicule or make an identity of a person. For example, Donald Trump creates his identity as a controversial person in US politic by using impoliteness in his utterances. In political field, conflicts appear between the speaker and the hearer who has different ideology. Impoliteness is applied with the way the listener perceives a face attacking by the speaker.

Positive or negative attitude are seen different in every culture. It is due to every culture has its own norms in considering the attitude. For instance, it is considered to be impolite for Indonesian if a person calls someone's name that is older than the speaker without adding "bang" or "kak" before the interlocutor's name. Thus, according to Culpeper (1998, p. 86), the key to determine an attitude considered as polite or impolite is from the intention. He says that the intention is used by to support face (politeness) or attack face (impoliteness).

The term face can be traced back to Goofman's theory (1967, p. 5) of face. The face is "the positive social value a person effectively claims for himself by the line others assume he has taken during a particular contact." Face is more about an individual desire of the hearer. In impoliteness, the interpretation of face is different in identifying the impoliteness strategy. Culpeper (2005, p. 40) proposes four types of face attack. They are quality face, social identity face, equity rights, and association rights.

Every individual has two types of face. They are positive and negative face. The positive face is reflected in his desire to be liked, approved of, respected and appreciated by others. Meanwhile, individual negative face is reflected in his desire not to be impeded or put upon, to have the freedom to act as one chooses.

The 45th president of United State, Donald Trump, is known as the most controversial person in American politics. In 2016, Trump announced his candidacy for the president election from Republican Party. During his campaign, Donald Trump used impoliteness to attack and critic other candidates. His policies, speech, and

statements either in social media or interview contain many hates, attacks, threats, racism, and discrimination. One of the most controversial statements which he said was about Mexican. He stated that Mexico has been sending people who have lots of problems, criminals, drugs, and rapists. His plan to control them was by building a huge wall in the border and Mexico was going to pay for the wall. Even though many claims from media, random interview, and other candidates stated that he would loose the election, but the polling proved that most of American have supported him. This is interesting to investigate how his impoliteness behaviors have brought him winning the election.

In his political career, Donald Trump used impoliteness to create his character as a tough person who can be trusted. He used his background as a successful businesswoman to take people's intention and attacks other politicians. For instance, in a debate, Trump attacks Marco Rubio impolitely by mentioning his background:

> Trump : **I know what's happening with the economy. You don't know a thing.**
> Rubio : Well, and then answer the economy question.
> Trump : **You haven't employed in your life one person.**

In this conversation, Trump attacks Marco Rubio, his opponent who has a background as a politician. He tries to tell that as a successful businessman he knows better than Rubio about the economy. Therefore, Trump uses impoliteness to convince people that he can make the American economy success as much as his businesses.

In this research, the use of impoliteness can be found in Trump's utterances in the *Fox News* Republican presidential debate at the March 3, 2016 (Team Fix, 2016).

Republican presidential front-runner Donald Trump was faced to three his remaining challengers from same party in Detroit for the 11th GOP candidate's debate. Hence, this is interesting to do a research of how impoliteness in utterance was applied by Trump to win the election. This research is to identify the types of impoliteness strategy that refers to Culpeper's theory of impoliteness and Hymes theory of SPEAKING.

1.2 Identification of the Problem

The use of impoliteness strategy in interaction basically has certain advantages. By employing the strategy, a person can show his power and ideology to the hearer. The strategy is used by Trump to defend and attack other candidates in the debate. Therefore, in this research examines this question:

1. What are the types of impoliteness strategy used by Donald Trump in *Fox News* Republican presidential debate at March 3, 2016?

1.3 Objectives of the Research

This research is conducted to investigate the types of impoliteness strategy used by Donald Trump in Fox News Republican presidential debate at March 3, 2016. There are three other candidates in this debate. They are Marco Rubio, John Kasich and Ted Cruz. Furthermore, this research is aimed to discover the types of impoliteness strategy that have been applied by Donald Trump to attack other candidates and defense his arguments.

1.4 Scope of the Research

This research is focused on investigate the types of impoliteness strategy in Donald Trump's utterances. It is limited only on the utterances which uttered by Trump in attacking other candidates. The writer interests to analyze Trump's utterances since he was the most controversial candidate in the election. The types of impoliteness strategy can be found in Donald Trump's utterances by refereeing to Culpeper's theory of impoliteness and Hyme's theory of SPEAKING.

1.5 Methods of the Research

The steps of this research are collecting data, analyzing data, and presenting the result of analysis follow the procedures proposed by Sudaryanto (1993, p. 57)

1.5.1   Collecting Data

The data were taken from the transcript by Team Fix in the website *washingtonpost.com* and downloaded the video from *youtube.com.* The method in collecting data is non-participants observational method. The transcript and video was read and watched carefully with a good attention on Trump and his interlocutor in every conversation in several times. This method was applied by using note taking technique where the conversation containing impoliteness strategy by Trump was noted. The video also used as the additional source to identify the types of impoliteness strategy where the transcription cannot provide the identification of analysis. The utterances of Trump were collected based on criteria of impoliteness strategies

proposed by Culpeper (Culpeper, 1996, pp. 356 - 357). After all of the data were collected, the amounts of the data were minimized until it represented all of the data.

1.5.2   Analyzing Data

In analyzing the data, the investigation of impoliteness strategies in Trump's utterances were considered by the types of face attack refers to Culpeper (2005, p. 40), the face, the response of the interlocutors, and the context when the utterances were produced. The utterances of Trump which were used to attack face considered as impoliteness indicator. The utterance was considered as impolite categorized based on the types of face attack proposed by Culpeper (2005, p. 40). In this framework, there are four types of face attack as indicator in an utterance contains impoliteness: quality face, social identity face, equity rights, and association rights.

After determining an utterance as impoliteness, the face of interlocutor was utilized to identify the strategy of impoliteness. There are two types of face (Goofman, 1967, p. 5), positive face is the want to be desirable by others and negative face is the want to be unimpeded by others. In this case, an impoliteness utterance can be identified as *positive* or *negative impoliteness* strategy is referred to the face of interlocutor. The face occurs in any forms include utterance, expression, non-verbal language, etc. of the interlocutor.

The next step in analyzing the data, the types of impoliteness strategy in Trump's utterances were analyzed referring to Culpeper's (1996, pp. 356 - 7) framework. They are *bald on record* strategy, *positive impoliteness* strategy, n*egative impoliteness*

strategy, *sarcasm or mock politeness* strategy, *withhold politeness* strategy. The analysis of those types in Trump's utterances was used to observe his purposes and how he conveyed the impoliteness in the debate.

The response of interlocutor was also used to describe the meaning of the impoliteness. Then, the contextual factor that influences the use of impoliteness strategies was utilized to analyze the context when the utterances were produced. In analyzing the influenced factors, the writer used the theory of SPEAKING by Hymes (cited in Johnstone and Marcellino, 2010, pp. 7 - 8). The components of SPEAKING are *setting*, *participants*, *ends*, *acts*, *keys*, *instruments*, *norms*, *genre*. Since the data is a formal debate situation, therefore, not all component of SPEAKING are used to interpret the meaning in Trump utterances. The occurrences of each strategy in the conversations were computed by using descriptive statistical formula in order to get the percentage of the occurrences. The formula is:

$$F / N \times 100 \%$$

F = Frequency of impoliteness strategies and contextual factor occurrences
N = Total of data

1.5.3 Presenting the Result of Analysis

The last step is presenting the result of analysis. In this step, the result of analysis is presented in verbal statement that explained the result of analysis. The table of frequencies is also provided in presenting the use of impoliteness strategies.