

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Impoliteness is an impolite behaviour. In communication, impoliteness is used to attack interlocutor. The speaker conveys his ideology by using impoliteness. The use of impoliteness is considered effective to get people intention. The occurrence of impoliteness is also needed to build a tough character. According to Culpeper (1996) impoliteness is the use of strategies designed to attack face and cause social conflict and disharmony. The goal of impoliteness in interaction is to create a conflict between the speaker and the hearer. The speaker wants to create a disharmony because he/she wants his perspective to be perceived by the hearer.

Beside that, Locher (2008, p. 3) stated that impoliteness is behavior that is face-aggravating in a particular context. It can be said that impoliteness is the behaviour which is intended to interfere someone's face. Different from impoliteness, according to Leech (1983, p. 82) politeness is to maintain the social equilibrium and the friendly relations which enable us to assume that our interlocutors are being cooperative in the first place. It is the expression of the speakers' intention to reduce face threats carried by certain face threatening acts toward the listener. Politeness means that people try to keep their face in the duration of social interaction as much as possible. However, impoliteness shows an aggravation that causes uncomfortable face. It demonstrates that impoliteness is the opposite of politeness.

Based on Levinson (1987, p. 61) the term of face in politeness and impoliteness means the public self-image that every member claims for himself. In politeness, to maintain a good relationship people have to avoid FTA (Face Threatening Act) but impoliteness uses FTA to create disrupt and disharmony in social situation.

FTA is an act that threatens the face of the hearer by acting in opposition to the will and desires of the other. This explanation is illustrated below. It is taken from one of the conversation of South Park Television Series.

Eric Cartman : Ha Ha, You dumbass have to play four square because you don't have an iPad.

In the example above, Eric Cartman, the main character, makes everyone who is playing four square feels jealous. He uses FTA to make everyone sad because they don't have an iPad. This is an impoliteness strategy which threatens the hearer's face directly.

In this thesis, the writer studies the phenomenon of impoliteness by observing a famous American adult cartoon entitled South Park which has been aired since 1997. South Park was created by Trey Parker and Matt Stone for the Comedy Central television network. The show is about the four boys Stan Marsh, Kyle Broflovski, Eric Cartman, and Kenny McCormick with their bizarre adventures in the mountain of town South Park Colorado. This movie is not appropriate to be watched by children because it has coarse language and there are such elements like, violence, sex abuse, prostitution, and discrimination.

Considering the explanation and quotation above, the writer wants to choose the title “Impoliteness of Eric Cartman Utterances in South Park Television Series”. because Eric Cartman is the main character in this series, it is interesting to see how he gets in touch with his friends impolitely.

1.2 Identification of the Problem

In this research, the writer wants to study the use of impoliteness in the conversations of South Park Television Series. Related to the impoliteness, the problem of the study is elaborated into the following research question :

What are the impoliteness strategies used by Eric Cartman in the utterances which contain moral issues in South Park Television Series ?

1.3 Objective of the Study

The objective of this research is to analyze impoliteness strategies used by Eric Cartman in South Park television series. Specifically, it is aimed to identify the types of impoliteness strategies in his utterances.

1.4 Limitation of the study

In this study, the writer observes the impoliteness strategies found in South Park television series. In order to make the analysis clearer, the research is limited by impoliteness strategies of Eric Cartman as the main character in this television series.

The data contain moral issues related to anti-Jew, Hippie, Ginger and Minority

people. They are analyzed based on Jonathan Culpeper's framework of impoliteness strategies.

1.5 Method of the Research

In collecting the data, the writer uses observational method. It means that the writer observed and watched the story in this television and observed the language used by the main character. The writer downloaded the movie in *torrentz.eu*. The writer watched every episodes carefully and identified impoliteness strategy used by Eric Cartman. Then, the writer downloaded the subtitle and synchronized it in order to comprehend the data easily. Afterwards, the writer took a note and collected the data in several seasons which contain moral issues related to anti-Jew, Ginger, Hippie and Minority people. The episodes are :

1. Season 7 episode 4
2. Season 8 episode 3
3. Season 9 episode 2 and 11
4. Season 12 episode 8
5. Season 13 episode 7 and 14
6. Season 16 episode 4
7. Season 17 episode 6

The duration of each episodes are about 20 minutes. The writer limited the topic by selecting eight episodes from six seasons containing impoliteness of moral issues used by Cartman. The impoliteness is used by Cartman is to give discrimination

against the interlocutor based on identifying the utterances. The moral issues are anti-Jew, Hippie, Gingga, and Minority people. The impoliteness in Cartman's utterances are analyzed by using the theory of context proposed by Hymes (cited in Johnstone and Marcellino 2010, pp. 7 - 8).

In analyzing data, the writer used the impoliteness strategy proposed by Culpeper (1996, p. 8). The data are classified regarding the types of impoliteness strategy. There are five types of impoliteness : bald on record strategy, positive impoliteness strategy, negative impoliteness strategy, sarcasm or mock impoliteness strategy and withhold impoliteness strategy. The writer focused on the utterances of the main character and they are connected by using the framework of context proposed by Hymes (cited in Johnstone and Marcellino 2010, pp. 7 - 8). After that, it can be concluded what strategy used by Cartman in threatening the interlocutor's face.

In presenting the result of analysis, the writer presented the finding by showing the types of impoliteness strategy along with the sub-strategy is based on the context. The occurrence of each strategy in the conversations was recapitulated into a table.