

CHAPTER 1

INTRODUCTION

1.1 Background of the Research

Language is an important tool to communicate with others. When people communicate with other, they also share ideas and feelings. It means they also have put attention on the social rules of how to communicate with other to avoid misunderstanding. However, nowadays there are some people who do not pay attention to what people are thinking or feeling because of what they have said. They use impolite language and avoid all the aspects of communication that applied in the society.

Pragmatics is the study of the correlations between the linguistics' forms and its users (Yule,1996, p.4). Moreover, it is also concerned on how the speaker communicates with the hearer because every people have their own public self-image that builds by the way the person is speaking or maintaining their faces, in order to be accepted in society.

Impoliteness is a part of the important aspect of the daily conversation. This impoliteness is utilized to emphasize the meaning and the purpose of the speaker. It is pursuant to Culpeper that impoliteness is the negative attitude towards specific behavior occurring in the specific context (in Jamet & Jobert, 2013, p.20). According to Jamet and Jobert, the speaker can create Impoliteness based on the context or to who the speaker wants to address the negative attitude of the speaker. Customarily, impoliteness is only used in the specific situation, unlike politeness which may occur in every situation and make the communication runs clearly and get the good feedback from the hearer.

Impoliteness in communication creates discord and dissension between the speaker and hearer. Culpeper mentioned in his explanation (1996) that impoliteness is as “the devise of strategies designed to attack face and cause social conflict and dissension” (in Bousfield and Locher, 2008, p. 131). The speaker wants to use his power to intimidate the hearer by using impolite words to create dissension and conflict. The speaker wants his thought and idea to be heard and perceived by the hearer.

People can observe impolite acts not only in daily conversation or found in daily life also can be found in world leader or politicians speech like Donald Trump, the President of the United States, Rodrigo Duterte, the President of the Philippines and Boris Johnson, a British politician and Secretary of State for Foreign and Commonwealth Affairs. These figures are controversial ones detected by the utterances in their speech. There is no hesitation on word choice and directly attack personal or group of people by giving a bad opinion or rude words to them. These figures declare themselves as populists. Most of the populist always declare themselves the persons who protect and fight for their community.

Populism is a term used to understand the interests of the common people, rather than the elite. However, this issue is often used to create a sense of nationalism in the narrow sense, which rejects the spirit of revolution and acceptance. The term populism has been very popular in the media to describe politicians that disrupt the norms of conventional politics. They have gained more influence and changed the political agenda in many European Countries, and some are engaged in coalitions with the established parties. (Judis) (Baggini 2016). The phenomenon is already happening in the United States with the election of Donald Trump who in his campaign promise implies the figure of populist. While in Asia, there appears the figure of Philippine President, Rodrigo Duterte. Populist politics in Britain is judged to be the cause of the

"British Exit" (Brexit), which causes the UK to quit the European Union (EU). People are dissatisfied with the government elite and begin to trust conservative, conservative figures.

Based on the explanation above, the writer discusses Boris Johnson's speech on the EU referendum to be the object of research. Since Boris Johnson is the leading spokesman for the leave of Britain from EU and one of the most compelling and contradictory figures in modern British life and in European now to see how he used impoliteness strategy to get attention and to be heard by people in Britain and European Country.

On the EU referendum, Boris Johnson used some complex words like redolent, metamorphosis, or subterfuge which might come across as very normal. In his speech, Boris Johnson explores the overall topic at the EU referendum by contrasting the advantages of the UK leaving EU with disadvantages of being an EU member by looking at economic and political aspects and even offensive language.

Johnson: As I have just discovered we have more than a million who go to Thailand every year, where according to our superb consular service they get up to the most eye-popping things.

During his speech about British tourist's interest in countries outside the EU and Johnson singled out Thailand. His actual speech when delivered toned down the "joke", but it was remarks on British tourist going to Thailand for sex which prompted the most criticism like from Scottish Journalist Liam Kirkcaldy tweeted : " In a keynote speech on Brexit on the referendum, Boris Johnson is talking about measuring the English channel with his fingers, referring to it as a moat, and making jokes about the things that go on when Brits go to Thailand. This is terrifying." In his speech, Johnson uses impoliteness to convince and get attention from the people of the EU and Britain.

In this research, the use of impoliteness can be found in Johnson's Utterances on European Union Referendum on May 9, 2016. This research is to identify the types of impoliteness strategy that refers to Culpeper's theory of impoliteness and Hymes theory of speaking and how impoliteness, in theory, was applied by Johnson to get the voice of British people from campaign to leave the EU.

1.2 Identification of the Problem

This research focuses on analyzing the impoliteness aspect in the utterances as the types of impoliteness strategies. The use of impoliteness strategies in communication basically has a certain advantage. By using impoliteness strategies, a person can show his power and convince the audience. Therefore, this research problem is formulated in the following research questions:

“What are the types of impoliteness strategies used by Boris Johnson's Speech on the EU referendum on May 9, 2016?”.

1.3 Objectives of the Research

The objectives of this research are finding out and analyzing the impoliteness strategies used by Boris Johnson's speech on the EU referendum. Then, the situational contexts underlying the use of impoliteness by Boris Johnson's speech on the EU referendum are interpreted.

1.4 Scope of the Research

This research is focused on discussing the impoliteness strategies of Boris Johnson's speech. It is limited only on the utterances which are spoken by Boris Johnson in attacking the faces of other countries and the EU. The writer is interested in analyzing only Boris Johnson's utterances since he was the most controversial person in the European political world these days. Moreover, as the leading spokesman for the leave of Britain from the EU, he is used to creating confrontational speech. Even

though he creates confrontational situations, his popularity is still the highest among other politicians in Britain and Europe. The types of impoliteness strategies are possible to be found in Boris Johnson's utterances by examining which strategies he used. In line with the topic of this research, the data will be analyzed based on Jonathan Culpeper's Impoliteness Strategies.

1.5 Methods of the Research

In conducting the research there are three steps will be followed. They are collecting the data, analyzing the data and presenting the data. They will be elaborated in the following research procedures.

The focus of this research is the utterances which are regarded containing impoliteness. The source of data is a transcript of European Referendum speech by Boris Johnson in Detroit on May 9, 2016. In collecting the data, the writer downloaded the transcript from the website <https://www.conservativehome.com/>. In this speech, Boris Johnson talked about how the Incompetence of the European Union is. As the representative of Britain, he mentioned several reasons why Britain has to leave EU and he mentioned the country which always makes Britain in the hard situation like sending immigrants to Britain. The writer limited the research only finding the impoliteness strategies used in Boris Johnson's utterances against the European Union. Then, the strategy he used in his utterances-observed and identified.

In analyzing the data, the writer identified each kind of impoliteness strategies found in Boris Johnson's speech by applying the framework of impoliteness strategies introduced by Culpeper's model (Culpeper, 1996, p. 356 – 7). There are five main

concepts of this framework; bald on record, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness. Afterward, each strategy in Boris Johnson's utterances will be connected with the framework of contexts by Hymes (cited in Johnstone and Marcellino 2010, p. 7 - 8). The context of utterances would be interpreted based on the responses of people after he gave the speech, the writer's knowledge of the world about this topic and the comments of netizen in the youtube.

The last step, the writer presented the result of analysis descriptively. The result has been displayed by categorizing the utterances into the types of strategies and analyzing every utterance which contains rudeness expressions in light of observing and examining the reaction of the people after hearing the speech.

