

CHAPTER I

INTRODUCTION

1.1 Background of The Research

Language is a tool that everyone utilizes to communicate. People communicate by exchanging information through language. People can also communicate in a variety of ways. They will take their ideas with them when they talk. People are going to interact for several reasons, such as conveying something, cracking jokes, discussing, disputing, etc. On the other hand, people utilize different methods and strategies to interact with one another.

Unluckily, not everyone's conversation seems nice to others. As a result, this study aims to make people aware of impoliteness strategies in conversation. An impoliteness strategy happens as the speaker communicates with the interlocutor. Impoliteness is a communication strategy in which the interlocutor's face is attacked. Impoliteness arises when a speaker seeks to say something directly and unambiguously. Furthermore, the speaker must be conscious of the interlocutor's face. It may damage the interlocutor's feelings and create disharmony. As a result, impoliteness is frequently regarded as a poor conversational strategy while communicating.

Impoliteness is a common occurrence in our everyday life. Impoliteness may be found on the YouTube channel in the current modern day. We can see whatever we want on the YouTube channel. We can discover movies, vlogs, music, and talk shows on YouTube. A talk show is a type of variety program

similar to television that consists of conversations between the host and the guest. The Ellen Show is an example of a talk show. The Ellen Show was an American daytime television variety comedy talk Show established and hosted by Ellen Degeneres. This show premiered in September 2003. This show includes humor, musical guests, celebrities, human interest tales, and another well-known host talk show.

1.2 Theoretical Framework

This study aims to discover the usage of impoliteness strategies on the YouTube channel The Ellen Show. Before that, the writer will discuss the following theories:

1.2.1 Pragmatics

Pragmatics, as defined by Yule, pragmatics is the study of the relationships between linguistic form and the users of those forms. It denotes that a language's sentence structure is uncontrolled while transmitting and transformed by participants in a communication context. Pragmatics is the study of expressions of relative distance. It implies that the listener's proximity determines how frequently speakers convey and perceive their desire (Yule, 1996, p.4). It is concerned with comprehending the speaker's meaning. People who study pragmatics profit by understanding others' intentions, assumptions, goals, and behaviors.(Yule, 1996, p.5).

There are four definitions of pragmatics. The first stage is to analyze the meaning of the speaker. Understanding what individuals mean by their utterances

is more important than understanding what the words or phrases in those utterances may represent on their own. The second stage is to look into the context's significance. This is what people mean in a given context, in addition to how their words are impacted by their environment. The third type of study is how listeners get meaning from what the speaker says. The last stage is to look into relative distance expressions. This is determined by the speaker's proximity or distance from the audience (Yule, 1996,p.3).

1.2.2 Impoliteness

According to Culpeper, Impoliteness is a communication strategy in which the interlocutor's face is assaulted. Impoliteness can also cause social friction and disagreement between the speaker and the listener. Attempting to "destroy and ruin a person's identity or identities" is typical Impoliteness. Impoliteness occurs when: a. the speaker intentionally communicates through face attack or b. the hearer sees and constructs behavior as purposefully face-attacking, or c.the combination of (a) and (b) occurs (Culpeper, 2005, p.38)

Impoliteness is defines as the act of failing to recognize another person's public face image. Impoliteness is defined as the aim to shock or hurt people through actions words. Impoliteness exists because people are not always polite in their social interactions. In the dialogue, the speaker attacks the listener more often than he/she supports the listener. However, impoliteness is a technique for attacking the interlocutor's face and causing social disruption.

1.2.3 Impoliteness Strategies

Impoliteness strategies are ways for people to communicate impolitely to create negative relationships, discord, and conflict with others. It happens when a person feels assaulted by others and loses their face. Culpeper (1996, p. 356-357) divided impoliteness strategies into five types: bald on record, negative impoliteness, positive impoliteness, mock politeness or sarcasm, and withhold politeness.

A. Bald on Record

Bald on record is the most visible example of impoliteness. The FTA acts directly, clearly, unambiguously, and briefly if the face is neither irrelevant nor reduced (Brown & Levinson, 1987, p. 69). This strategy is frequently used when people's faces are at risk. The speaker's expression or ability to say a rude utterance appropriately. It is typically used by those who are close friends.

Lucky (2015, p. 42-43) gave an example that was taken from Sherlock movies:

Sharelock : **Shut up everybody, shut up! Don't move, don't speak, don't breathe. I'm trying to think. Anderson, face the other way. You're putting me off.**

Anderson : What? My face is?!

Sharelock employs the bald on record impoliteness strategy by saying to everyone in his flat, "Shut up everybody, shut up!" He does not attempt to soften his words since he expresses it directly. Furthermore, he instructs everyone not to move, speak, or breathe. "**Anderson, face the other way,**" he says. **You're**

putting me off." His command to Anderson is delivered directly to damage Anderson's face. Lucky (2015, p. 42-43).

B. Negative Impoliteness

Negative impoliteness is employing strategies that damage the addressee's negative face desires. Culpeper (1996, p. 356) defines negative face desires as a person's desire to be disturbed as little as possible. The inability of any competent adult member to operate without influence from others is a negative face. It may also relate to the desire to act freely. According to Culpeper's theory, negative impoliteness can be developed through a variety of means, including:

a. *Frighten*: When someone feels that their actions would anger others, this occurs.

For example:

Phill : Do you think this is a joke?

Gabriella : Yes

Phill : Oh, do you think this is a joke? **Cause this is not going to be funny in 5 minutes.**

According to the previous conversation, Phill got frustrated by Gabriella's remark because she misjudged him and mistook his comment for a joke. **"Because this isn't going to be funny in 5 minutes,"** Phill told Gabriella. Phill attacked Gabriella's negative face by warning his statement. Wandira (2020, p. 35).

b. Condescend, scorn or ridicule: This strategy displays the speaker's relative power and occurs when someone disrespects and disparages others.

For Example:

Chris : **Yeah, Carrie White! Do it, Carrie!**

Yeah,yeah. Throw it. Do it. Serve it.

Carrie : *(Silent)*

Chris acts impolitely toward Carrie because she does not respect her. Carrie attempts to prove to her friends that she is valuable and can be like them, but Chris and her friends still despise her. Chris even ridicules Carrie since she no longer has any regard for her. Chintiabela (2017, p. 83).

c. Invade the other's space: Invade the other space is putting yourself in a position to be closer to other. Asking or talking to another person metaphorically about information that is too intimate for that individual.

For example:

Customer : Excuse me, can I have a tissue please?

Waiter : Alright here it is

Customer : Great, thanks

Waiter : **By the way, are you single? Can I have your phone number?**

Customer : (Silent)

From the conversation about, the context is between customer and waiter in the restaurant. The customer wants a tissue to clean her mouth. Moreover, she asking to the waiter by saying polite. Then, the waiter gives the tissue and the customer said thanks. Furthermore, the waiter said **“By the way, are you single? Can I have your phone number?”**. The waiter’s utterance contains negative impoliteness which is invade the other space, because the waiter about the individual privacy.

d. Explicitly associate the other with a negative aspects: It happens when the speaker employs the pronoun “I” and “you” in a conversation.

For Example:

Howie : Whoa, whoa. Just stop. Stop!

Audrey : I am so sorry. Howie. I know we’re not performed ready.

Howie : **(Interrupting) I wanted the hot Bellas, not this barnyard explosion.** I’m not paying for this. let’s go. come on.

Howie obstructed the flow of the discourse. He cut Audrey off as she explained why the Bellas weren't ready to perform yet. Furthermore, he used the phrase **"I wanted the hot Bellas, not this barnyard explosion"** to directly associate Bellas with negative aspects. He made Bellas out to be the gals that are as unattractive as farm animals in a barnyard. Yaniar (2017, p.56)

e. Putting others depend on one self or indebtedness on the record: This occurs when someone's weakness is exposed in public, causing them to lose their face.

For example:

Zoe : **You told me to sing a Pink song. I didn't want to sing a Pink song.**

Talisa : We never told you to sing a Pink song

Based on the conversation above, the context is Zoe as contestant and Talisa is one of the judges in the X-Factor. Zoe uttered "**You told me to sing a Pink song. I didn't want to sing a Pink song.**" She uttered that because she does not agree with Talisa's decision that gives her a no. She is putting Talisa indebtedness on the record because she blames the judges of what happened to her performance. Whereas from the first time, she told the judges that she want to sing a Pink song, the judges just asking her what song is she going to sing. Claudia (2020, p.49).

C. Positive Impoliteness

According to Culpeper (1996, p. 356), this strategy aims to cause damage to the addressee's positive face wants. Some positive impoliteness strategies are as follows:

a. Ignore, snub the other: Snubbing an interlocutor not only expresses dislike, but it also prevents the interact from speaking.

For example:

Sherlock : Ah, sergeant. We haven't met.

Dimmock : **Yeah, I know who you are and I prefer it if you didn't tamper with any of the evidence.**

Sherlock : I've phoned Lestrade. Is he on his way?

Dimmock employs a positive impoliteness strategy when he dismisses Sherlock's hospitality by responding, "**Yeah, I know who you are, and I prefer it if you didn't tamper with any of the evidence.**" Dimmock also tries to keep Sherlock out of the inquiry by remarking, "And I prefer it if you didn't tamper with any of the evidence." He employs two of Culpeper's positive impoliteness output strategies: ignoring and excluding the other from an activity. Lucky (2015, p. 45).

b. *Exclude other from the activity*: Excluding someone occurs when they are not accepted or invited into a group or activity. The strategy has the ability to make people feel ashamed of their life.

For example:

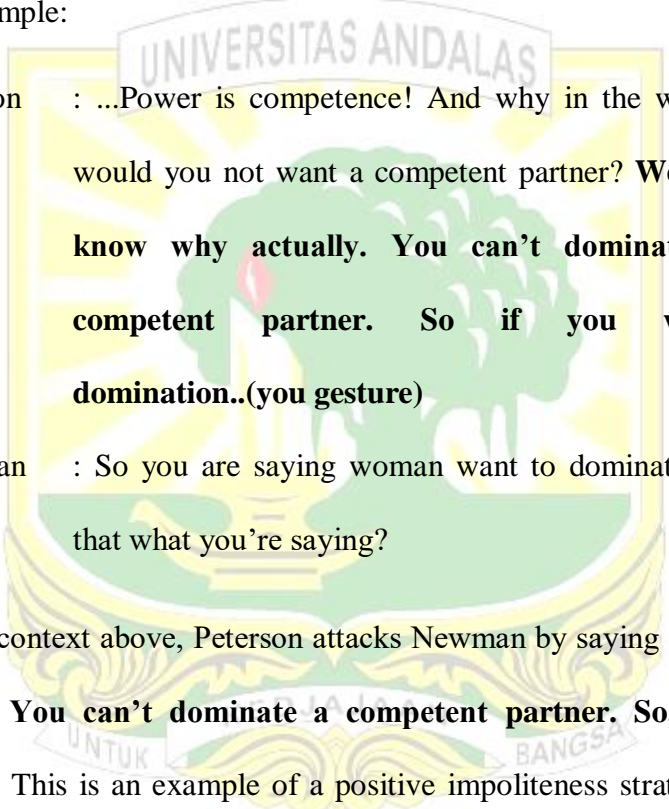
Bumper : **The smell of your weird is actually affecting my vocal cords, so I'm gonna need you to scoot. Skedaddle.**

Benji : But why don't we just exchange emails and then totally hang out right now together?

According to the conversation above, Bumper purposefully rejected Benji's invitation to join the group. He excluded Benji from participating in an activity fair where troublemakers hunted for recruits. Excluding the addressee from an activity was classed as positive impoliteness. Yaniar (2017, p. 49).

c. Disassociate from the other: It occurs when people reject their relationship with other and avoid sitting together.

For example:



Peterson : ...Power is competence! And why in the world would you not want a competent partner? **Well, I know why actually. You can't dominate a competent partner. So if you want domination..(you gesture)**

Newman : So you are saying woman want to dominate, is that what you're saying?

On the context above, Peterson attacks Newman by saying “**Well, I know why actually. You can't dominate a competent partner. So, if you want domination..**”. This is an example of a positive impoliteness strategy. Peterson used this strategy to undermine Newman's positive face by disassociating her. He also employs the "you" gesture as a paralinguistic characteristic. This feature indicates that he wishes to demonstrate his authority and understanding of the subject. Agustin (2019, p. 39).

d. Be disinterested, unconcerned, unsympathetic: This strategy is used when someone has no sympathy for other.

For example:

John : Try and remember there's a woman here who might die.

Sherlock : **What for? This hospital is full of people dying, Doctor. Why don't you go and cry by their beside and see what good it does them?**

John : (Silent)

Based on the conversation above, Sherlock employs unpalatable questions such as "**What for?**" when John asks him to save the woman's life and "**Why don't you go and cry by there in addition to and see what good it does them?**" to demonstrate his disrespect for the woman's situation and to challenge John with his question. Lucky (2015, p. 45-46).

e. Use inappropriate identity markers: In this strategy, it occurs when someone uses a different title or surname in a close a connection and a nickname in a distant relationship.

For example:

John : Try and remember there's a woman here who might die.

Sherlock : What for? This hospital is full of people dying, **Doctor.** Why don't you go and cry by their beside and see what good it does them?

According to the conversation above, Sherlock gets annoyed and employs positive impoliteness methods toward him. Sherlock uses one of the positive impoliteness output strategies, an unsuitable identification identifier. He refers to John by his medical title rather than his first name. Lucky (2017, p. 43)

f. Use obscure or secretive language: It occurs when someone wishes to confuse other by employing jargon that only a member of one group understands, but not the other.

For example:

Samantha :... **I affatay servay yoohay**

Mason : Speak English! Shut up. Mom! She's speaking that stupid language again!

Mason was amused and requested his sister to speak English correctly throughout the conversation above. Samantha utilized secretive language in this situation. This statement caused the listener to be unable to understand what the speaker was saying. Samantha should use English in their chat because both of them speak it. Mason cannot comprehend Samantha's words, even though she did it purposefully and intentionally. Dorifah (2016, p. 77).

g. Seek disagreement: This strategy is used when someone is talking with others but chooses a sensitive issue to discuss and disagree with other's statement.

For example:

Newman : And the market is dominated by men

Peterson : **No, it's not! It's not! The market is dominated by women! They make 80 percent of the consumer decisions. That's not the case at all. Eighty percent!**

On the conversation above, Peterson responds Newman argument by giving his disagreement. He says that **“No, it's not! It's not! The market is dominated by women! They make 80 percent of the consumer decisions. That's not the case at all. Eighty percent!”**. He states this argument by raising his tone over Newman. This emotion can attack Newman's face where her argument refused by Peterson. The strategy that Peterson uses can be categorized as seeking disagreement. Agustin (2019, p. 40-41).

h. Make the other feel uncomfortable:The situation occurred when someone did not avoid quiet, making a joke, or used small talk.

For example:

Chloe : **You shouldn't have done that, Emily. Now DSM thinks that they have the drop on us**

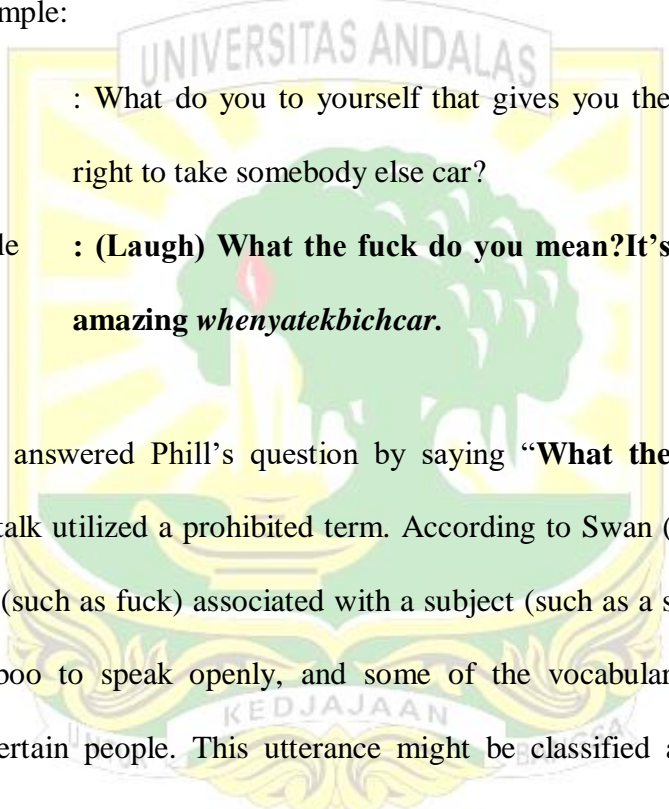
Emily : I'm sorry. I panicked. I understand if you want me to crawl under a rock and die.

According to the context of the conversation above, Emily had damaged the Bellas in Riff Off. She sang an original song composed by her that had yet to be released. That was against the cappella rules. By doing so, Emily caused Bellas

to lose and DSM to win the Riff Off. According to Chloe, Emily was the only person to blame for Bella's defeat on the Riff Off. She kept chastising Emily for singing her unfinished song. Chloe had made Emily feel uneasy by doing so. As a result, she committed positive impoliteness. Yaniar (2017, p. 74-75).

i. Use taboo words: This strategy is used when someone swears and uses an offensive word or an abusive language.

For example:



Phill : What do you do to yourself that gives you the right to take somebody else car?

Danielle : **(Laugh) What the fuck do you mean? It's amazing whenyatekbichcar.**

Danielle answered Phill's question by saying "**What the fuck do you mean?**". This talk utilized a prohibited term. According to Swan (2005), a taboo word is a term (such as fuck) associated with a subject (such as a sexual activity) that is still taboo to speak openly, and some of the vocabulary are deemed upsetting by certain people. This utterance might be classified as rude Taboo words. Danielle attacks Phill's face with a forbidden term. Wandira (2020, p.33).

j. Calls the other names: This strategy was used when the speaker used insulting language toward others.

For example:

Chris : I bet that **cocksucker Morton** loses his job, though my dad is suing him.

All : (Silent)

According to the conversation above, Chris engages in positive impoliteness because she dislikes the headmaster's decision to exclude her from the prom. Chris employs the naming approach to communicate her rage towards the headmaster. The headmaster is referred to as "cocksucker Morton" by Chris. This term is classified as impolite. Chintiabela (2017, p. 82).

D. Sarcasm/ Mock Politeness

Culpeper (1996, p. 356) claims that this strategy executed face-threatening acts employing a false politeness strategy, or in other words, this strategy exploited politeness for impoliteness. It occurs when a speaker states something in certain words but does not mean that the words meaning is the opposite meaning. For example:

Husband : Haha, it's so funny

Wife : Are you okay?

According to the conversation above, there is a conversation in which no funny thing occurs, but the husband laughs and claims that it is funny. However, he employs this strategy and uses the opposite meaning of the word "funny".

E. Withhold Politeness

In this strategy, the absence of politeness strategy is beneficial and there is no politeness work in this strategy.

For example:

Najwa : This food is for you

Bian : Hmm..

In the example above, the situation is when Najwa gives something to Bian, but Bian responds by saying “hmm”. Bian has to thank Najwa for the food, but he does not.

1.2.4 Functions of Impoliteness

Impoliteness strategies can be detected in the speaker in a variety of contexts. Culpeper (2011) argued in his book "Impoliteness: Using Language to Cause Offence" that impoliteness serves three purposes. There are three types of impoliteness: affective, coercive, and entertaining.

a. Affective Impoliteness

This could be the unfettered outpouring of emotion in situations when it is neither usual nor banned. On the other hand, a more instrumental form is the targeted exhibition of heightened emotion, usually anger, with the conclusion that the target is to blame for the negative emotional state. (Culpeper, 2011, p. 252).

For Example is from Lucky (2015, p. 19):

Girl : **How dare you walk out on me like that!**

**You can't just treat me like that! Who
the hell you think you are?**

Boy : I need to go. I have other things to do.

According to the previous example, the statement was said by a female who was unhappy with her lover. It happened as a result of her boyfriend's desire for a break. She was dissatisfied and irritated because he seemed careless and rushed away. In this scenario, a girlfriend communicates her rage by using unpleasant language and accusing him.

b. Coercive Impoliteness

Coercive impoliteness is impoliteness that looks to realign the producer's and the target's values such that the producer benefits or has their existing benefits reinforced or secured. Furthermore, research anticipated that coercive impoliteness is more likely to occur when social structural power is imbalanced. Yet, it can also be utilized in more equal relationships to engineer a gain in social power. (Culpeper, 2011, p.252)

For example is from Lucky (2015, p.20):

Manager : I want the file for tomorrow's presentation on my desk in 10 minutes and bring a cup of coffee from the coffee shop across the street.

Secretary : Okay, but I'm having my lunch right now. Is it okay if I do that after I finished?

Manager : **I don't care about what you are doing. 10 minutes.**

According to the previous conversation, a manager and her secretary were having a conversation. The manager directed her secretary to follow up on her orders. However, the secretary requested if she might convey the orders after

lunch. Unfortunately, the manager ignored her requests and compelled her to work. In this case, the manager used the statement to assert her position as the boss.

c. Entertaining Impoliteness

Entertaining impoliteness is always exploitative to some extent since it entails enjoyment at the expense of the target of impoliteness. It involves a victim or a prospective victim, as with any true impoliteness. Emotional pleasure, aesthetic pleasure, voyeuristic pleasure, feeling superior, and feeling secure are five kinds of pleasure that might be entertaining impoliteness (Culpeper, 2011, p.252).

For example is from Lucky (2015, p. 21):

Girl A : What a pretty dress you wear tonight.

Girl B : Oh, thanks. I made it myself.

Girl A : Wow, really? **Cause I'd like to have one for my cat.**

Based on the conversation above, the Girl A is making fun of Girl's B look. It might be interesting for those who hear it all, even if it may have damage Girl's B feeling.

1.2.5 Context

Context is crucial for having an accurate understanding of what others have said or written. In other words, the hearer must be aware of the context of the conversation to understand what the speaker says and avoid misconceptions

during the conversation. Context is important in pragmatics research because it helps the researcher to the analysis's conclusion. The context refers to the circumstances and conditions under which the contact occurred. The intended meaning or the speaker's aim in delivering a statement is generally the objective of an utterance. Thus, in analyzing impoliteness strategies in The Ellen Show, the context is needed to identify what is tried to be communicated and how the way it is communicated.

1.3 Review of Previous Studies

In the previous study, four types of research were conducted to examine impoliteness strategies. The first is Students' Impoliteness Strategy During Online Learning in Covid-19 Pandemic, published in 2021 in a journal by Lenggar Berryl Pernama, Sarwiji Suwandi, and Budhi Setiawan. This research aims to describe the impoliteness strategies employed by MTS Ma'arif Andong students while online studying using WhatsApp. In this study, the descriptive qualitative research approach was employed. The source of this material is then shown to be a document in the form of a screen capture of a class WhatsApp group chat. This study discovered eight impoliteness methods corresponding to Culpeper's (2005) impoliteness strategies. Four impoliteness strategies were discovered among the five impoliteness strategies: bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm, or mock politeness. There are several kinds of information that are all included in this journal. However, there aren't enough references to back up this study.

The second study is by Chairunnisa (2021) from Andalas University's English Department, titled *Impoliteness Strategies in Three Episodes of Kitchen Nightmares TV Shows*. The writer concentrated on the restaurant owners' utterances in this investigation. To identify the different types and purposes of impoliteness strategies specified in *Kitchen Nightmares* movies. The videos are evaluated using Culpeper's (1996) impoliteness strategy theory and functions of impoliteness, as well as Leech's (1963) context theory. After examining the data, the writer delivers the analysis results descriptively. The data were then classified based on the types and functions of impoliteness. All of the data that has been analyzed has been included in the table. The table displays the utterances of impoliteness strategies, their types, and their purposes, as demonstrated by three chosen kitchen nightmares. There are several errors in grammar and typos in various phrases and words throughout the thesis. Despite from those mistakes, this thesis is backed by a number of theories drawn from a variety of sources, which may improve one's understanding of the subject of impoliteness.

The next one is Cindy (2020) from the English Department of Andalas University with this study entitled *Impoliteness Strategies and The Responses to the, in X-Factor Global on Youtube Channel: A Case Study on Two Compilation of Audition Videos*. The data is derived from two YouTube compilation videos of X-Factor audition singing competitions from 2015 to 2018. These videos are titled "When Judges and Contestants Fight" and "TOP Shocking Auditions from

X Factor Global." The writer discovered 56 data points in the two videos. This data is derived from the judges' and participants' utterances.

The writer subsequently used Culpeper's (1996) theory of impoliteness strategies and Culpeper, Bousefield, and Wichmann's (2003) theory of reactions to impoliteness in assessing the data. Following that, these two theories are applied to all the data using the interpretation of Leech's context comprehension (1983). The data from this study indicates four impoliteness methods utilized by judges and candidates. The author used a table to convey the outcome.

The table contains the impoliteness strategies identified in this study, including bald on record (16 data), positive impoliteness (11), and negative impoliteness (19 data), as well as mock politeness (10 data). In this instance, the research does not support the politeness withholding technique. The circumstances at hand cannot support the correctness. This study also looked at how people react to impoliteness strategies. Culpeper (2003) presented four replies to impoliteness. The responses are as follows: 13 data analysis are given for accepting the face assault, 26 are provided for offensive countering, ten are given for defensive countering, and seven are given for making no reaction. Although the writer of this research clearly describes the theory, it is difficult for the reader to grasp when they explain the approach based on their understanding. For the reader to comprehend the idea simply, it would be preferable if the writer made them simple.

The last is Ayu (2020) from the English Department of Andalas University with this study entitled The Impoliteness Strategies Found in Dr. Phil Talkshow.

Her research focuses on the impoliteness strategies employed by Phil McGraw and the guest on Dr. Phil's talk show. The aim of this study is to identify the categories and purposes of impoliteness strategies. Data for this study was gathered from Dr. Phil Talks How's YouTube channel. This study employed a technique from Culpeper's theory to examine the varieties and purposes of impoliteness strategies. Moreover, the result of the analysis is presented using tables and percentages. Based on the data, there are four impoliteness strategies that are used in this research. They are bald on record impoliteness with a percentage of 38,23%, meanwhile negative impoliteness with a percentage of 26,47%. After that, positive impoliteness with a percentage of 17,64%. Then, mock politeness with the percentage 17,64%. Last, there is no withhold politeness strategy found in this research. To analyze the functions of impoliteness strategies found in Phil McGraw and the guest's utterances in Dr. Phil's talk show, the writer used Culpeper's theory (2011). The functions of impoliteness strategies that are found in this research are affective impoliteness with a percentage of 47,05%. Second is entertaining impoliteness, with a percentage of 29,41%. Then the last is coercive impoliteness, with a percentage of 23,52%. Overall, this research had a detailed explanation. This topic also became a strength of the research as the phenomenon of impoliteness strategies that found in one of the talk shows. Unfortunately, many grammatical errors are found in this research, making the reader misunderstand the meaning of some sentences.

The differences from the four previous studies above analyze impoliteness strategies from the data. There are impoliteness strategies from MTS Ma'arif Andong students online learning through WhatsApp, after that impoliteness strategy from kitchen nightmare TV Shows, the next is impoliteness strategies from the two compilation videos of the singing competition of X-Factor auditions from YouTube channel from 2015 to 2018. The last is about the impoliteness strategies that were used by Phil McGraw and the guest in Dr Phil's talk show. This current research will analyze the use of impoliteness strategies in The Ellen Show. The other previous study that relates to this current study also has different purpose, object, and data of this current research will be collected from The Ellen Show youtube channel. Accordingly, this study attempts to find out the impoliteness strategies used by speakers and talk show host guests.

1.4 Research Questions

According to the background information, the author analyzes the impoliteness strategies used in interactions between Ellen Degeneres as the talk show host and a guest on The Ellen Show YouTube channel. This research raises several issues, including:

1. What are the types of impoliteness strategies found in *The Ellen Show*?
2. What are the functions of the impoliteness strategies found both Ellen and the guest utterances in *The Ellen Show*?

1.5 Objectives

According to the research questions above, there are two objectives of the this research:

1. To analyze the types of impoliteness strategies that found in *The Ellen Show*.
2. To identify the functions of the impoliteness strategies that found both Ellen and the guest utterances in *The Ellen Show*.

1.6 Scope of The Research

This study aims to understand better the many kinds of impoliteness strategies and how they function on The Ellen Show. It is exclusively limited to the utterances made by Ellen DeGeneres in her position as the host and by guests designated as talk show hosts. Additionally, the writer uses five impoliteness strategies to analyze the data: bald on record, negative impoliteness, positive impoliteness, sarcasm or mock politeness, and withhold politeness. These strategies are based on the theory of Culpeper (1996) and were slightly revised in 2005 and 2011. Additionally, impoliteness serves three purposes: entertaining impoliteness, coercive impoliteness, and affective impoliteness.