CHAPTER I

INTRODUCTION

1.1 Background of the Study

Nowadays, people tend to communicate with another people by using their own ways. However, some of them seemingly know the strategy that they use to communicate in the form of tricking and fooling people around. They use the language as a modified tool to fulfill their needs. For instance, in communication, most people will pay much attention to their language to maintain their interlocutor's face. On the contrary, there are people that do not pay attention and offend the interlocutor's face for a purpose. This behavior is categorized as impoliteness.

Impoliteness is a bad manner where the speaker communicate impolitely to attack the pride of the interlocutor. The speaker tends to use impoliteness, because by doing the conversation straightly, it will be more effective. However, this behavior causes inconvenient situation between the speaker and the interlocutor. Impoliteness becomes one of the interesting topics because as social creatures, people need to pay attention with their languages to interact with the others. Because of that, people need to understand and avoid impoliteness.

Furthermore, as a seenable phenomenon, impoliteness can be found in our daily life such as conversation, literary work, social media, and television. Television is a media audio visual that has several channels to be accessed. One of the channels that has updated and actual news in Britain is ITN. Channel 4 News is one of the news programs produced by ITN that is presented in an interview. The Interview gains the

information from the informant that has specific knowledge in a particular field. One of the informants who is invited to the interview is an academic that masters the topic being discussed, such as the scholar, lecturer, student and other people who work in academic's field.

Therefore, the interview from Channel 4 News can also be accessed in YouTube. YouTube is used as internet information media, where people can access many videos. One of Channel 4 News videos that becomes viral on YouTube is "Jordan Peterson Debate on the Gender Pay Gap, Campus Protests, Postmodernism". Jordan B Peterson is a psychologist from Toronto University who often shares his lectures in YouTube channel. He is also the author of some books such as *Maps of Meaning: The Architecture of Belief and 12 Rules for Life: An Antidote to Chaos*. He becomes very famous after his interview in one of the YouTube channels on January on 16th 2018 discussing about gender pay cap, campus protest and postmodernism.

The interview becomes viral because this video shows a journalist, Cathy Newman, is being fooled by Jordan Peterson as an informant. The video has been viewed for more than 6 million times on YouTube. This video also gets many comments from the society. In summary, some societies judge that Peterson's action is bad because he is an academic. On the other side, some viewers judge Newman, bully her and make meme about Newman's statement. Moreover, there is an article from the Guardian that is written by Lynskey (2018). He states that Tucker Carlson, a host on Fox News, describes this interview as 'one of the greatest interviews all of the time.'

Based on the phenomena above, Jordan Peterson seems to use impoliteness utterances as his strategy when sharing his arguments. He is not afraid of the

consequence that will come from the audience, because Jordan B Peterson answers the questions really carefully. The more Newman inaccurately paraphrases Peterson's opinion, the more Peterson could counter and embarrass her. There are several types of impoliteness that are used by Jordan Peterson on the talk show, and he also has a purpose in using impoliteness utterances on the talk show. This research elaborates the types and the functions of the impoliteness strategies used by Jordan B Peterson.

1.2. Research Questions

In this research, the writer would like to examine these following questions:

1. What the types of Jordan Peterson's impoliteness strategies are as found on Channel 4 News?

2. What the functions of Jordan Peterson's impoliteness strategies are as found on Channel 4 News?

1.3. Objectives of the Research

The objectives of this research are:

1. To analyze the types of Jordan Peterson's impoliteness strategies as found on Channel 4 News.

2. To identify the functions of Jordan Peterson's impoliteness strategies as found on Channel 4 News.

1.4. Scope of the Research

This research focuses on investigating the types of impoliteness strategies and the functions of the impoliteness found in Jordan B Peterson's utterances. It is limited only on the utterances which are uttered by Jordan B Peterson on the talk show.

1.5. Methods

This research is categorized as descriptive research because it describes impoliteness strategies based on the utterances in the data. The steps of this research are collecting data and analyzing data.

1.5.1 Data Collection

1.5.1.1 Source of the Data

Source of the data is a talk show video that is taken from *www.YouTube.com*. The video was found through an internet observation. From the source, the data collection are in the form of the utterances that uttered by Jordan B Peterson.

1.5.1.2 Data Collection Procedure

The keyword "heated speech on talk show" is used in finding the video. The video contains different arguments of the speakers. It is downloaded and watched for several times. Moreover, the transcript for Peterson's video is copied from *scrapsfromtheloft.com*. The videos and transcriptions are carefully observed, while the utterances that contain impoliteness strategies were selected.

1.5.2 Data Analysis

In analyzing the data, the first step is identifying the types and the functions of impoliteness strategy in Peterson's utterances. The process of identifying is done by balding the utterances on the transcription. The second step is categorizing the types and the functions of impoliteness strategy by using Culpeper's (1996) theory. Then, the function of impoliteness is categorized by using another Culpeper's (2011) theory. Moreover, Leech's theory of context (1983) is also used in analyzing impoliteness strategies and functions of the data.

The third step is putting all data into a table. This table contains all of the data of impoliteness strategies that are found in Jordan Peterson's utterances. In this table, all data are encoded and sorted in the order of information in each column. The column consists of type, sub-type, function, and utterance of impoliteness strategy. In encoding the data, numbering is used as the representation of the order of the type, function, and utterance. Meanwhile, the alphabet is used as the representation of the sub-type of impoliteness strategies. For example:

Table.1. Example of Encoding

No	Type	Sub-Type	Function	Utterance	Data Code	Number of Utterance
1	**Bald on Record**	**-**	**Affective**	**That is silly!**	**1.1.1**	**1**
2	**Positive Impoliteness**	**Ignore, snub the other**	**Coercive**	**You have to say why it exists.**	**2.a.2.1**	**1**

From the table above, the first sample is "**That is silly!.** This utterance is encoded as **1.1.1.** This code means that the first '1' indicates as the first type of impoliteness, that is "Bald on Record". The use of the full stop is to separate each

information in the column. If the utterance do not contains sub-type, the alphabet is omitted (if the data contains sub-type, the alphabet is used as seen in the second example). The second '1' indicates that the utterance is part of affective fuction. Then, the last '1' indicates that utterance is the first utterance that consist of Bald on Record's type and Affective's function. The last step is counting all the data. In this step, one sample of each type and function of impoliteness strategies is taken to represent the data. This sample is named as Datum. The datum is drawn into table and ready to be discussed in Data Analysis.