

## CHAPTER 1

### INTRODUCTION

#### 1.1 Background of the Research

People express their ideas and opinions in conversation in a variety of styles and ways. Some people could be sloppy in their word choice and less mindful of language usage. Due to this, impoliteness in communication is on the rise in contemporary society, with many people failing to consider the impact of their remarks on their interlocutors (Simanjuntak & Ambalegin, 2022). Impoliteness is frequently interpreted as a breach of social norms, as it may involve the use of impolite words or a lack of respect. Although impoliteness is a negative behaviour, many people in this day and age regard it as a normal communication style (Permata Sari et al., 2020).

Impoliteness is a strategy used in social situations to upset the other person by compromising their face or social identity. According to Culpeper (2011), impoliteness is a negative attitude toward certain behaviors that take place in a particular situation. It is sustained by expectations, desires, and/ or beliefs about social organisation, particularly how other people mediate the identities of one individual or group in contact. When situated behaviors go against what one desires, expects, or believes should be the case, they are perceived unfavorably and are deemed “impolite.” At least one participant always experiences emotional repercussions from such behaviors, which means that they either cause or are assumed to cause offense Culpeper & Hardaker (2017). Hurt and rage are common emotional reactions that occur when someone violates another person’s rights or identity.

Furthermore, according to Scollon (2001), being impolite may also be an act of power, since people in positions of control commonly use it as an excuse for their lack of politeness,

highlighting the fact that it can also be an expression of power. This dynamic emphasizes the relation between pragmatics as the study of meaning in relation to conversational context and impoliteness. The study of pragmatics looks at how circumstances affect a speaker's intended meaning. While Yule (1996) points out that pragmatics focuses on how meaning is communicated by a speaker or writer and interpreted by a listener or reader, Leech (1983) claims that this field examines how context impacts communication. Since pragmatics aims to comprehend both the literal meanings of words and their connotations in social interaction, this is particularly relevant for discussing impoliteness.

Impoliteness phenomena are prevalent not only in everyday conversations but also in various forms of media interaction, such as talk shows. A talk show is a television program that features guests and includes interviews, discussions, and segments that may cover entertainment, news, or social commentary (Kadar & Haugh, 2020). Within these talk show interactions, hosts and guests navigate complex social dynamics, often employing both politeness and impoliteness as they seek to entertain and provoke thought. Impoliteness can manifest in several ways during these interactions, including confrontational exchanges, sarcasm, and humor, which may be perceived as disrespectful (Katz & Dayan, 2023).

Jimmy Kimmel Live (JKL), hosted by Jimmy Kimmel, is a prominent example of a talk show that employs impoliteness strategies. As the host of a late-night talk show that premiered in 2003, Jimmy is a well-known American comedian, television entertainer, and producer. He stands out in the world of late-night television thanks to his witty banter and occasionally combative attitude to comedy. The talk show explores a diverse range of topics, including current events, pop culture, and political satire. In recent years, Jimmy has employed a range of comedy sketches, musical performances, and audience participation to deftly blend humor with critical commentary on social and political issues. With an average duration of 9 to 15 minutes, each episode offers a dynamic and captivating viewing experience.

Not only that, the show frequently features celebrity interviews, during which Jimmy utilizes a blend of sarcasm and humor. Although this strategy may be perceived as impolite, it often involves lighthearted jokes about guests' past careers or personal lives. Such comments are designed not only to amuse the audience but also to create an entertaining atmosphere. By striking a balance between humor and a sense of community, Jimmy effectively engages both his guests and viewers. Ultimately, while his remarks may sometimes cross the line of politeness, they serve the dual purpose of entertaining the audience and fostering an engaging environment (Haugh & Kadar, 2021).

In this research, the use of impoliteness strategies in Jimmy Kimmel's interaction with his guest on the talk show (*JKL*) as seen on the official YouTube channel is examined. Since the use of impolite language is often interpreted as entertainment within the framework of the show, the emphasis on guest actors with a comedic background is particularly relevant.

The following is an example of impoliteness strategies from the (*JKL*) talk show:

Jimmy Kimmel : Your wife is from French and has citizenship there, do you have citizenship there?

Wanda Skayes : No, I do not have citizenship in France

Jimmy Kimmel : So that's not part that's not ; okay your kind of backup plan you might move leave the country

Wanda Skyes : man, I my ancestors got too much blood in this land I ain't going anywhere uhuhuh no and here's the thing I'm tell you right now black people, black women ain't having it right now okay, so get if you black women give them a break right now allright, we just chilling right now, **so don't don't ask us dumb question.**

Jimmy Kimmel : (laugh).

In the conversation between Jimmy Kimmel and Wanda Sykes, the subject of citizenship is brought up, especially in light of Wanda's identification as a black woman and an part of lesbian. Kimmel says that Wanda's possible French citizenship might be a backup plan for her to leave the nation when he asks about it. In her statement, Wanda emphasizes that

her ancestors have too much blood in this land, showing her enduring ties to the United States. According to her, anyone who is in a relationship with a black person should give them a break right now, which means that they are unwilling to change their citizenship for anyone.

Wanda's harsh remark, so don't don't ask us dumb questions is a simple illustration of positive impoliteness, as defined by Culpeper (1996), and by calling it "dumb," she directly criticizes the question itself. As a result, Jimmy's only response is laughter, which may indicate his recognition of the humor in the situation. The fact that Jimmy just laughs in response suggests that he finds the situation humorous. According to the context given above, the word "dumb" comprises a taboo word and has a negative connotation. Taboo words refer to terms that are deemed improper and immoral for everyday conversation and should be avoided. Based on the discussion above, Culpeper's theory (1996) states that using taboo words is positive impoliteness.

So, this study explores the various impoliteness strategies utilized by guests and hosts on *Jimmy Kimmel Live* through an analysis of selected videos from the show's YouTube channel. Among the chosen videos, three segments featuring comedians Bill Burr, Wanda Sykes, and Trevor Noah were selected due to their high view counts and their notable use of impoliteness strategies during their appearances. These videos provide a rich context for examining how impoliteness is performed and perceived in a talk show setting.

To conduct this analysis, the writer employs Culpeper's (1996) framework, which identifies five distinct impoliteness strategies: (1) Bald on-record impoliteness, characterized by direct and unambiguous statements; (2) Positive impoliteness, aimed at undermining the listener's positive face; (3) Negative impoliteness, which threatens the listener's negative face; (4) Sarcasm or mock impoliteness, where irony is used to express contempt; and (5) Withholding politeness, which involves failing to use expected polite forms. Additionally, to

better understand the functions of these impoliteness strategies, the writer applies Culpeper's (2011) theory, which offers deeper insights into how these techniques operate within the context of talk show interactions. The essence of this study is to investigate how impoliteness strategies are used as a form of communication in the talk show *Jimmy Kimmel Live*, focusing particularly on interactions between the host and celebrity guests who often have a comedic background. On the other hand, this research encourages users to be more careful in their language and behaviour when interacting in a talk show setting.

## 1.2 Research Question

Based on the background data, the writer examines the impoliteness strategies used by the host and guest on the *Jimmy Kimmel Live* talk show. Several issues are raised in this research, including:

1. What are the types of impoliteness strategies found in the *Jimmy Kimmel Live* talk show?
2. What are the functions of the impoliteness strategies used by the host's and guest's utterances in *Jimmy Kimmel's Live* talk show?

## 1.3 Objective of the Research

This research aims to examine and characterize the different types of impoliteness strategies used by the host and guest on *Jimmy Kimmel's Live* talk show. The following research issues are intended to be addressed by this research, which has two goals in mind:

1. To discover the types of impoliteness strategies found in Jimmy Kimmel's live talk show.
2. To describe the function of impoliteness strategies found in the host's and guest's utterances in *Jimmy Kimmel's Live* talk show.



## 1.4 Focus of the Research

The focus of this research is to examine the various types of impoliteness strategies and their functions as they appear in *Jimmy Kimmel Live*. The focus is specifically on the utterances made by the host and comedian guests during the show. The writer gathered data from the spoken interactions of both the host and the guests. The analysis is based on five identified impoliteness strategies: bald on-record, negative impoliteness, positive impoliteness, sarcasm or mocking impoliteness, and withhold politeness. To enhance the clarity and comprehensibility of the analysis, the study utilizes Culpeper's (1996) framework for impoliteness strategies, along with Culpeper's (2011) theory, which categorizes impoliteness into affective, coercive, and entertaining functions. This methodological approach allows for a thorough exploration of how these strategies function within the context of the talk show.

## 1.5 Method of the Research

The analysis of impoliteness strategies in *Jimmy Kimmel Live* employed a library research approach, which involved reviewing existing literature on impoliteness strategies, pragmatics, and YouTube to establish a theoretical framework. Additionally, a qualitative method was utilized to analyze 14 selected videos from the show. The researcher transcribed each video individually, taking notes to identify several utterances that contain impolite language, which were then classified as instances of impoliteness in Jimmy's interaction with guest stars.

### 1.5.1 Data Collection

Data are basic facts, figures, or information that can be collected, analyzed, and understood. Data can take many forms, including numbers, text, photos, music, and videos. Creswell (2017) describes data as the cornerstone for research design, emphasizing its importance in analysis and decision-making across science, business, healthcare, and social sciences. Kitchen (2014) expands on this by defining data as a set of facts and statistics that can

be analyzed to produce information, emphasizing the importance of data in today's data-driven landscape. Rowley (2000) elaborates on this concept by stating that data consists of raw facts and statistics that, if processed, can be turned into information.

Data sources are the materials or persons from which data is collected, such as surveys and observational data, according to Babbie (2020). In this research, the data consisted of spoken text that was transcribed into written text, sourced from the official YouTube channel of (*JKL*). The researcher selected 14 videos, focusing specifically on the host's interactions with his guests. Notable comedians who have made significant appearances on the show, such as Wanda Sykes, Trevor Noah, and Bill Burr, were among the chosen guests.

The selection of these three guest stars, Wanda Sykes, Trevor Noah, and Bill Burr, was based on several key factors. Each comedian is well-known for their sharp wit and humor, often blending sarcasm and impoliteness in their performances. This makes their interactions with Jimmy particularly rich for analysis, as they engage in playful exchanges that blur the lines between humor and rudeness. Furthermore, each comedian has a distinct comedic persona and approach to sensitive topics, providing a diverse range of impoliteness strategies for analysis. Wanda is recognized for her bold style, Trevor incorporates social commentary, and Bill is known for his confrontational approach.

Then, there are several reasons why writers chose *Jimmy Kimmel Live* for this investigation of impoliteness strategies. Firstly, the show has a sizeable fan base, with over 20 million subscribers, which places it among the most popular talk show channels. Secondly, Jimmy Kimmel is known for his willingness to criticize the Trump administration with sarcastic humor that is often almost disrespectful. Thirdly, Jimmy's hosting style often walks a balance between mockery and humor in his interactions with guest stars, which feature instances of rudeness. These interactions make the show an interesting subject to examine how

humor can sometimes turn impolite. The insights gained from these conversations will help us better understand the subtleties of impolite behavior in online communication and public interactions.

Furthermore, to collect data, the researcher uses a qualitative approach to get an in-depth explanation. According to Hiatt (1986), the qualitative approach focuses on discovering and understanding participants' experiences, perspectives, and thoughts. A qualitative approach is usually described as allowing a detailed exploration of a topic of interest in which a writer collects information through case studies, ethnographic work, interviews, etc. (Harwell, 2021). According to Subroto (1992), words, sentences, utterances, pictures, and memos are examples of descriptive data utilized in qualitative research. A qualitative descriptive approach is suited for this research since the data were gathered from the utterances of the host and the guest star (Kalya Kaulika et al., 2024).

The researcher took several steps to collect data for this research. The writer began by viewing videos on the Jimmy Kimmel Live YouTube channel. The writer watched the videos several times, collected those utterances that contain impoliteness strategies, and made notes. Furthermore, the data obtained was transcribed by the writer. The writer subsequently examined the data and classified the statements based on Culpeper's (1996) framework of impoliteness strategies. The writer concentrated on three remarkable guests from the show, Bill Burr, Wanda Sykes, and Trevor Noah, using a total of 14 videos as sources for this study. At last, the writer collected 25 utterances, then categorized them into different types and functions of impoliteness strategies.

### 1.5.2 Data Analysis

In this research, the writer used Culpeper's (1996) framework of impoliteness strategies to examine the utterances between the host and guest of Jimmy Kimmy's Live Talk Show. The



five impoliteness strategies that Culpeper (1996) identified as bald on record, negative impoliteness, positive impoliteness, sarcasm or mock politeness, and withhold politeness were the focus of the analysis. The writer also referenced Culpeper's (2011) work to further explore the functions of impoliteness, which include affective, coercive, and entertaining impoliteness. The writer categorized the data collected from the *Jimmy Kimmel Live* YouTube channel using both of Culpeper's ideas (1996, 2011) in a systematic way, grouping them based on the recognized impoliteness strategies. The writer offers the impoliteness strategies found in a structured table format to aid in better understanding and visualization of the findings.

This research found 25 utterances on Jimmy Kimmel Live that contained impoliteness strategies employed by the host and guests. According to Arikunto (2006), when the number of subjects is large, a sample between 10-15% or 20-25% can be selected. After classifying 25 data points related to the types and functions of impoliteness strategies, the researcher chose 10–15% of the identified utterances to illustrate the types of impoliteness strategies used and their functions.

Furthermore, the three main formats for presenting study results are text, tables, and visuals, according to Junyong In's (2017) methodology. A narrative explanation of the research results is made possible by the descriptive presentation of the results in the written analysis. On the other hand, tabular presentations organize data into rows and columns and offer a clear and simple method to present findings. In addition, visual formats such as charts and graphs are often used to effectively communicate numerical data. Creswell (2017) highlights the value of these formats in improving the readability and understanding of research findings. In his discussion of the use of tables and visuals in qualitative data analysis, Bazeley (2020) emphasizes the importance of using tables and visuals to communicate complex information. Therefore, the findings of this study was presented descriptively. The researcher arranges the data in a table that is used to classify the utterances of the host and guest in the *Jimmy Kimmel*

*Live* talk show based on the functions of impoliteness described by Culpeper (2011) and the types of impoliteness identified by Culpeper (1996).

## 1.6 Definition of Key Terms

<b>Pragmatics</b>	: is the study of linguistic meaning in relation to a specific speech event (Leech, 1983).
<b>Impoliteness</b>	: is a negative attitude toward a particular behavior that is motivated by the expectations or desires of others in social interaction (Culpeper, 2011).
<b>Strategies</b>	: is a situation where one can observe individuals acting before they act (Brown and Levinson, 1987).
<b>Positive Face</b>	: is everyone's desire to be desired by others and included in social interactions (Brown and Levinson, 1987).
<b>Negative Face</b>	: is each "competent adult member's" desire for his actions to be free from outside interference (Brown and Levinson, 1987).

