

CHAPTER I

INTRODUCTION

1.1 Background of the Study

In human interaction, people make conversation to express their feelings. There are two reasons people make conversation. The first, people try to get attention from their hearer, and the second, people try to attack their hearer's face. When the speaker tries to keep the hearer faces in the interaction, it is called politeness. Meanwhile, when the speaker attempts to create social disruption and disharmony, it is called impoliteness.

Impoliteness is a negative attitude, and it occurs when the speaker and the hearer have different interested. It comes when the speaker tries to attack the hearer face intentionally, and the hearer can interpret it. Learning about impoliteness is very important in our life, and in learning impoliteness, people will avoid conflict and disharmony to others. Impoliteness is a part of pragmatics, whereas pragmatics is the study of meaning depends on the context or the study of speaker meaning, and how the hearer can understand the context.

Today all information that we need can be found in social media, especially on Youtube. Youtube is one of the familiar social media in the world. Everyone can get all the information on Youtube in the form of videos, and everyone can access anything on Youtube such as music, politics, news, Elearning, movies, tutorial makeup, and there are many information that we can get on Youtube. One of the Youtube channels that have updated about information in America is *Bjorn Ottosson*, It has 2,84 million subscribers, and 1,4 million videos have uploaded. One of *Bjorn Ottosson* channel videos that become viral on Youtube is “ Hate

Crimes in the .U.S. House Judiciary Committee Candace Owens April 9th, 2019.”

Candace Owen is a conservative activist, she is also the host of weekly “Candace Owens show,” and the communications director for turning point USA, Owens worked at a private equity firm in Manhattan, serving as the vice president to their administration. She becomes very famous when her video about “Privileged Americans” obsessed with “ Shouting about Slavery” went viral in 2018.

The house judiciary committee held a hearing to examine hate crimes in the U.S., which have increased according to FBI data. The hearing was prompted by the March shooting in Christchurch, New Zealand, when a gunman killed 50 people at two mosques and live-streamed the attacks on Facebook. The Committee hearing invites the informants that have specific knowledge about the topic that it is being discussed. Such as senior Vice President Policy Anti-Defamation League, Public Policy Director Facebook, Turning Point USA, President, and Executive Director, National Lawyers’ Committee for Civil Rights Under Law, President Equal Justice Society, President Zionist Organization of America.

The hearing becomes viral because the video shows a podcast host and conservative activist, Candace Owen does impoliteness to Red Ted Lieu and Nadler. The video has been viewed for more than 3 million times on Youtube. The duration of the video is 3 hours, 40 minutes, 25 seconds.

This research examines the phenomenon of impoliteness used by an American conservative activist in the committee hearing on hate crimes and the

rise of white nationalism on April 09th, 2019. This research takes from Youtube and this research concerns about impoliteness strategy used by Candace Owen as one of the speakers in the committee hearing. The writer is interested in analyzing Candace Owen's utterance because she is a popular conservative speaker with a massive social media follower. She also has gained attention in republican circles for encouraging black people to leave the Democratic Party. Considering the explanation and quotation above, the writer wants to choose the title "Impoliteness Strategies Found in *Candace Owen's Speech* in The Committee Hearing on Hate Crimes and The Rise of White Nationalism."

In this research, Candace Owen's utterance as the object of the study because it can reflect the linguistics phenomena in general. Candace Owen uses several types of impoliteness on the committee hearing. This research elaborates on the types and the factors of the impoliteness strategies used by Candace Owen. The use of impoliteness strategies in communication has a particular advantage so that the speaker can show her power and convince the audience.

1.2. Research Question

In this research the writer is conducted to achieve two purposes :

1. What are the types of impoliteness strategies used by Candace Owen's utterance on April 09th, 2019 ?
2. What are the factors that influence Candace Owen to use certain types of impoliteness strategy ?

1.3 Objectives of the Research

The objective of the research is finding out and analyzing the impoliteness strategies used by Candace Owen's utterances. Then, the situational contexts

underlying the use of impoliteness by Candace Owen's Speech in the committee hearing on hate crimes and the rise of white nationalism on April 09th, 2019, are interpreted. Based on the question above, this study is to :

1. To find out the types of impoliteness strategy used by Candace Owen's speech in the committee hearing on hate crimes and the rise of white nationalism on April 09th, 2019.
2. To discover the factors that influence people as the speaker to use certain types of impoliteness strategy.

1.4 Scope of the Research

This research focuses on identifying the types and the factors of impoliteness found in the committee hearing on hate crimes and the rise of white nationalism on April 09th, 2019. It is limited only to the utterances which are uttered by Candace Owen in the committee hearing. To make the analysis clearer, The research is defined by using a video on youtube. This analysis is conducted by using Culpeper's impoliteness theory (1996, p.350), Brown and Levinson (1987, p.71), and Leech theory (1983, p.13) about contextual meaning.

1.5 Methods of the Research

The method of this research is a qualitative approach because it observes the data in the form of words. 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 comes from www.youtube.com about Candace Owen's utterance in the committee hearing on hate crimes and the rise of white

nationalism. The writer takes the data from a video on Youtube on *Bjorn Ottosson channels*. The duration of the video is 3:40:25. It was published on April 10th, 2019. The transcription for Owen's utterances is copied from *C-SPAN.org*. Based on the transcription, the writer has matched the video and the transcription.

1.5.1.2 Data Collection Procedures

The writer watched the video for several times and observed the language used by Candace Owen's utterance on Youtube and *Bjorn Ottosson channels*. The keyword "Hate Speech" is used in finding the video. The writer downloaded the video on Youtube by www.savefrom.net.com. Then, the writer listened and observed the video with proper attention on Candace Owen's utterance, and the transcript for Owen's utterances is copied from *C-SPAN.org*. The video and transcription are carefully observed, while the utterances that contain impoliteness strategies were selected.

1.5.2 Data Analysis

The writer uses three steps in analyzing the data, the first step is identifying the types and the factors of impoliteness strategy in Candace Owen's utterances. The process of identifying is done by balding the utterances on the transcription. The second step is categorizing the types of impoliteness strategy by using Culpeper's (1996) theory. Then, the factors of impoliteness is categorized by using Brown and Levinson's (1987) theory. Moreover, in analyzing impoliteness strategies and factors of the data, the writer uses Leech's (1983) theory of context.

The third step is putting all data into a table. This table contains all of the data of impoliteness strategies that are found in Candace Owen's utterances. The table consists of a type, sub-type, factor, and utterance of impoliteness strategy.