

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is a tool used by everyone to communicate. By using language, people communicate in order to exchange the information they have. People can communicate in any different way. Each person will bring their own thought when they speak. Pragmatics take part in analyzing the meaning of communication based on the context. Pragmatics analyzes what people mean through utterance and context in order to understand people.

When speaking, people try to convey the information they have (Fromkin, Rodman, Hyams, 2013, p. 9). People try to deliver their information as clear as possible to the interlocutor. However, the understanding of each person can be different. Sometimes, the speech can be consider to be polite or not. If the conversation is polite, the communication can go smoothly and it will not hurt someone's feeling. If the conversation is impolite, it will embarrass the interlocutor's feeling.

Sometimes, people do not put their attention when talking to the hearer. Occasionally, not all conversations that uttered by someone sound polite to others. Thus, this research aims to make people aware about impoliteness speech in conversation. An impoliteness speech occurs while the speaker communicates with the interlocutor. Impoliteness is a concept that proposed by Culpeper (1996). Impoliteness is a communicative strategy of attacking the interlocutor's face. Impoliteness occurs because the speaker wants to convey something directly and emphatically. However, the speaker is not aware of the interlocutor's face. It could hurt the feelings of the interlocutor. It can also cause

disharmony between the speaker and the interlocutor. Therefore, impoliteness is often considered a bad communicative strategy when communicating.

Impoliteness utterance can be happened when someone wants to threaten other people face. Face is something that can be lost or enhanced (Brown and Levinson, 1987, p. 61). Face is the way that people want to be seen or something to be proud of. Impoliteness phenomenon can be found in any daily conversations. For instance, scolding someone in public can be categorized as impoliteness phenomenon. Someone who is known as a person who always scolding people in public is Gordon Ramsay. Gordon Ramsay is one of the famous chefs from England. Gordon Ramsay is a renowned British chef who holds seven Michelin Stars for his restaurant. A Michelin Star is awarded to a restaurant that has a high standard. The Michelin star is a key feature of culinary excellence. Gordon is known for his rudeness, bad temper, expletives, and his strict behavior. Apart from being a chef, Gordon is also known as a famous host of a cooking show on television. Some of his famous show series are *The Hell's Kitchen*, *Kitchen Nightmares*, *Master Chef* and *The F Word*.

This research analyzes the impoliteness strategies in *Kitchen Nightmares* videos. The videos are taken from the *Kitchen Nightmares Uncensored* Youtube channel. *Kitchen Nightmares* is an American reality television that broadcast on Fox Network. *Kitchen nightmares* was chosen because it is one of several well-known shows hosted by Gordon Ramsay. Gordon Ramsay is one of the famous chefs and host of many television programs. Most of his television programs is well-known by the audience. Thus, because of his fame, people who watched his shows will get influenced by the impoliteness that he showed in that show. In *Kitchen Nightmares*, Gordon Ramsay is invited to the failing restaurant by the owners. Gordon spends a week there and attempts to revive the

restaurant. Kitchen Nightmares have seven seasons. The first season was aired on September 19, 2007 and ended on September 12, 2014.

In this thesis, the writer is not analyze Gordon's utterances, but the Gordon's interlocutor utterances. The interlocutors are the owner of the restaurant. In Kitchen Nightmares, Gordon is the person who helped the owner of the restaurant from failing. Gordon was not only gave them advises but also helped them to find the solutions for their restaurant. Thus, the restaurant could be back in business. However, the owner is stubborn and does not listen to Gordon's advice. People know that Gordon is known as a hotheaded person. Nevertheless, in Kitchen Nightmares, the owner is the person who often uttered the impoliteness utterance to Gordon. The owners mostly attacked and damaged Gordon's face. Then, the writer analyzes the types and the functions of the impoliteness strategies uttered by the restaurant owner in Kitchen Nightmares videos. There will be three selected videos from Kitchen Nightmares Youtube channel that has been chosen by the writer. The writer chooses the videos based on the best episode from several seasons of Kitchen Nightmares. The impoliteness phenomenon also can be found in Hell's Kitchen Youtube Video:

- Joe : What's this? What's this baby powder looking stuff here?
Tali : That's hazelnut and walnuts mixed with some tapioca maltodextrin. I want to give it a little bit of um..
Joe : You know what it is? It's garbage is what it is. What you did on that dish is inappropriate and ultimately kind of disgusting. Congratulations.

The video was taken from MasterChef America. The conversation occurs between Joe Bastianich and the contestant named Tali. Joe Bastianich is one of the judges in MasterChef America. When finished cooking, all the contestants bring their food to the judges. Tali brings the food, and Joe becomes the first judge to judge the food. Tali mentions the ingredients he uses in making his food. Then, Joe asked Tali about the white

powder that was in his food. While explaining the powder, Joe interrupted Tali's words and also attacked her with harsh words.

The example shows that Joe Bastianich's utterance represent a Bald on Record impoliteness. Joe directly attacked Tali's face by insulting his food without even trying the whole food. Joe is only tries the hazelnut powder and said Tali's food is garbage. Not only that, Joe even said that what Tali did on his dish was inappropriate and ultimately kind of disgusting. Joe did not aware and damaging Tali's face throughly. Joe got angry and insult Tali just because the hazelnut powder. The utterance "It's a garbage.." and "What you did on that dish is inappropriate and ultimately kind of disgusting" is directly attacked Tali's face He used Tali's mistakes as the reason to scold Tali. Joe's blaming upon Tali can be categorized as affective impoliteness. It is because Tali or the interlocutor provoke the speaker to produce the negative emotions (Culpeper, 1996, p. 252).

Joe's utterance can be categorized as coercive impoliteness. Joe has more power than Tali because he is the judge of the show. Then, Joe attacked Tali's face and took the benefits from there. The benefit that he has is to scolding Tali and his food. According to Culpeper (2011), coercive impoliteness is an "action taken with the intention of imposing harm on another person or forcing compliance" (p. 226).

1.2 Research Questions

This thesis focuses on the impoliteness strategies uttered by the restaurant owner in Kitchen Nightmares video. There are two research questions in order to conduct this research:

1. What are the types of impoliteness strategies used by the restaurant owner in Kitchen Nightmares video?

2. What are the function of impoliteness strategies used by the restaurant owner as found in Kitchen Nightmares video?

1.3 Objectives of the Study

The writer focuses on two objectives in conducting this research:

1. To identify the types of impoliteness strategies used by the restaurant owner in Kitchen Nightmares video.
2. To find the function of impoliteness strategies used by the restaurant owner as found in Kitchen Nightmares video.

1.4 Scope of the Study

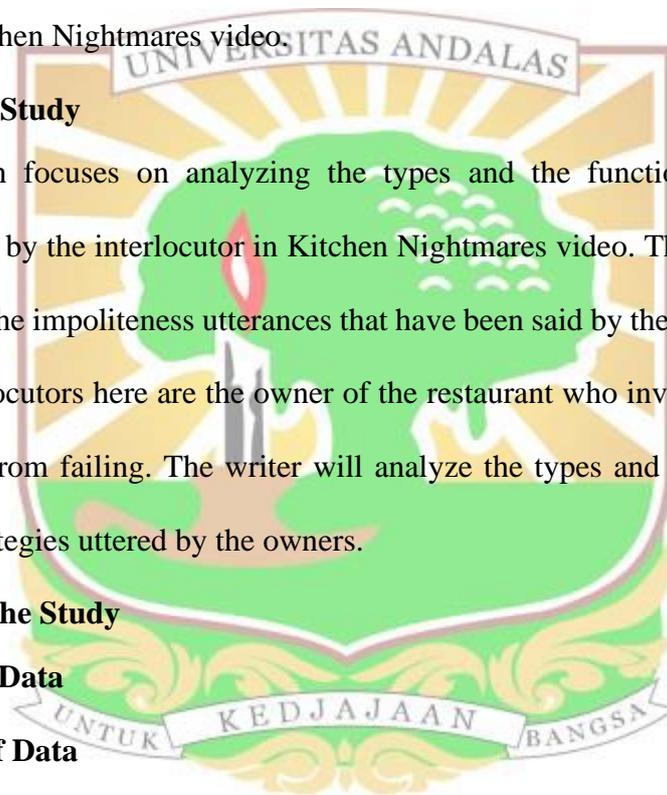
This research focuses on analyzing the types and the function of impoliteness strategies uttered by the interlocutor in Kitchen Nightmares video. The limitation of this research is only the impoliteness utterances that have been said by the interlocutors in the show. The interlocutors here are the owner of the restaurant who invites Gordon to help their restaurant from failing. The writer will analyze the types and the function of the impoliteness strategies uttered by the owners.

1.5 Methods of the Study

1.5.1 Collecting Data

1.5.1.1 Source of Data

The source of data of this thesis was the TV shows video on Youtube. The writer took the sample of the data from Kitchen Nightmares videos on Youtube. This show is selected because there are broad example of impoliteness phenomenon that shown in this show. Thus, Kitchen Nightmares can be a good data to analyze the impoliteness phenomenon. There were three videos that have been chosen by the writer. The writer chosen the videos based on the best episode that ranked by the audience. The list of the best episode of Kitchen Nightmares was taken from a website named Episode Ninja.



Episode Ninja is a website that ranks any television shows from many popular networks. The writer selected the best three videos of Kitchen Nightmares which has the highest rates and votes from the fans. Each videos have duration around 45 minutes. The writer took the videos from Kitchen Nightmares Uncensored Youtube channel. The selected videos are Amy's Baking Company (Season 6; Episode 16) aired on May 10th, 2013 with 212 votes and 8.13 rates (video's duration 43:07), Mill Street Bistro (2) (Season 6; Episode 12) aired on March 8th, 2013 with 121 votes and 7.93 rates (video's duration 41:36), and Levanti's Italian Restaurant (Season 6; Episode 8) aired on February 1st, 2013 with 130 votes and 7.83 rates (video's duration 43:33). The video transcription will be put on the link <https://drive.google.com/file/d/1-3UWKQ-hnvMLzXNy1XydpiC0EG8GUtAb/view?usp=sharing>

The writer chose three videos based on the highest rates and votes that is ranked by the fans in the ninjaepisode.com website. It is because those videos are mostly accessed and watched by the audience. Those videos can give more impact to the audience about the impoliteness. The three selected videos also have the most viewers and comprehensive examples of impoliteness which is can be found in society.

1.5.1.2 Procedure

The writer took the data from Kitchen Nightmares Uncensored Youtube channel. The technique that is used in this thesis is transcription technique. There are several steps in order to get the sample of the data. Firstly, the writer chose the video from ninjaepisode.com website. The writer chose the video from the best three of the list in the website. Secondly, the chosen videos of Kitchen Nightmares searched on Youtube to find the full videos of the shows. Thirdly, the writer watched the videos. Fourthly, the videos are transcribed. Hand phone, laptop and earphone are used to watch the videos. Fifthly,

the transcription that contains of impoliteness utterances are analyzed by the writer. The writer will analyze the types and functions of the impoliteness strategies that is uttered by the restaurant's owner in Kitchen Nightmares videos based on the theory of Culpeper (1996) about Impoliteness.

1.5.2 Analyzing the Data

In analyzing the data, the writer classify the impoliteness strategies utterance based on the types and the functions. Culpeper (1996) theory is used in analyzing the types and functions of impoliteness strategies. The writer analyze the impoliteness utterances that is used by the restaurant's owner in Kitchen Nightmares. After identifying the utterance based on the types and functions of impoliteness, the writer put them into group. Impoliteness theory that is proposed by Culpeper (1996) and theory of Context by Leech (1983) will be used in this analysis.

1.5.3 Presenting the Result of Analysis

The writer presents the result of the analysis descriptively after analyzing the data. Then, the data is categorized based on the types and the functions of impoliteness. Lastly, all data that have been analyzing put in the table. The table consist of the utterances of impoliteness strategies, the types, and the function of impoliteness by three selected videos of Kitchen Nightmares show.