

CHAPTER I

INTRODUCTION

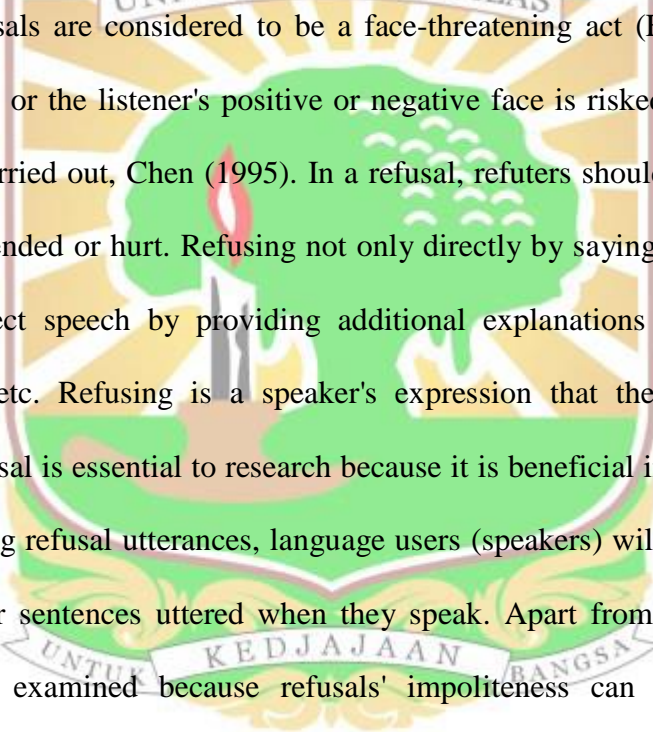
1.1 Background of the Research

Pragmatics is the study of the correlations between the linguistics' forms and their users, Yule (1996). Besides, Pragmatics also deals with the way speakers communicate with their interlocutors. To communicate well, speakers and listeners must use the correct language so that the meaning to be conveyed can be received and understood correctly. The use of polite and polite behavior is also essential in generating social interactions and is an important thing that must be considered because good behavior will result in good communication.

Besides politeness, there is a reverse phenomenon called impoliteness. According to Leech (1983), impoliteness is an interaction that breaks the norm of decency. Impoliteness includes all negative actions that can lead to negative behavior in the context of specific social interactions. Therefore, impoliteness is closely related to how individuals behave in a particular context and are also defined as the actions of imperfect people who are considered as hostile insults to a situation. Without realizing it, the phenomenon of impoliteness often occurs in our environment, such as insulting or criticizing others. This phenomenon often occurs anywhere, such as in government agencies, for example, a company in a formal meeting.

A formal meeting is a meeting that has been planned by two or more people who have gathered, which helps achieve common goals through verbal interaction, such as sharing information or reaching an agreement (Glossary of

Meeting Terms, 2021). In implementing this formal meeting, people can use the language according to the agreement of the forum. Apart from that, these meeting organizers must also use polite language and be easily understood by everyone (listeners). In conducting these formal meetings, people will use various kinds of greetings, ranging from greetings, thanks, apologies to rejection or refusal. However, when the meeting is taking place, it will not always run according to the norms that have been applied. One example of being impolite is someone's speech in refusing someone else's word.



Refusals are considered to be a face-threatening act (FTA) in that either the speaker's or the listener's positive or negative face is risked when a refusal is called for carried out, Chen (1995). In a refusal, refuters should make the listener feel less offended or hurt. Refusing not only directly by saying no, but it can also be an indirect speech by providing additional explanations or reasons, regret statements, etc. Refusing is a speaker's expression that the listener does not expect. Refusal is essential to research because it is beneficial in everyday life. By understanding refusal utterances, language users (speakers) will be more aware of the words or sentences uttered when they speak. Apart from that, refusals also need to be examined because refusals' impoliteness can make the listener misunderstand the speaker's words.

This thesis examines the phenomenon of impoliteness by investigating eight formal meeting videos EWC663 by the student Faculty of Information Management groups from MARA Technology University. This research concerns with impoliteness in speech act of refusal in formal meeting used by the speaker when doing the meeting. The writer choose this formal meeting video because

Malaysians use English as their second language. This video is chosen because there are some impolite utterances used by the speaker when doing the meeting.

It can be seen that there are occurrences of impoliteness in speech act of refusal in formal meeting EWC663 video, for example:

(1) *I don't think hire a Malaysia artist is a good idea*

(2) *Oke let's move on to our third special business*

In the example above, there are two impoliteness in speech act of refusal in their utterances on the video. In the first example above, (1) uses bald on record impoliteness, in that utterance, a finance manager clearly rejected the secretary's opinion, and the second example (2) uses withhold politeness, in that utterance, the chairperson refuses to discuss by forcing to change the topic of conversation to the next topic.

It is interesting to observe this phenomenon because in a formal meeting the meeting participants must use good and polite language. Meanwhile, this research aims to examine the impolite language used by participants when making a refusal. Furthermore, it is interesting to analyze the impoliteness of speech act of refusal and explain its function.

1.2 Research Questions

The research will analyze aspects of impoliteness in the speech as a kind of impoliteness strategy in the formal meeting. Besides, the writer will also analyze the function of the use of the impoliteness strategy. Therefore, this research problem is formulated in the following research questions:

1. What are the types of impoliteness strategies used in formal meetings EWC663?

2. What are the functions of impoliteness strategies chosen by the speaker when doing refusal in the formal meeting EWC663?

1.3 Objective of the Research

The objective of this research is to find out the types of impoliteness strategies and functions of impoliteness strategies chosen by the speaker when doing refusal in the formal meeting. By doing this research, the writer can answer the two research questions above:

1. To identify the types of impoliteness strategies used in formal meetings EWC663.
2. To describe the functions of impoliteness strategies chosen by the speaker when doing refusal in the formal meeting EWC663.

1.4 Scope of the Research

This study is limited to identifying the types of impoliteness strategies used and describing the function of impoliteness strategies chosen by the speaker when doing refusal in formal meeting. In conducting this research, the writer uses Culpeper's theory (1996) to explain the impoliteness strategy and function. The data that the writer took was in the form of several videos about formal meetings on YouTube.

1.5 Method of the Research

Data is an essential tool in the research in the form of the field and number phenomenon. From the data, the writer will know the result of the research. According to Arikunto (2006), data is all the recording results in the form of facts and figures used to compile information. This research's data are speech acts of

refusal that contain the impoliteness used informal meetings in the video "formal meeting EWC663".

According to Arikunto (2006), the data source in research is the subject from which data can be obtained. This data source can be in the form of objects, motion, people, places, etc. This study's data sources are formal meeting videos taken from the video "formal meeting EWC663". This formal meeting video collects from several video groups of students Faculty of Information Management groups from MARA Technology University. In this study, the writer uses eight videos, ranging from ten to twenty minutes. The writer chooses this formal meeting video because Malaysians use English as their second language. Besides that, the writer chooses only eight videos because the topic of discussion of this video is different from other videos. In addition, the writer took these eight videos as a data source because the topics raised by several groups of students were quite clear, and the pronunciation was also transparent so that it could make it easier for researchers to research the language.

In analyzing this research, the writer uses three systematic research procedures. They are collecting the data, analyzing the data, and presenting the result of the analysis.

1.5.1 Collecting the Data

Collecting the data can be defined as the systematic way the researcher obtains the data. The techniques of data collection in this research are through several steps. Firstly, the video is watched several times to understand what the topic is about. Secondly, the writer transcribes the video first before collecting data. Thirdly, the data in the form of dialogue is identified to find the impoliteness

of the refusal. Finally, all impoliteness of refusal, which is found in the video, is classified. The classifications identify the types of impoliteness strategies used and describe the function of the speaker's impoliteness strategies when doing refusal in a formal meeting.

1.5.2 Analyzing the Data

After collecting the data, the writer then analyzing it based on the research questions. In analyzing the data, the writer identifies each kind of impoliteness strategy found in some formal meeting videos by applying the framework of impoliteness strategies introduced by Culpeper's model, Culpeper (1996). This framework has five main concepts: balance on record, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness. After that, The writer describes the Function of impoliteness strategies in the words or sentences in the video that will be researched. The writer uses the theory of Functions of Impoliteness Strategies proposed by Culpeper (2011). In this theory, Culpeper produces three functions of impoliteness: affective impoliteness, coercive impoliteness, and entertaining impoliteness.

1.5.3 Presenting the Result of Analysis

In the last step, the writer will be present the result of the analysis descriptively. The results will be presented into the table to show the occurrence and the percentage of the types of impoliteness strategies and also the functions of impoliteness strategies. To find out the percentage of the data, the data will calculate by dividing the frequency of impoliteness in speech act of refusal by the total number of the data and then multiply them by 100%.

The formula to finding a percentage of impoliteness in speech act of refusal in formal meeting:

$$\frac{\text{The frequency of impoliteness in speech act of refusal}}{\text{Total of data}} \times 100\%$$

