IMPOLITENESS STRATEGIES IN THE YOUTUBE COMMENT SECTION

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ABSTRACT

Many people often employ impolite language to express how they feel rather than employing polite language to respect others' faces. This research aimed to find out the impoliteness strategies in the YouTube comment section of Rishi Sunak regarding the National Health Service. Culpeper's (1996) impoliteness strategies theory was employed to answer the research question. Furthermore, a qualitative method and a pragmatic approach were employed in this research. According to the findings of this research, there were 58 impoliteness strategies discovered within the 54 data analyzed, with 4 data having more than one strategy. There were 4 occurrences of bald on record impoliteness strategies, 19 occurrences of positive impoliteness strategies, 34 occurrences of negative impoliteness strategies, and 1 occurrence of sarcasm or mock politeness strategy. Impoliteness strategies that most frequently occur was negative impoliteness. Meanwhile, impoliteness strategy that was absent was withhold politeness.

Keywords: comment, impoliteness strategies, YouTube

INTRODUCTION

During interacting, we need to consider the feeling of our interlocutor   to ensure they do not feel humiliated, because everybody has an image of themselves or face that has to be respected. As defined by Yule (1996, p.60), the notion of "face" equates to the individual's public self-image, alongside each individual's emotional and social identify self, and expect others to recognize. Afterwards, as stated by Brown and Levinson (1987, p.61), the face is emotionally invested, and this might be lost, preserved, or perhaps intensified within the interaction. Additionally, Yule (1996) classifies face into two categories: negative face (the desire of every person to be free or independent and to be unbothered by others) and positive face (The desire to be acknowledged, favored, and valued by other people, to be regarded as part of the same group, and to realize that their desires are shared with others).   As a result, it can be said that a face when communicating can be distinguished into two types: positive and negative faces, which are possessed by every individual who wants people to be aware of it and it may be maintained, strengthened, or lost, leading somebody to lose their dignity.

Furthermore, instead of using politeness to respect another person's face, we often find the the phenomenon of impoliteness, in which a lot of people convey their point of view through impolite

expressions. Impoliteness is defined as communicative strategies applied to attack the other person's face, that causes social conflict and discontent (Culpeper et al, 2003, p.1546). Then, as stated by Bousfield and Locher (2008, p.3), impoliteness is the actions of face-aggravating throughout a specific context. Thus, impoliteness can be identified as negative behavior that purposely attacks the other person's face in a specific context. In addition, Jonathan Culpeper developed an impoliteness strategies framework in 1996, that was completely opposite of Brown and Levinson's 1987 concept of politeness strategies. Culpeper (1996) outlines five impoliteness strategies: bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness.

Communication has broadened over time to entail not only face-to-face interaction yet online interactions, specifically through social media. As a result, the language impoliteness can be found in social media. YouTube is a popular social media network. Its users are able to communicate or give their views regarding a particular matter through the availability of the comment section. Consequently, the phenomenon of impoliteness is easily observed in the YouTube comment section. One of those can be seen in a video of Rishi Sunak, the Prime Minister of the United Kingdom posted by the Sky News YouTube Channel on January 30, 2022. Throughout this video, Rishi Sunak addressed questions regarding the National Health Service (NHS). His replies spark both positive and negative responses from netizens, as shown in the comments section. Nevertheless, rather than expressing their thought politely, numerous netizens used impolite language to express their displeasure with Sunak's responses and work performances. Furthermore, various impoliteness strategies were identified in the comment section. As a result, this research analyzes the impoliteness strategies used by netizens in YouTube comment section of Rishi Sunak in which he responded questions regarding the National Health Service.

LITERATURE REVIEW

Impoliteness Strategies
Jonathan Culpeper set up the impoliteness strategies theory in 1996, being parallel but significantly contrary to Brown and Levinson's 1987 theory about politeness strategies. There are a total of 5 impoliteness strategies: bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm/mock politeness, withhold politeness (Culpeper, 1996).

    a. Bald On Record Impoliteness

In bald on record impoliteness, the speaker performs the FTA (Face Threatening Act) in a direct, plain, unambiguous, and concise manner in situations in which the face is neither irrelevant nor minimized, according to Culpeper (1996, p.356).

b. Positive Impoliteness

This strategy is employed to damage the positive face of the addressee or interlocutor (Culpeper, 1996, p.356). Some examples of output strategies are:

1. Ignore, snub the other
    This output strategy is when someone fails to notice the existence of another person.
2. Exclude the other from activity
    This output strategy is when someone cuts off others in an activity by not allowing them to take part in it.
3. Disassociate from the other
    This output strategy is when someone rejects common ground/association, resists sitting together with others).
4. Be disinterested, unconcerned or unsympathetic
    This output strategy is when someone is disinterested, unconcerned, unsympathetic regarding what others do or say.
5. Use inappropriate identity markers
    This output strategy is when someone employs the title and surname of another person with whom they are in a close relationship, or when the person employs a nickname of somebody with whom they are in a distant relationship.
6. Use obscure or secretive language
    This output strategy is when someone employs jargon or code that the addressee does not know.
7. Seek for disagreement
    This output strategy is when someone picks addressee's sensitive issue to talk about.
8. Make the other feel uncomfortable
    This output strategy is when someone decline in preventing quietness, joke, or small conversation.
9. Use taboo language
    This output strategy is when someone employs swear, abusive, or profane language.
10. Call addressee names
    This output strategy is when someone employs derogatory nominations to the addressee.
    Etc.

c. Negative Impoliteness

This strategy is employed to damage the negative face of the addressee or interlocutor (Culpeper,1996, p.358). Some of the output strategies are:

1. Frighten

This output strategy is when someone encourages to believe that something bad will happen to the addressee.

2. Condescend, scorn or ridicule

    This output strategy is when someone either increases their level of power or authority, shows disdain toward the addressee, does not treat them seriously, or belittles them by using diminutives.

3. Invade the other's space

    This output strategy is when someone gets into the addressee's privacy whether literally, such when they approach closer beyond their relationship permits, or metaphorically, such when they ask for or express something that is too private considering their relationship.

4. Explicitly associate the other with a negative aspect

    This output strategy is when someone adjusts through the use of the pronouns "I" and "you."

5. Put addressee's indebtedness on record

    This output strategy is when the speaker puts other's debts publicly.

    Etc.

d. Sarcasm or Mock Politeness

   This strategy is when someone utilizes politeness as being clearly inisincere, pretending, and seem respectable on the surface (Culpeper, 1996, p. 356).

e. Withhold Politeness

   This strategy is when someone does not employ the politeness strategies as would be expected, for example, by neglecting to express gratitude to others who have already given gifts (Culpeper, 1996, p. 357.

METHODOLOGY

The data for this research was derived from the comments on the YouTube video "In full: Prime Minister Rishi Sunak answers questions on the NHS" that was posted on the Sky News YouTube Channel on January 30, 2022. (https://www.youtube.com/watch?v=3CJwBxBECmE&t=1418s). Thus, a qualitative method is employed in this research since the data object is YouTube comments (in the form of written words or utterances), and a descriptive explanation is needed to be able to answer the question.

According to Bogdan and Taylor (as stated in Moleong, 2017, p. 4), the qualitative method is a research methodology which obtains data that are descriptive through monitoring people's verbal or written expressions according to their behavior that is observed. Following that, in the view of Vanderstoep and Johnson (2009), the purpose of qualitative research appears to become

more descriptive since it sets an emphasis on fully comprehending the views of the research participants (Sanjaya, 2022). It can be defined that qualitative method as a method of research involving a focus on analytical or descriptive. Therefore, the research method seeks to analyze or look at the impoliteness phenomena on social media in depth.

No.	Impoliteness Strategies	Frequency
1.	Bald On Record Impoliteness	4
2.	Positive Impoliteness	19
3.	Negative Impoliteness	34
4.	Sarcasm or Mock Politeness	1
5.	Withhold Politeness	0
	Total	58

Table 1 : The Frequencies of Impoliteness Strategies Used by Netizens in the YouTube Comment Section of Rishi Sunak About the National Health Service

The Culpeper (1996) theory of impoliteness strategies was also employed to analyze the data desciptively.   Additionally, this research employs a pragmatic approach because it is essential to figure out the context in order to properly comprehend the utterances. As defined by Huang (2007, p. 2), pragmatics is a systematic study of how language use affects and shapes meaning. Following that, Leech (1983, p. 6) frames pragmatics as the study of meaning within relation to the conditions of the speech. It can be said that pragmatics is a field of research which specializes on how the context of a speech affects how meaning is interpreted from what is spoken.

RESULT AND DISCUSSION

Based on Culpeper's (1996) theory of impoliteness strategies, there were 54 data found in the YouTube Comment section of Rishi Sunak about National Health Service. Nevertheless, 58 impoliteness strategies were found due to 4 data had more than one impoliteness strategy. Data will be displayed in the table below to give an overview of the frequencies of impolite strategies from the YouTube comment section.

From the data found, there were 4 of 5 impoliteness strategies: bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm or mock politeness. Meanwhile, the impoliteness strategies that did not appear was withhold politeness. Then, the most frequently occur was negative impoliteness strategy with 34 occurrences.

1. Bald On Record Impoliteness

Culpeper (1996, p.356) expresses that in bald on record impoliteness, the speaker does the face threatening act / FTA in a direct, clear, unambiguous, and brief manner in situations whereby the face is not irrelevant or diminished. Below are some examples:

Datum 1

jayfusion555 • 3 wk ago
Pay the Nurses. Pay them, and then also have them tell us they are now okay with their pay. PAY THEM! PAY THEM! PAY THEM! No other words needed, PAY THEM!

In accordance with datum 1, this comment employs as an impoliteness strategy. The user "jayfusion555" constantly forced Rishi Sunak to pay the nurses. Those commands were expressed directly and clearly with the intention to attack or aggravate Rishi Sunak's face. In addition, that user stressed his points by typing a few in uppercase letters as well as employing exclamation marks to indicate seriousness and intense emotion. Therefore, the above-mentioned comment is regarded as a bald on record impoliteness strategy.

Datum 2

heatwave • 3 wk ago
forget the crap give them more money

In accordance with datum 2, this comment employs as an impoliteness strategy. The user "heatwave" urged Rishi Sunak to forget the crap and demand him to pay the nurses extra. Crap is an informal term that describes a rude word for something worthless, useless, nonsense, or of poor quality (Cambridge Dictionary, n.d.). The command was conveyed directly and clearly with the intention to attack or aggravate Sunak's face since that user feels Sunak solely bragged. Therefore, the above-mentioned comment is regarded as a bald on record impoliteness strategy.

Datum 3

the one • 2 wk ago
Non WFH STAFF SHOULD PAY LESS TAX.
MIN WAGE £15 PER HOUR.
REFORM THE NHS GET RIDD OF WASTAGE.
REFORM POOR EDUCATION SYSTEM,START TEACHING LIFE SKILLS THAT ARE USEFULL NOT THE SAME OUTDATED NOT USEFULL JUNK.
SORT IT OUT NOW.
AS FOR LONDON MAYOR UK NEEDS WIDE REFEREDUM TO SCRAP THIS MAYOR LET PEOPLE DECIDE.
SCRAP HOUSE OF LORDS.

In accordance with datum 3, this comment employs an impoliteness strategy. The user "the one" commanded Rishi Sunak to carry out numerous tasks relevant to government policies. A single comment contains plenty of sentences. However, in every sentence, it contains a command expressed directly and clearly with the intention to attack or aggravate Sunak's face.

Furthermore, the user capitalized his words in order to emphasize them. As therefore, the above-mentioned comment is regarded as a bald on record impoliteness strategy.

2. Positive Impoliteness

In this impoliteness strategy, the positive face of the addressee or interlocutor is damaged by the speaker (Culpeper, 1996, p.356). This has some output strategies including: ignore/ snub the other, exclude the other from activity, disassociate from the other, be disinterested/unconcerned/unsympathetic, use inappropriate identity markers, use obscure/ secretive language, seek for disagreement, make the other feel uncomfortable, use taboo language, call addressee names, etc. Below are some examples from the data:

Datum 4

D Dee • 3 wk ago   ⋮
We never voted for Sunak!

In accordance with datum 4, this comment employs an impoliteness strategy. This is a response to "Emir 4 of ABJ"'s assert that the British people deserve the leaders they have. The user "Dee" then responded, claiming that Britons didn't choose Rishi Sunak as their prime minister.   The user "Dee" damaged Rishi Sunak's positive face by refusing to recognize him as the current Prime Minister of the United Kingdom. Therefore, the above-mentioned comment reflects the output strategy (dissociate from the other), from the positive impoliteness strategy.

Datum 5

P Pemberton • 3 wk ago   ⋮
Is Wales and Scotland another country. Is Fishy
Sunak 🐟 space out in jobb that is too big for a
tiny fish?

In accordance with datum 5, this comment employs an impoliteness strategy. "Pemberton" called Rishi Sunak as "Fishy Sunak." Informally, fishy refers to: seeming or likely to be wrong, illegal, or dishonest (Cambridge Dictionary, n.d.). It might serve as a synonym for suspicious. The user "Pemberton" damaged Rishi Sunak's positive face by employing an inappropriate nickname for him, which may be taken as Sunak being dishonest or suspicious. Therefore, the above-mentioned comment reflects the output strategy (use inappropriate identity markers) from the positive impoliteness strategy.

Datum 6

> **K** Keith Smith • 3 wk ago ⋮
> He should go now

In accordance with datum 6, this comment employs an impoliteness strategy. The user "Keith Smith" urged Rishi Sunak that he should go. It can be said that the user wished Sunak to leave his position as Prime Minister of the United Kingdom. The user "Keith Smith" damaged Rishi Sunak's positive face by alienating him from his position as Prime Minister of the United Kingdom. Therfore, the above-mentioned comment reflects the output strategy(exclude the other from activity) from the positive impoliteness strategy.

3. Negative Impoliteness

In this impoliteness strategy, the negative face of the addressee or interlocutor is damaged by the speaker (Culpeper, 1996, p.356). This has some output strategies such as frighten, condescend/scorn/ridicule, invade the other's space, explicitly associate the other with a negative aspect, put addressee's indebtedness on record). Below are some examples from the data:

Datum 7

> Josh Fewtrell • 3 wk ago ⋮
> It really is a skill to avoid a question so sublimely,
> these politicians really do deserve what they earn

In accordance with datum 7, this comment employs an impoliteness strategy. The user "Josh Fewtrell" appears to be irritated by Rishi Sunak's attempt to avoid answering a question about the National Health Service. "Skill" refers to the ability to perform something well. Yet, the user "Josh Fewtrell"" damaged Rishi Sunak's negative face by mocking Sunak's skills in evading questions, which is a bad skill in this case. Therefore, this above-mentioned comment reflects the output strategy (condescend, scorn, or ridicule) from the negative impoliteness strategy.

Datum 8

In accordance with datum 8, this comment employs an impoliteness strategy. The user "Richard Skinner" grumbled about Rishi Sunak's patronizing tone when he speaks. Meanwhile, the government did not responsible for growing inflation, and and so forth. Then, that user then brought up the issue of Sunak's wife, Akshata Murty, who holds non-domiciled status, which is an option status for UK citizens whose permanent residency or domicile is located outside of the UK. She has non-domiciled status by claiming India as her domicile; as a result, her status influences the amount of tax Murty must pay. The user "Richard Skinner" damaged Rishi Sunak's negative face by ridiculing him by being patronizing and talking about a private and sensitive matter with his wife. Therefore, the above-mentioned comment reflects the output strategies (condescend, scorn, or ridicule and invade the other's space) from the negative impoliteness strategy.

Datum 9

In accordance with datum 9, this comment employs an impoliteness strategy. The user "Monged 4life" protested over Rishi Sunak's two-year plan and how Sunak neglected the National Health Service's wage. The user "Monged 4life" damaged Rishi Sunak's negative face by belittling his plans and calling him ludicrous. Therefore, this above-mentioned comment reflects the output strategy (condescend, scorn, or ridicule) from the negative impoliteness strategy.

4. Sarcasm or Mock Politeness

As stated by Culpeper (1996, p.356), Sarcasm arises when the speaker employs politeness strategies that are clearly insincere and appear decent on the surface.

Datum 10

> Straight talking • 3 wk ago
> Very impressive performance for a PM. This improves my confidence in the future.

5.

In accordance with datum 10, this comment employs an impoliteness strategy. The user "Straight talking" commented upon the performance of Rishi Sunak as the prime minister of the United Kingdom when addressing concerns regarding the National Health Service. The user was observed taunting Rishi Sunak by saying precisely the opposite of what he was thinking by complimenting his performance when addressing questions. That can be observed in the following line, when the user asserted once more that Sunak's performance when speaking may boost that user's confidence level likewise, implying that Sunak was overly confident till it could improve the user's confidence. The user "Straight talking" damaged Rishi Sunak's face because that user is indicated for employing words with contrary meanings deliberately. Therefore, the above-mentioned comment reflects the sarcasm is regarded as sarcasm or mock politeness.

6. Withhold Politeness

   As described by (Culpeper,1996, p. 357), this strategy is employed whenever the speaker does not follow the politeness strategy expected of them, for instance, not thanking a person who has already given gifts. There is no datum of withhold impoliteness strategy in Rishi Sunak's YouTube comment section about the National Health Service. The withhold politeness strategy can be frequently noticed in face-to-face interaction.

CONCLUSION

According to the results of the research that based on the theory of impoliteness strategies by Culpeper (1996), there were 54 data discovered in the YouTube Comment Section of Rishi Sunak about the National Health Service. There were 58 impoliteness strategies discovered within the 54 data examined, with four data having more than one strategy. There were four occurrences of bald on record impoliteness, 19 occurrences of positive impoliteness, 34 occurrences of negative impoliteness, and one occurrence of sarcasm or mock politeness.

From the data found, impoliteness strategies that most frequently occur was negative impoliteness with 34 occurrences. This was because most people express their thoughts by condescending/scorning/ridiculing Rishi Sunak that are the output strategy of negative impoliteness. Meanwhile, the strategy that was absent was withhold politeness as this strategy can be frequently noticed in face-to-face interaction.

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