

**IMPOLITENESS STRATEGIES IN UFC PRESS
CONFERENCE**

THESIS



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IMPOLITENESS IN UFC PRESS CONFERENCE

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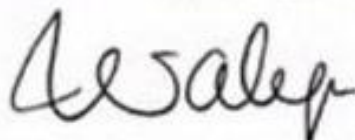


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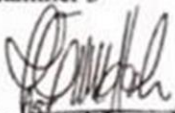
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work, Culpeper attempted to build an opposition of Brown and Levinson's framework about Politeness strategies, called Impoliteness super strategies. Culpeper proposed four types of impoliteness strategies, including Bald on Record Impoliteness, Positive Impoliteness, Negative Impoliteness, and the last Sarcasm or Mock Impoliteness. Those super strategies are purposed to attack or damage the addressee's face (Culpeper,1996: 355-356). This present study uses Culpeper's super strategies of Impoliteness as the theoretical framework to analyze the data. Culpeper (1996:356) states that four super strategies of impoliteness are used to damage or attack the face of the addressee or hearer face. Furthermore, Culpeper et al. (2003:1546) defined impoliteness as a strategy in communication that is designed to attack the other's face in resulting in social conflict and disharmony. To discuss further impoliteness, it is important to explain the notion of face. According to Brown and Levinson (1987:61), they state that face is the public self-image that every people own. Besides, Yule (1996:60) stated that face is the image of a person in public. Everyone has an emotional and social sense of themselves that expects everyone else to recognize. It can be said that people want to be respected by others in their social interactions. The face is divided into two categories, positive and negative face. Biner (2013:201) stated that a person's negative face is the desire to be independent, to be respected and to be left alone. A person who has a negative face can not be forced to do something because they want to be independent or freedom to do something. But, people who have a positive face want to be related to the other, it means that they want to be included in the interaction with the others.

The studies about Impoliteness strategies have been done before in various objects, such as TV series (Laitinen, 2010; Gunawan, 2017), social media (Hammod,2017), websites (Yulidar,2017), conversation (Arumningtyas,2017), debates (Hazim, Muarich& Shahooth,2015). Gunawan (2017) analyzes the impoliteness strategies that are used by Sherlock Holmes in Sherlock Holmes Tv-series. He also analyzed the response of the other character toward the impoliteness strategies that are used by Sherlock Holmes. In this study, four impoliteness strategies occurred in the Sherlock Holmes TV series. Next, he concludes that in each different topic, the responses to the impoliteness strategy are also different.

Another study has been conducted by Hammod (2017). This study aimed at relating sociolinguistic and pragmatics studies. He analyzed and compared the impoliteness strategies that are used in English and Arabic page on Facebook. Further, the researcher investigated the influence of the topic that attracts Facebook users to use impoliteness strategies in both Arabic and English contexts. The findings of this research are both Arabic and English context has similar results. All of the impoliteness strategies occurred in Arabic and English contexts. Then, the Facebook users in English Facebook are more impolite in medical, while Arabic is more impolite in entertainment pages. The researcher found that anonymity has a big influence on using impoliteness strategies both in Arab and English contexts with an anonymous account is more impolite.

Also, many recent studies have discussed the impoliteness Strategies by numbers of researchers in assorted settings: Academic (Arumningtyas,2017),

Politic (Shamilah,2015), the court (Piaa,2012), and entertainment (Culpeper,2005) & (Kustiari,2015). In the layer of the entertainment world, some researches have been conducted in analyzing the phenomenon of Impoliteness. Firstly, Culpeper (2005) analyzed the Impoliteness in TV Quiz Show. Culpeper (2005) correlated impoliteness with entertainment. He investigated the impoliteness of the Television Program "Chat and Quiz" Show as entertainment.

Another research has been done by Karina (2015) in her work "Impoliteness in Simon Cowell's Utterances in The X-Factor USA Reality Show." She analyzed Simon's Impoliteness and investigated the factors behind Simon's Impoliteness. She also proves that entertainment factors also affect Simon's Impoliteness. From the analysis, the researcher finds that impolite utterances that are uttered by Simon Cowell are purposed to attack contestant's positive and negative face by using his power as a judge in X-Factor USA. Further, Simon has more power and higher status in case he offense contestant's faces by using impoliteness strategies.

This research also analyzes the impoliteness in one kind of entertainment and fight show as the main data. But, the present research fills the gap and complete the previous research by analyzing the responses toward Impoliteness. Besides, the researcher analyzes the way entertainment factors affect impoliteness strategies that are uttered by the fighter. So, this stud completes and fills the gap of the previous research.

In this research, the researcher uses press conferences as the object of the study because UFC (Ultimate Fight Championship) is one of the entertainment

shows as well as a fight show. The fight show held by UFC is a paid show that has made a big stage for fighters (McClearn,2017). UFC press conference that is chosen is the press conference of UFC 229. The press conference is held by UFC before and after the fight match. Surely, this press conference is also interesting for UFC'S fans in the world.

UFC 229 is the match between McGregor and Khabib Nurmagomedov. It is the event by UFC that was held on Nevada on October 6, 2018. Conor McGregor is the UFC fighter from Ireland. He joined UFC in 2013. He is the biggest star in the field of mixed Martial Artist while claiming the Ultimate Fighting Championship's featherweight and lightweight titles. McGregor has recorded on winning two divisions simultaneously. Meanwhile, his opposition is Khabib Nurmagomedov. He is the fighter that is born in Dagestan, Russia. He joined UFC in 2011 and UFC 229 he defeated Conor McGregor. Conor McGregor and Khabib Nurmagomedov have a different personality, which Conor, who is the celebrity of UFC that is known with arrogance, meanwhile Khabib has a different or contrast personality. Consequently, the researcher interest in analyzing McGregor's Impoliteness and Khabib's responses toward it. Furthermore, the present study also investigates in what way entertainment factors affect McGregor's impoliteness since UFC is one of the entertainment shows.

UFC 229's press conference is chosen to be the main data because this match can be said as one of the biggest fights in MMA (Mix Martial Artist) history. This match breaks the records. Dave Meltzer reports via CNN that UFC 229 extravaganza sold approximately 2.4 million pay-per-views. These numbers

break down to about 1.9 million sold via traditional PPV, and another 470,000-480,000 via online streaming. This destroys the previous UFC PPV record, which was for UFC 202 (McGregor vs. Diaz), which sold in the 1.5-1.7 million PPV range. From (UFC 229 break PPV sales record,2018) So, it can be said that UFC 229 is one of the biggest and important matches in UFC as well as the entertainment show.

The researcher decides to analyze impoliteness in the press conference of UFC pre-match because of some factors. First, there is a lack of previous research concerning impoliteness in an entertainment show, especially the press conference of the fight show. Secondly, the research that analyzes impoliteness strategies in the layer of entertainment is still few, and this issue is a lack of interest in the previous studies. So, the researcher thinks that the present study will be interesting in analyzing impoliteness strategies in the UFC press conference. The reason the researcher decides to use the press conference from UFC is that the press conference of UFC contain much impoliteness from each fighter and investigate the entertainment factors behind the impoliteness. It means that provocation will also become entertainment for UFC fans. As noted earlier, impoliteness strategies can also be entertainment (Culpeper, 2005). So, the researcher expects that this present study is useful to enrich the knowledge about the impoliteness strategies in the press conference, in this context UFC Pre-match press conference.

Regarding the explanation above, the present study would like to uncover the impoliteness strategies that are used by Conor McGregor in the pre-match of UFC 229 against Khabib Nurmagomedov and how Kbaib Nurmagomedov's

Levinson's model of politeness. As the researcher stated before, this study applied Culpeper's revised framework about impoliteness. We have to know about the concept of politeness proposed by Brown and Levinson. Politeness, as defined by Brown and Levinson (1987), is a universal feature of language use, in which every language has different ways to express politeness. They added that politeness is rational of behavior to all human, and everyone has a negative and positive face. Furthermore, the theory concludes that most speech acts, for example, demand, supply, and praise, inherently threaten both the face of the Listener and the Speaker's face and that politeness is involved in correcting face-threatening actions (FTA). Brown and Levinson proposed four types of politeness strategies, who is bald on notes, negative politeness, positive politeness, and off-record politeness.

2.3 Face

In the study of politeness, it relates to the concept of face. According to Yule (1996:60), stated that face is the image of a person that claimed by themselves in public. Besides, Brown and Levinson (1987:70) added that the face is the public image that claims by people for himself. Everyone has an emotional and social sense of themselves that expects everyone else to recognize. It can be said that people want to be respected by others in their social interactions. Yule (1996:61) added that there are some types of face studies such as Face threatening act (FTA), face-saving act, negative face, and positive face. Yule (1996:61) defined Face Threatening Acts (FTA) is an act that is purposed to attack or

2.6.4 'The Audience is Safe'

Culpeper (2005:45) states that these factors can be the sub-category of the previous one. The pleasure in watching someone who is in a lower or worse state than oneself without involving the same situation. Culpeper (2005) gives an example in a context where you witness a fight in a pub that causes you to feel in an unsafe condition by watching a fight on film.

From the audience's point of view, all of these factors above indicating that watching the conflict and argument that contain impoliteness can make a thrill or sensation, although the audience is not involved in a conflict or circumstance. The entertainment can be performed as long as the impoliteness is not addressed straightly forward to the audience because it might be decreasing the entertaining value in a show.

For instance, in the UFC press conference, the reporter always asks about the prediction, comment, and the question is always about a sensitive topic, in resulting an argument between two fighters. The argument between two fighters is expected by the journalist because it can be good content in media as well as for the fans of both two fighters. The press conference also becomes a storyline of the fight itself. However, at the press conference, the audience is not involved and not allowed to involve in the press conference. However, when the impoliteness uttered from a fighter to attack the other one, sometime the audience will be entertain because their position is safe and superior. They can feel the thrill of watching it, as same as the point number three that connects impoliteness and entertainment

2. Secondly, the researcher watched the video to understand clearly a conversation that occurs during a press conference between Conor McGregor and Khabib Nurmagomedov.
3. While watching the video, the researcher transcribed the video to make it easy in analyzing and identifying impolite strategies that were uttered by Conor McGregor and Khabib's responses in the video. To transcribe the video, the researcher watched the video that had been downloaded before. Then, type all the utterances during the press conference. The researcher typed one utterance then pause the video. The researcher repeated the same way to make sure the utterance typed correctly. The researcher used a mark (indistinct) for a conversation that is not clear.
4. The researcher rechecked twice the transcript to make sure all of it is correct.
5. To validate the data, the researcher asked the researcher's friend to check the transcription.
6. The researcher identified and underlined all the words, phrases, and sentences that contained impoliteness strategies in Conor McGregor's utterance.
7. The researcher gave codes for each type of impoliteness strategies. For indicating each type of impoliteness strategy, every type of strategies is marked by the following code :
 - a. BRI = Bald on Record Impoliteness
 - b. PI = Positive Impoliteness

Dialogue 21**Mcgregor:** It's your birthday. Happy Birthday**Khabib:** I don't drink,**Mcgregor:** why don't you drink?**Khabib:** I don't drink.**Mcgregor:** Why don't you drink?**Khabib:** I never.**Mcgregor:** Assume booze our party, you are my backward cunt. Don't get me hands on you, Jeremy.**Khabib:** I never drink.

One sponsor of the UFC 229 match between Conor Mcgregor and Khabib Nurmagomedov is Proper 12 Whiskey which Conor Mcgregor is the owner. At the press conference, McGregor offered Whiskey to Khabib Nurmagomedov. In that situation, McGregor 's attitude was impolite because he knew that Khabib was a Muslim. Khabib declined the offer because he is a Muslim and never drinks alcohol. He tried to say and explain that he did not drink alcohol. Khabib used a defensive response to Conor Mcgregor's impoliteness.

Another Khabib's defensive response can be seen through the following dialogue.

Dialogue 22**Mcgregor:** If you look at that bus you would be dead now. You would be dead (indistinct)**Khabib:** Ok, If you want.**Mcgregor :** (interrupting) But shut up your fucking mouth.**Khabib:** If you want, I come out bus.**Conor:** Fuck you.**Khabib:** why you clowns? Everybody knows in media days a lot of security. Of course, I'm gonna sit on a bus with all red corner.

The context of dialogue above exposes that McGregor said that Khabib might be dead in the bus attack incident. It can be seen that Negative Impoliteness

4.1.3 Impoliteness as Entertainment

This section is conducted to answer the third question in this study, which is the factors that affect Conor's McGregor's impoliteness in UFC 2229 press conference. Thus, this research also investigates how entertainment factors can trigger the use of impoliteness in the UFC press conference. Since the data of this study is the press conference of the fight show, it is normal that the participants of the press conference provoke each other. As mentioned by Culpeper (2005), four generic factors affect impoliteness in an entertainment show, and they are: intrinsic pleasure, voyeuristic pleasure, the audience is superior, and the audience is safe. Intrinsic pleasure is the sensation of witnessing possible violence and argument. Next is voyeuristic pleasure, that is the sensation of witnessing human weakness exploitation. The next factor, namely the audience is superior, this factor is the sensation of watching somebody in a lower state than oneself and the last is the audience is superior. It is the sensation of being safe while watching possible violence or argument.

In this research, the researcher found that three of the four factors exist in Conor McGregor's impoliteness and Journalist's question. All of these factors can be seen from some of McGregor's impoliteness and journalist's questions. During press conferences between Conor McGregor and Khabib Nurmagomedov, the journalist asked a series of questions that tried to provoke debate between Conor McGregor and Khabib Nurmagomedov with sensitive questions such as about incidents of bus attacks. Therefore, it causes McGregor to be more aggressive in performing face attacks with utterances of impoliteness addressed to Khabib

Nurmagomedov. The questions were trying to lure McGregor to provoke Khabib Nurmagomedov. Journalists want to get interesting news in the media about this fight. These factors are related to generic factors, namely intrinsic pleasure, voyeuristic pleasure, and the audience is safe. The intrinsic pleasure happens when the journalist antagonizes the fighters each other by their question. Since this press conference is closed for the public, the UFC fans can witness the thrill of the argument through the mass media. The audience is also safe because they are watching and feeling the sensation of the argument indirectly.

The existence of these factors is also captured from McGregor's utterance and treat to Khabib. For example, when McGregor offered Khabib a glass of whiskey. In that situation, McGregor made a mockery (Conor knows that Khabib was a Muslim and did not drink alcohol), he offered Khabib as it seems normal and as promotional material from one of his whiskey sponsors at the event. Besides, This is a realization of voyeuristic pleasure.

Also, researchers found that McGregor has the purpose of gaining exposure through this press conference. During the press conference, Conor McGregor performed sets of impoliteness utterances to attack Khabib Nurmagomedov. On the other hand, the impoliteness utterances said by Conor are used to increase his exposure. Pattipeilohy (2015: 29) stated that popularity is the influence of news in the mass media. By being a superstar in UFC, Conor McGregor can increase his exposure and popularity by the sensation.

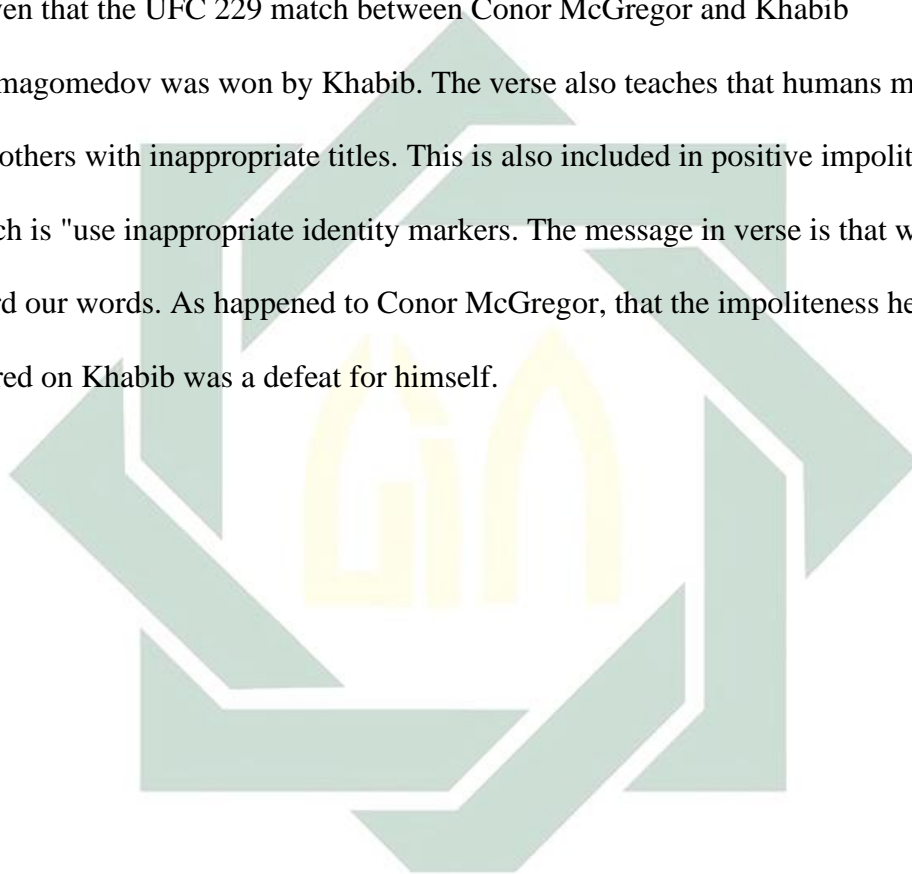
These generic factors exist in Conor McGregor's utterance and journalist questions. So, three generic factors, namely intrinsic pleasure, voyeuristic

access to promote and did some impolite utterances and behavior. The second factor can be seen by the number of interruptions. The high number of interruptions performed by Conor McGregor shows his domination during the press conference.

While the second analysis of this study is about Khabib's responses toward McGregor's impoliteness. In this study, the researcher found that the most frequent response performed by Khabib was Defensive Countering. Meanwhile, the response that is rarely performed is Accepting Face Attack. The researcher revealed that the response that Khabib performed depended on the topic under discussion. Khabib, at the initial section of this press conference, seemed calmer and decided not to respond to Conor McGregor's impoliteness. It is different when Conor McGregor attacks Khabib with sensitive topics. For example, when Conor McGregor attacked Khabib's social identity face. Goffman (1972: 5) defined that social identity faces the desire of people to recognize and uphold social identity or social roles. McGregor attacks Khabib's social identity face by addressin the race, language, and religious issue to Khabib with impoliteness. This affects the response that will be performed by Khabib. So, the researcher concludes that the response that will be given by the hearer depends on the topic.

By remembering that this study is conducted to discover how entertainment factors can trigger McGregor's impoliteness, the last focus of this study is about impoliteness and entertainment. This study has a similarity with Kustiari's research (2016), which analyzed and connected impoliteness and entertainment. But, this research has different data and findings. Unlike the

Ridiculing is one of the output strategies in negative impoliteness. Al-Qur'an teaches that as a human, it is not permissible to humiliate one another. McGregor, in this context, denigrates Khabib by performing impoliteness strategies. The above verse also explains that those who ridicule others are not better. This was proven that the UFC 229 match between Conor McGregor and Khabib Nurmagomedov was won by Khabib. The verse also teaches that humans must not call others with inappropriate titles. This is also included in positive impoliteness which is "use inappropriate identity markers. The message in verse is that we must guard our words. As happened to Conor McGregor, that the impoliteness he uttered on Khabib was a defeat for himself.



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