

**IMPOLITENESS STRATEGIES USED BY THE MAIN
CHARACTER IN THE *HANCOCK* MOVIE**

THESIS



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HANCOCK MOVIE**

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ABSTRAK

Reswara, F. 2020. *Strategi Ketidaksopanan yang Digunakan oleh Karakter Utama Film Hancock*. Program Studi Sastra Inggris, UIN Sunan Ampel Surabaya. Pembimbing: Suhandoko, M.Pd.

Kata Kunci: kesopanan, strategi ketidaksopanan, film Hancock.

Penelitian ini bertujuan untuk menganalisis ketidaksopanan yang ditemukan dalam ucapan karakter utama dari film Hancock yang bernama John Hancock, seorang pria yang pantas disebut pahlawan super karena upayanya untuk menindas kejahatan, tetapi cenderung tidak disukai oleh masyarakat karena ucapannya yang tidak sopan dan menyebabkan banyak kerusakan saat melakukan tindakan heroiknya. Peneliti tertarik untuk menyelidiki strategi ketidaksopanan yang digunakan oleh John Hancock, karena sejauh yang peneliti ketahui, sangat sedikit penelitian tentang strategi ketidaksopanan menggunakan film aksi sebagai penelitian utama. Selain itu, tidak ada penelitian yang berfokus pada ucapan satu karakter utama dalam film. Ada dua masalah yang harus dipecahkan dalam penelitian ini, yaitu: (1) Apa saja jenis strategi ketidaksopanan yang digunakan oleh karakter utama dalam film aksi Hancock dan (2) Bagaimana tanggapan lawan bicara terhadap ketidaksopanan karakter utama dalam aksi Hancock film.

Penelitian ini menggunakan pendekatan kualitatif dengan mengumpulkan data non-numerik. Secara khusus, penelitian ini menggunakan penelitian deskriptif dalam analisis tekstual untuk menganalisis ucapan karakter utama melalui transkrip film Hancock. Data dikumpulkan dengan terlebih dahulu menyalin film Hancock. Analisis dimulai dengan menganalisis ucapan-ucapan yang mencakup kata-kata tidak sopan dan tanggapan terhadap ketidaksopanan, memberikan kode tertentu dari setiap jenis strategi dan strategi ketidaksopanan untuk melawan serangan wajah, dan mengklasifikasikannya ke dalam kartu data. Analisis dilanjutkan dengan mengidentifikasi strategi ketidaksopanan yang digunakan oleh karakter utama dalam film Hancock dan mengidentifikasi strategi untuk melawan serangan wajah yang digunakan oleh lawan bicara. Akhirnya, peneliti memberikan penjelasan mengapa strategi tertentu digunakan dengan melihat latar belakang dan situasi percakapan karakter utama dengan lawan bicara.

Penelitian ini mengungkapkan bahwa strategi ketidaksopanan yang paling banyak digunakan oleh karakter utama dalam film Hancock adalah strategi ketidaksopanan positif. Sebagian besar pilihan strategi ketidaksopanan dalam karakter utama dipengaruhi oleh kepribadiannya. Faktor kekuatan seperti manusia super yang bisa terbang, kuat, dan tubuh anti peluru yang tidak dimiliki oleh orang lain mempengaruhi karakter utama dalam penggunaan strategi ketidaksopanan. Selain itu, penelitian ini juga mengungkapkan bahwa strategi untuk menghadapi serangan wajah yang paling sering ditemukan dalam film Hancock adalah strategi eskalasi ofensif. Sebagian besar pilihan strategi untuk

melawan serangan wajah yang digunakan oleh lawan bicara muncul karena ketidaksetujuan mereka yang membuat mereka menyerang kembali pernyataan karakter utama.

Itu dapat disimpulkan bahwa faktor kekuatan adalah salah satu faktor yang dapat mempengaruhi pilihan strategi ketidaksopanan dan strategi untuk melawan serangan wajah dapat muncul ketika citra diri yang positif telah diserang oleh pembicara.

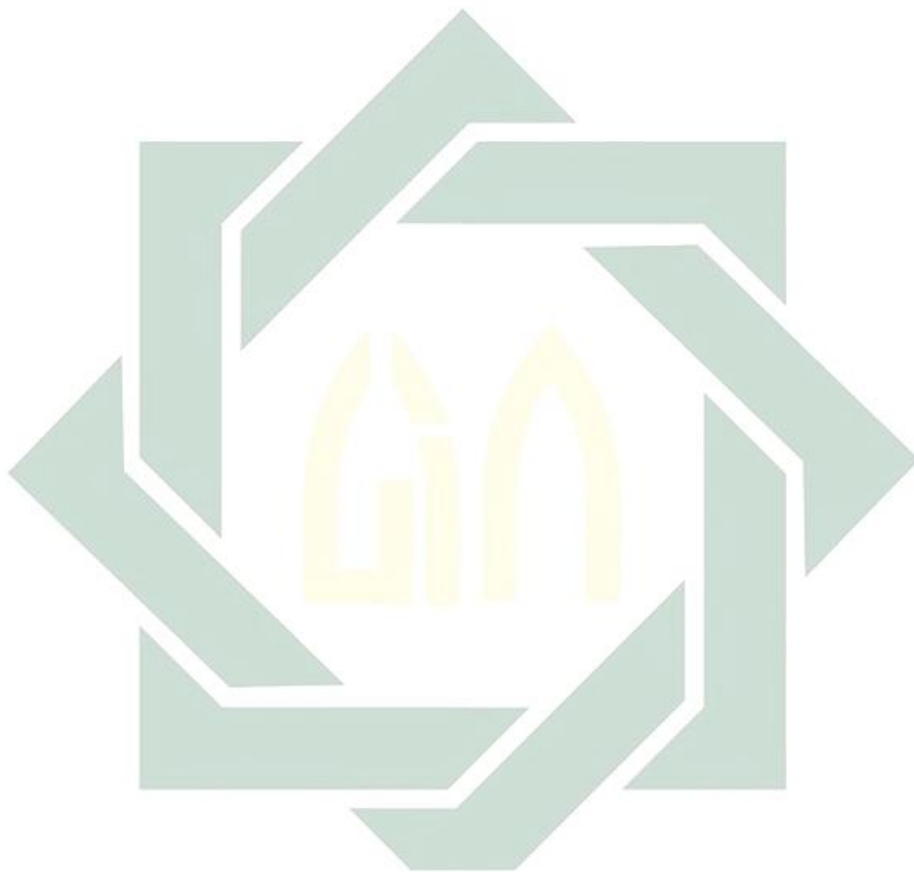


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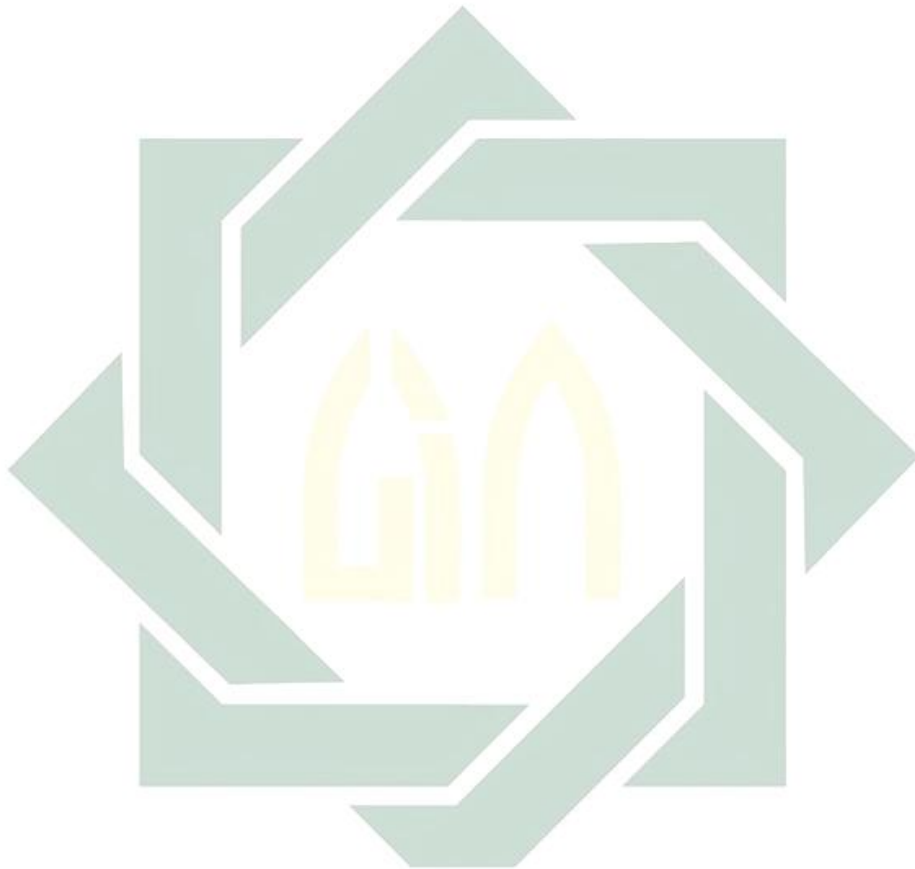
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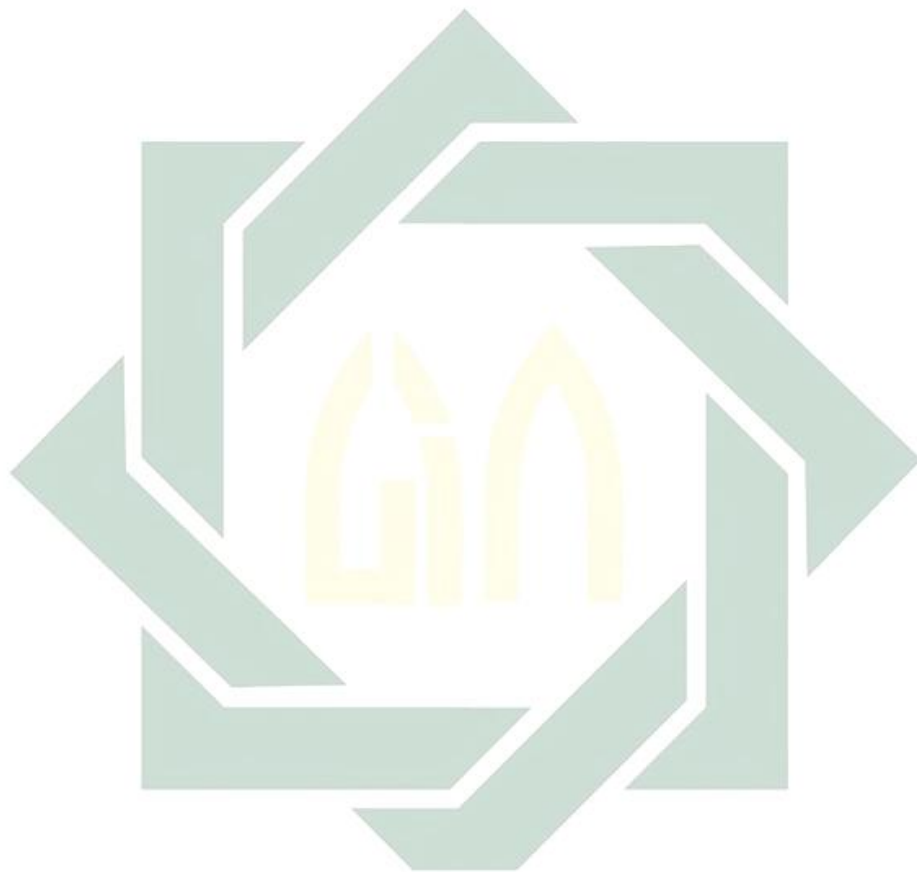
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CHAPTER I

INTRODUCTION

This chapter introduces the present study. It describes the background of the study, objectives of the study, significance of the study, scope and limitation of the study, and the definition of key terms.

1.1. Background of the Study

Communication through language must comply with many rules. According to Wenxiu (2015, p. 245), Lasswell's model of communication is considered as basic communication rules. These rules consist of (i) who is speaking, (ii) what is being said, (iii) what media are being used, (iv) with whom to talk, and (v) what is the feedback of the speaker to the receiver. These five communication rules put forward by Lasswell seem to be related to the concept of politeness in communication because to maintain effective communication (the message is delivered and responded in the way we want), people must pay attention to politeness when he talks. Politeness is the basis for making conversation comfortable with one another to maintain good social relations. In Fihayati (2014, p. 22), Kurnia defines social relations as the relationships that are realized between a person with others, individual with groups, as well as groups with others as a result of the interaction between their peers.

Several names are quite popular when it comes to discussing politeness theory; among them are Brown and Levinson (1987). Brown and Levinson (1987, p. 61) state that the principle of politeness as conflict avoidance is a strategy to

maintain public attitudes when an attack occurs. These public attitudes came to be known as the face. From these two statements, it can be concluded that the principle of politeness is fundamental in social interaction to create a positive attitude and avoid a conflict when an attack occurs between speaker and hearer.

In their book entitled *Politeness: Some Universals in Language Usage*, Brown and Levinson (1987, p. 61) distinguished positive politeness from negative politeness. Positive politeness is a strategy that tries to minimize threats to the hearer's positive face. In contrast, negative politeness is a strategy that tries to minimize threats to the hearer's negative face. Therefore, the difference between negative politeness and positive politeness can be seen in the context of the hearer's face.

Longcope (1995, p. 69) states that the concept of politeness strategy developed by Brown and Levinson (1978) was adapted from the face concept proposed by Erving Goffman (1955). In Longcope (1995, p. 70), Brown and Levinson define face as the public self-image that every member wants to claim for himself. They state that "face" refers to the two basic desires of each individual: to be approved by others (positive face) and so that his actions or thoughts not blocked by others (negative face). A positive face is an expression that can be accepted by the speaker, and the interlocutor's compilation communicates while a negative face is someone's desire to be free from problems or burdens from others.

Even though it is hard to keep our faces, we can cover up inversions of politeness, because not everyone pays attention to the principle of politeness every

time they speak. However, there are still times when people consciously make disrespectful statements to attack the face, then a strategy known as impoliteness strategy.

One expert who explains impoliteness is Jonathan Culpeper (1996). He uses the word impoliteness, which refers to “communicative strategies designed to attack the face, and cause social quarreling and disharmony.” Different from Brown and Levinson (1987), who explain the speaker’s initiative in being polite during communication, Culpeper (1996, p. 1) presents the speaker’s initiative to attack the face during communication.

Research on the impoliteness strategy has been conducted in various fields, such as Debates (Auliana, 2017; Ibrahim, 2017; Matondang, 2018), Comments (Yulidar, 2017; Erza, 2018; Apriliyani 2019), and Movies (Dafiqi, 2016; Dhorifah, 2016; Rosa, 2017). From various fields of impoliteness strategies above, the researcher focuses on the movie in his writing because a movie is “a recording of moving images that tells a story” (Merriam Webster Dictionary) from which we get shown real-life like communication.

Rosa (2017), in her study about impoliteness in American romantic movie entitled *The Fault in Our Stars*, found the choice of strategy in some cases differs from the notion given that the character of the lower power level should not use the impoliteness strategy. The level of power does not really influence the choice of impoliteness strategies because each character understands their respective power levels. Different from Rosa, who focused on politeness and power level, Dafiqi (2016) focused on studying impoliteness in Comedy movie entitled

Carnage. Using Culpeper's impoliteness theory, he found that the characters used all types of impoliteness strategy; they are Bald on Record Impoliteness, Positive Impoliteness, Negative Impoliteness, Withhold Impoliteness, and Mock Politeness. In addition, several factors influence the characters in the movie using the impoliteness strategy, namely conflict interest between the speaker and the hearer, intimacy or closeness between the speaker and hearer, and the last is power distance between the speaker and hearer. The next previous research is Shofyah (2015) about impoliteness in an American teen comedy movie entitled *Easy A*. She found that of the five types of strategies proposed by Culpeper, it was Positive impoliteness that was found most in this research. In addition, she found that the characters in the film *Easy A* responded to impoliteness by attacking and accepting the impoliteness. Different from the three previous studies above, Dhorifah (2016), in his study about impoliteness in American drama movie entitled *Boyhood* using transcript movie that focused on the relationship between power and the chosen strategies used by the characters. Here, the results of the choice of impoliteness strategy are compared with the function of the impoliteness strategy to find the relationship between power and the choice of impoliteness strategy. There are several functions of impoliteness strategies by Jonathan Culpeper, which consist of affective, coercive, and entertaining. Thus, it is not only the difference in power that is influenced in applying impoliteness but also the function itself.

The studies mentioned above were analyzed grounding from Culpeper's (1996) impoliteness strategies, namely bald on record impoliteness, positive

impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness. However, none of them, to the best of the researcher's knowledge, has focused on one core character in the movie. Those studies examined the impoliteness strategies employed by all characters. In addition, none of the studies above-mentioned has dealt with action movies where a lot of hard scene and communications which are identical to the languages used in impoliteness can be easily found. Therefore, the researcher is interested in investigating the impoliteness in action movies. Furthermore, this study also attempts to analyze the response of the interlocutors when dealing with impoliteness.

The present researcher is interested in studying the impoliteness in an action movie entitled *Hancock*. This movie is chosen because the main character, John Hancock, tends to be disliked by many people around him due to his impolite words when communicating, despite the fact that he is a superhero who often helps many people (Paul, 2008). In addition, by studying the attitude of impoliteness, one can be more careful in distinguishing polite and disrespectful conversations in both text and context. This research analyzed what types of Culpeper's impoliteness strategies are found in the *Hancock* movie and how the response of interlocutor that influence the main character in the Hancock movie.

The *Hancock* movie is taken as the object of research because it describes the general linguistic state. There are many conflict dialogues in the movie that often use face attacks. Many things seem to be interesting to discuss in the *Hancock* movie: profanity words, violence, or strange spirituality aimed at the "reflections" of real-life today, reflections on the nature of heroism, poignant

meditation about the desire to have. The sarcastic thing that happens to the main character in the *Hancock* movie is John Hancock, who intends to both complete the responsibility and save many lives but always leaves damage due to his treatment in carrying out these heroic acts. In addition, the swear words *fuck*, and *shit* is often spoken by John Hancock. Also, John Hancock paired the name of God with *damn*, and the name of Christ was misused once (Paul, 2008). According to Jay (2008, p. 268), the swearing word is the use of taboo language to express the speaker's emotional state and communicate that information to the hearer. Field studies on the swearing word (Jay, 1992; 2000; Jay & Janschewitz 2006) have shown that a swearing word is an act that is often encountered, and most swear words are used during conversations. So, the swearing word can be a polite or impolite action that depends on the context of how the recipient responds to the speaker. If the recipient feels his positive face is being attacked by the speaker, then that can be said as impoliteness.

1.2. Problems of the Study

Based on the background of the study above, this research aims at answering the research problems formulated as follows:

1. What are the types of impoliteness strategies used by the main character in the *Hancock* action movie?
2. How do interlocutors respond toward the main character's impoliteness in the *Hancock* action movie?

1.3. Significances of the Study

This research is expected to theoretically contribute to the study of pragmatics, especially to the concept of impoliteness in analyzing the main character in an action movie. The concept of impoliteness is one of the pragmatic theories in linguistics that is very interesting to understand but rarely seen as a matter of thing by society. In addition, this research is expected to provide benefits for readers who apply the theory of impoliteness in analyzing the main character in other movies and be a reference to readers who will use research using the theory of impoliteness by Jonathan Culpeper.

1.4. Scope and Limitation

In this study, the researcher analyzed the impoliteness strategies used by the main character in the *Hancock* movie. By utilizing movie transcripts that can be obtained freely on the internet, the researcher examined the utterances/words used by the main character in the *Hancock* movie.

The discussion is emphasized on the use of impoliteness strategies based on Culpeper's theory, which classifies them into bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock impoliteness, and withhold impoliteness.

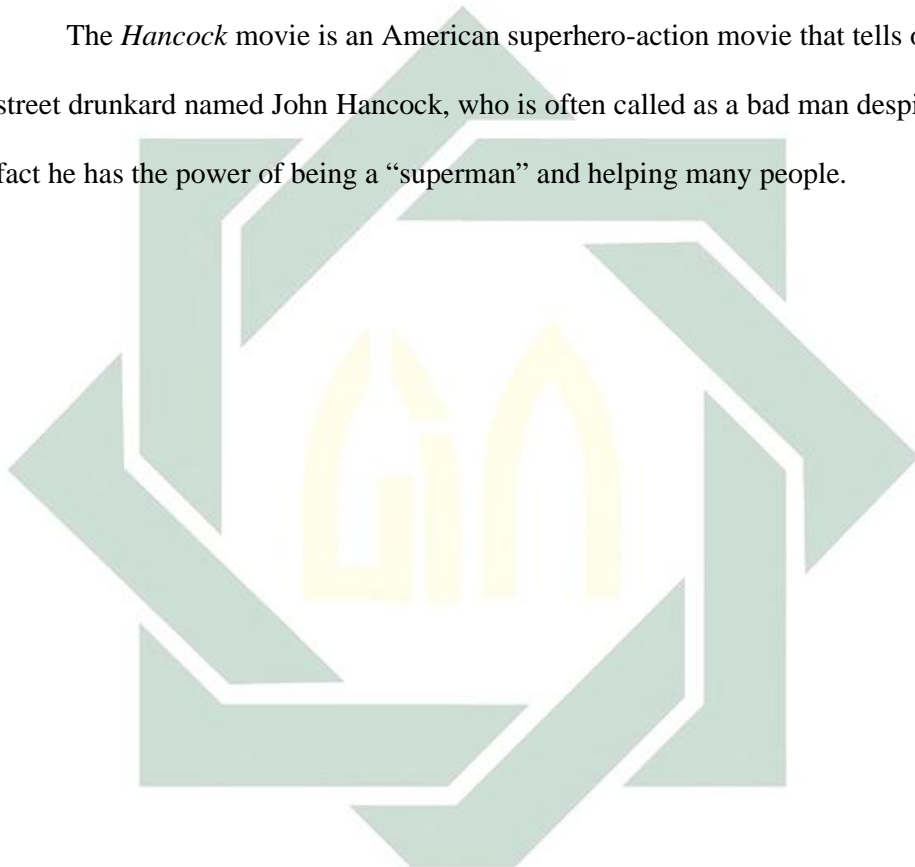
In addition, the discussion also emphasized the use of strategies to counter face attacks consisting of offensive escalation, offensive repetition, defensive inversion, defensive abrogation, defensive opt-out on record, defensive insincere agreement, and defensive ignore the implied face attacks.

1.5. Definitions of Key Terms

Politeness is an attitude of friendliness to make the speaker and hearer comfortable with each other to maintain social relations and communicate well.

Impoliteness is an attitude of unfriendliness that makes the speaker or hearer uncomfortable in communicating.

The *Hancock* movie is an American superhero-action movie that tells of a street drunkard named John Hancock, who is often called as a bad man despite the fact he has the power of being a “superman” and helping many people.



CHAPTER II

REVIEW OF LITERATURE

This chapter introduces theories related to the research subject. It describes the basic concept of pragmatics and discourse analysis, context and its relation to politeness, the concept of face and face-threatening act, politeness strategies, speech act, impoliteness strategies, and strategies to encounter face attack.

2.1. Basic Concept of Pragmatics and Discourse

Pragmatics is a subfield that focuses on language aspects related to its literal contextual meaning and how it can understand language use while Discourse Analysis is a term used to show the whole analytical method designed to explain how knowledge can be demonstrated by examining language use.

2.1.1. Pragmatics

According to Yule (1996, p. 3), pragmatics is interested in the analysis of utterance meaning expressed through the speaker and understood through the hearer. Thus, it can be said that pragmatic analysis focuses on the meanings of certain utterances delivered by the speaker rather than the meanings of the words in the utterances separately.

In general, pragmatics deals with meaning aspects that focus on contextual meaning. Thus, pragmatics aims to broaden the scope of traditional linguistics by accommodating many of the problems and aspects that characterize the language used (Horn & Kecskes, 2013, p. 356).

In short, the study of pragmatics is the study of the contextual meaning of the speaker's speech understood by the hearer.

2.1.2. Discourse Analysis

According to Fetzer (2014, p. 35), Discourse belongs to the category of terms used repeatedly in all sorts of contexts. This can be used interchangeably with text to show longer pieces of written or spoken text. Thus, discourse analysis is possible to be interpreted in a number of diverse ways and can, therefore, be carried out in different modes. This is an interdisciplinary field of inquiry (Barron & Schneider, 2014, p. 1)

Brown and Yule (1983, p. 1) state that analyzing discourse means analyzing language in action. So, it can be said that there can be no limit on the clarification of linguistic formulas that are not included with the goals and tasks proposed to be achieved in human problems. Therefore, a discourse analyst devotes himself to investigating what language is used.

According to Alba-Juez (2009, p. 46), pragmatics is different from discourse analysis, but it is the main source that is very much needed for discourse analysis. It would be impossible to analyze each discourse without having a strong basic knowledge of pragmatic phenomena and the way to interact. Therefore, pragmatic theory and discourse analysis are closely related.

2.2. Context and its Relation to Politeness

In Cutting (2005, p. 02), Peccei defines that pragmatic and discourse analysis study the meaning of words in context, analyzing the parts of meaning

that can be explained by physical and social knowledge, and social-psychological factors that influence communication, as well as knowledge of time and place where words are spoken or written. In Van Dijk (2009, p. 1) states that Dell Hymes (1972) was the first scholar to propose a context theory in terms of the famous SPEAKING grid, where each letter is the first letter of one of the eight parameters of a communicative situation namely:

1. Setting/Scene: time, place, physical circumstances;
2. Participants: speakers and hearers of different identities or categories;
3. Ends: goals and purposes of a communicative event;
4. Act sequence: format and order of parts of the communicative event;
5. Key: tone, manner or spirit of a communicative act (e.g., as ironical);
6. Instrumentalities: forms and styles of speech (e.g., more formal or colloquial);
7. Norms: social rules or norms governing the event (e.g., who may speak to whom);
8. Genre: the kind or type of communicative event (e.g., a conversation, a story, or a political debate).

Politeness in an interaction can be defined as a means to show awareness of the faces of others (Yule, 1996, p. 60). Brown and Levinson's politeness theory is claimed to be universal, which has been used by many linguists to study politeness in various languages. In politeness research, the context of conversation is very important for researchers to determine the outcome of the politeness research. For example, when a teacher instructs a student to read a book, it is

natural because it is the responsibility of a student to respect the teacher's commands and fall into the category of politeness. But it can be unnatural if a student orders a teacher to read a book. Therefore, context is very important in determining the purpose of the text or conversation.

2.3. Linguistic Politeness

In social relations, it is very common for people to use linguistic strategies to maintain and foster harmonious relationships. Brown Levinson's politeness theory first appeared in 1978, Fauziati (2014, p. 12) stated that their politeness theory was certainly the most influential because they had witnessed reactions, applications, criticisms, modifications, revisions and had innumerable experiences.

When alluding to the word politeness, it is very familiar to researchers to discuss politeness theory using Brown and Levinson's theory. They conclude the politeness for avoiding conflict; as such, politeness allows communication between potentially aggressive parties so that face-saving can be maintained during communication.

2.3.1. The Concept of Face

The term face is a concept that studies the politeness and impoliteness theory in linguistic studies. The face is the concept first put forward by Goffman (1967). He states that face is a positive public image aimed at building efforts in social interaction. In addition, Brown and Levinson (1987) are the most well-known experts who explain facial concepts into pragmatic studies that derive

facial concepts from their politeness theories. They explain the face is an expression of one's feelings of self-worth or reputation that everyone has and is expected by others.

Face-saving is one way to maintain politeness when people join in the conversation. According to George Yule (1996, p. 61), saving act face is given because certain actions can be interpreted as a threat to the face of others, the speaker can say something to reduce the various possible threats. The face describes as a combination of social position, reputation, influence, dignity, and honor. Causing someone to lose face can reduce their position to others, while face-saving can increase their self-esteem. Therefore, it is essential in communication.

2.3.2. Face Threatening Act (FTA)

Such self-worth can be damaged, guarded, or increased through communication with others such as warning, threatening, commanding, etc. Brown and Levinson (1987, p. 60) explain the term Face Threatening Act (FTA), which leads to attitudes to reduce one's self-esteem. Therefore, the purpose of politeness theory is to eliminate FTA because it is in everyone's interest to do so.

2.3.3. Politeness Strategies

Every rational speaker wants to avoid FTAs and use certain strategies to reduce threats. In his book entitled *Politeness: Some Universal in Language Usage* (1987), Brown and Levinson mention that there are types of impoliteness strategies for conducting FTA, namely bald on record politeness, positive politeness, negative politeness, and off-record.

Bald on record politeness is the strategy used in situations where people know each other well or in an urgent situation. For example, when face concerns are very important in emergencies and when the threat to the hearer's face is very small.

Positive politeness is the strategy that tries to minimize the threat to the positive face of the hearer. The speaker knows that the hearer has a desire to be respected. This strategy also confirms that the relationship is friendly and expresses mutual reciprocity.

Negative politeness is the strategy that tries to minimize the threat to the negative face of the hearer. Here, the speaker recognizes the face of the hearer but, at the same time, also recognizes that in a certain way, the speaker forces the hearer. Negative politeness is used when the speaker needs something from the hearer by minimizing coercion and apologizing.

Off record is the more indirect strategy. The speaker does not impose on the hearer, and the face is not immediately threatened. Using this strategy, the speaker tries to ask for something. Instead, the speaker prefers being offered to him after the hearer sees that the speaker wants it. This strategy often requires the hearer to interpret what the speaker is saying.

2.4. Speech Acts

Austin (1962) defines speech acts as actions taken in saying something. According to Austin, linguistic acts can be analyzed into three different levels, which are called locutionary, perlocutionary, and illocutionary acts. *Locutionary* act is an action taken to communicate. *The perlocutionary* act is by-products of

communication that focus on the hearer's reaction. While the *illocutionary* act is an action that can be achieved by communicating. This action is related to the intent of the speaker and the goals that are in the mind of the speaker.

The researcher uses this classification because it provides clear differences in each type of speech act and how to distinguish it. Leech examined the politeness theory through his theory of the illocutionary function. According to Leech (1983), illocutionary acts are speech acts that predict something. For example, illocutionary acts can take the form of promises, orders, or requests. The relationship between illocutionary and politeness & impoliteness is in accordance with how they relate to social goals to build and maintain respect. Searle (1975) classifies several types of illocutionary functions namely *Assertive* (illocutionary actions that represent circumstances) such as when someone states, illustrates, suggests, confirms that something is happening, *Directive* (illocutionary acts to get the intended person to do something) such as when someone orders, commanding, challenging, and *Commissive* (illocutionary act to make the speaker do something) such as when someone swears to do or not do something. Therefore, from the illocutionary act, the researcher can analyze the intentions of the speaker based on impoliteness theory.

2.5. Jonathan Culpeper's Impoliteness Theory

Culpeper (1996) defines impoliteness as the “communicative strategies designed to attack the face, and cause social quarreling and disharmony.” He explained that impoliteness is a linguistic strategy used to attack the face of the interlocutor and often causes a social disturbance. Culpeper proposes five

impoliteness strategies that are commonly employed speakers during their communication, they are bald on record impoliteness, positive impoliteness, negative impoliteness, withhold impoliteness, and sarcasm/mock impoliteness.

2.5.1. Bald on Record Impoliteness

This strategy immediately results in an FTA and coercion of the same type as in the politeness strategy. FTA is done directly, clearly, unambiguously, and briefly in situations where the face is irrelevant or minimized. In addition, this strategy tends to the speaker's intention to attack the hearer's face.

Example 1

Context: *When you offer a drink to your friend who is heartbroken.*

Utterance: *Drink up! Dehydration won't get your past back!*

The sentence above is a command without doing regressive actions.

Therefore, this includes typical bald on record FTA.

2.5.2. Positive Impoliteness

This strategy aims to damage the positive desires directed by the hearer. A positive face can be seen in his desire to be liked or appreciated by others.

Positive impoliteness strategies including of ignore the existence of others, exclude others from an activity, intentionally avoid others, use secret language, seek disagreement, make others feel uncomfortable, use taboo language, and call other names.

Example 2

Mom: *Anyway you can't go on a vacation to the mountain! You know it's raining now!*

Boy: *Ugh, you can't stop me.* (**Seek disagreement**)

Mom: *Of course I can. I'm your mother!*

The FTA carried out in the conversation above was to seek disagreement when a boy delivered an argument that disagreed with the opinions expressed by his mother. By giving this argument, he wanted to make his mother angry so that his mother would not forbid him to go on a vacation to the mountains.

Example 3

Utterance: *"I am fine. Tomorrow, I will come an hour early at school. Do you know why? Because I'm going to kick my teacher's ass."* (Use **taboo language**)

The sentence above shows that it is inappropriate for students to kick the teacher's ass. In addition, it is inappropriate also to share personal problems with the teacher to others.

2.5.3. Negative Impoliteness

This strategy aims to damage the negative desires directed by the hearer. Negative impoliteness strategies including of threat others, frighten, underestimate others, and explicitly associate others with negative aspects.

Example 4

Context: *A pastor who is confused and does not memorize the contents of the Bible when debated by someone.*

Utterance: *It's been five minutes but you look nervous looking at your bible, Pastor, don't you memorize the contents of your bible?* (Underestimate the others)

The sentence above shows that the speaker is someone who underestimates the knowledge of the pastor about the contents in the Bible.

Example 5

Utterance: *If you don't know fully, shouldn't you be honest with me at*

that time? (**Explicitly associate the others with negative aspect**)

The sentence above describes someone who implied that the speaker has told a lie before.

2.5.4. Withhold Impoliteness

This strategy leads to someone who deliberately does not give a reply to the speaker. The lack of politeness being communicated can be considered as an act of disrespect. For example, when the hearer does not thank the speaker for the gift is given and when the hearer does not respond to the greeting said by the speaker, it can be considered as intentional impoliteness.

Example 6

Context: *when the hearer is ignoring the speaker's statement of advice to the hearer.*

Mom: Shouldn't you obey my words?

Boy: *(Ignoring)*

The conversation above shows that the recipient deliberately did not give a reply to the speaker who actually expected an answer from the recipient. It can be called a lack of politeness because the recipient's expression deliberately does not respond to the speaker's statement.

2.5.5. Sarcasm or Mock Politeness

This strategy refers more to FTAs that are carried out using clearly dishonest politeness strategies, and thus remain suspect.

Example 7

Patient: *I feel pain in my feet when playing football. I think that there is a problem with my foot and this should be operated on.*

Doctor: *That's right sir.*

The conversation above shows that the patient thinks the doctor is an expert in the field, and the doctor decides to agree with the patient who is actually not yet certain of his expectations.

In conclusion, the following is the summary of Culpeper's impoliteness strategies along with the sub-strategies of each.

Table 2.1 Summary of Culpeper's Impoliteness Strategies

No	Impoliteness Strategies	Sub-Strategies
1.	Bald on Record Impoliteness	i) direct, ii) clear, iii) unambiguous, and iv) concise.
2.	Positive Impoliteness	i) ignoring and snubbing the other, ii) excluding the other from an activity, iii) disassociating from the other, iv) being disinterested, v) using inappropriate identity markers, vi) using secretive language, vii) seeking disagreement, viii) making the other feel uncomfortable, ix) using taboo words, and x) calling the other names.
3.	Negative Impoliteness	i) frightening, ii) condescending, iii) do not treat the other seriously, iv) invading the other's space, v) explicitly associating the other with a negative aspect, and vi) putting the other's indebtedness on record.
4.	Withhold Impoliteness	i) deliberately ignored and ii) Failing in performing the polite strategy.
5.	Sarcasm/Mock Politeness	i) insincerity and ii) the polite meaning of this strategy remains on the surface, whereas the intended meaning is impolite.

Source: Culpeper et al. (2003)

2.6. The Strategies to Counter the Face Attack

Theoretically, when the recipient of the utterance feels an act of impoliteness strategies, they have two choices to open that they can respond or not respond. The recipients who choose to respond to acts of impoliteness have a further set of theoretical choices to be open to them; accept (apologize), or they can deflect it (offensive and defensive). This research used Culpeper's (1996) theory to analyze the strategies to counter the face attack.

2.6.1. Offensive

The offensive strategy is mainly against face attacks with face attacks.

Offensive Strategies are listed as follows:

2.6.1.1. Escalation

This strategy shows that each speaker uses a strategy that is stronger than the previous speaker.

Example 1

A: *I will hit your pubic!*

B: *I will punch your nose until it bleeds!*

The conversation above shows that the speaker and hearer attack each other's faces.

2.6.1.2. Repetition

Repetition as a strategy to counter face-attack is defined as how the recipient responds using the repetition of utterance s/he made previously.

Example 2

A: *Shut up, short boy!*

B: *Go to the hell!*

A: *Swim!!*

B: *Go to the hell!*

The conversation above shows that the recipient responds to the speaker by repeating the utterance to attack the speaker's face.

2.6.2. Defensive

This strategy shows that each speaker uses a defense strategy to counter face attacks. Furthermore, the counter defensive strategy consist of:

2.6.2.1. Inversion

This strategy explains the direct contradiction with what the speaker said.

Example 3

A: *Eat it, fat!*

B: *I'm not fat, you idiot.*

A: *That's right you, you are!*

B: *Automatically no, I'm not.*

The conversation above shows that the recipient responds with the direct contradiction's speaker.

2.6.2.2. Abrogation

This strategy explains personal responsibility for actions that cause the interlocutor to make destructive remarks in the first place.

Example 4

A: *Hey, what you are doing is ridiculous!*

B: *Well, I just do as I am told.*

A: *Yes, I say this as your friend, this is ridiculous!*

B: *Yes, yes and no*

The conversation above shows that the recipient is carrying out defense strategy by linking the rules/commands that were set before the conversation happens.

2.6.2.3. Opt-Out on Record

This strategy tries to “cover” faces that threaten and attack.

Example 5

Mother: *Explain to me, how did you get an F in English?*

Child: *Mom, I'm hungry now.*

Mother: *Poor boy, I'm asking you!*

Child: *Mother, I'm starving right now!*

The conversation above shows that the recipient is trying to cover his face from the attack of the speaker's previous statement.

2.6.2.4. Insincere Agreement

This strategy explains the possibility of the interlocutor expressing his anger with the surface agreement with a face attack.

Example 6

A: *You will get into trouble, you create it.*

B: *Yes sir.*

A: *There is no prohibited sign but you are ticketing me for illegal parking, take my car off!*

B: *Alright sir, I'll let you go!*

The conversation above shows that the recipient responds by expressing his anger but with a forced agreement response.

2.6.2.5. Ignore the Implied Face Attacks

The hearer accepts the surface meaning of the utterances, not the sarcastic implied.

Example 7

A: *Now you can go!*

B: *(sarcastically) Ok, Have a nice day.*

A: *I will do.*

The conversation above shows that the recipient received a speaker's statement that is still surface or unclear. In conclusion, the ways interlocutors in response to the speakers' attack can be presented as follow:

Table 2.2 Summary of Strategies to counter face-attacks by Culpeper

No	Strategies to counter face-attacks	Sub-strategies
1.	Offensive Escalation	A stronger statement than the previous speaker.
2.	Offensive Repetition	Using the repetition of utterance that is made previously.
3.	Defensive Inversion	Direct contradiction with what the speaker said.
4.	Defensive Abrogation	Carry out defense strategy by linking the rules/commands that were set before the conversation happens.
5.	Defensive Opt-out on Record	Cover his face from the attack of the speaker's previous statement.
6.	Defensive Insincere Agreement	Expressing his anger but with a forced agreement response.
7.	Defensive Ignore the Implied Face Attacks	Received a speaker's statement that is still surface or unclear.

Source: Culpeper et al. (2003)

2.7. Synopsis of the *Hancock* Movie

John Hancock is an alcoholic who has superpowers, including being able to fly, having invulnerability, and superman strength. When acting like a superhero in Los Angeles, he is often ridiculed and hated by the public for his drunken and careless actions.

One time Hancock irrationally rescued Ray Embrey, who is a public relations specialist from an upcoming train. Feeling grateful and seeing it as a career opportunity, Ray offers Hancock to improve his public image. Hancock meets Ray's family, his son Aaron who is a fan, while his wife Mary really dislikes Hancock.

Ray encouraged Hancock to issue an apology to the public for his actions

that made the city chaotic and then go to jail for a while until the city of Los Angeles needed it properly. Hancock reluctantly agreed, struggling to go to jail. He quickly caused trouble when he attacked two inmates who refused to leave him alone. Hancock was visited by Ray's family to encouraging him to be patient.

One time, the city of Los Angeles crime rates increased, and Hancock was finally released to help and wear combat clothes. Hancock thwarted the bank robbery masterminded by Red by cutting off his hand to prevent it from activating the blasting switch.

From then on, he was hailed as a hero and became popular. He revealed to Ray and Mary that he was once amnesia and immortal. He woke up in the hospital eighty years ago without a memory of his identity. He also knows that Mary is not Aaron's biological mother and is Ray's second wife.

The next day, Hancock and Mary talk privately. Mary claimed that they had lived for three thousand years, the last of their kind, and they were brothers. Hancock did not believe him about the last fact. Hancock was annoyed and then flew to tell Ray only so Mary could chase him and incites fierce battles throughout the city (Bunga, 2019).

CHAPTER III

RESEARCH METHOD

This chapter introduces the methodology of the research. It describes the research design, data and data source, research instrument, the technique of collecting data, and the technique of analyzing data.

3.1. Research Design

This research used qualitative research methods. According to Dornyei (2007, p. 38), qualitative research is fundamentally interpretive. It means that interpretation is the main point used in analyzing data, and it refers more to verbal and descriptive data used to solve problems that arise. The present researcher analyzed the data in the form of words and used movie transcripts. This research examined the description of the impoliteness strategies of the main character in the *Hancock* movie transcript. In addition, this research used to gain insight and deep information without statistical tools about how impoliteness occurred and how the interlocutor responded to the impoliteness.

3.2. Data and Data Sources

This research used the utterances in the *Hancock* movie as the main data. With the help of the transcript that has been downloaded from http://www/script-o-rama.com/movie_scripts/a2/hancock-script-transcript-will-smith.html, the researcher analyzed the impoliteness strategies used by John Hancock when interacting with other characters. In addition, the utterances used by other characters in response to John Hancock's impoliteness were also used to see the

interlocutors' response toward John Hancock's impoliteness. Every statement expressed was assessed as factual data. When the data has been found, the writer classified it as a point of impoliteness.

3.3. Research Instruments

There were two instruments used to collect and analyze the research data. The first was from a human instrument because the researcher was the person who analyzed the research data. The second was non-human instruments, such as cellphones and laptops, because the researcher was required to collect the data from internet websites.

3.4. The technique of Collecting the Data

At this point, the researcher explained the techniques of collecting the data. First, the researcher downloaded the *Hancock* movie transcript on the website of http://www.scriptorama.com/movie_scripts/a2/hancock-script-transcript-will-smith.html. Movie transcripts to be downloaded are the complete movie transcript along with the time limit for each utterance. After that, the researcher made sure that the movie transcript downloaded is the same as the conversation in the *Hancock* movie. In order to better ensure the similarity between the downloaded movie transcript and the conversation in the *Hancock* movie, the researcher invited one of his friends named LA to watch the *Hancock* movie and made sure the movie transcript downloaded by the researcher was the same. In the meantime, the researcher used certain codes of the type of impoliteness strategies and strategies to counter the face attacks proposed by

Jonathan Culpeper. Certain codes of impoliteness strategies consist of bald on record impoliteness (BRI), positive impoliteness (PI), negative impoliteness (NI), withhold impoliteness (WI), and mock politeness (MP). In addition, certain codes of strategies to counter the face attacks consist of escalation (ES), repetition (RE), inversion (IN), abrogation (AB), opt-out on record (OP), insincere agreement (INA), and ignore the implied face attacks (IG) were also used. Then, the researcher read and marked the utterances that refer to impoliteness strategies and strategies to counter the face attacks using certain codes. Then, the researcher tabulated the data that has been grouped into data cards. The data card consisted of the movie title, words/phrases of the main character, time limit of words/phrases of the main character, types of impoliteness strategies, words/phrases of interlocutor response, time limits of words/phrases of interlocutor response, and types of strategies to counter face attacks.

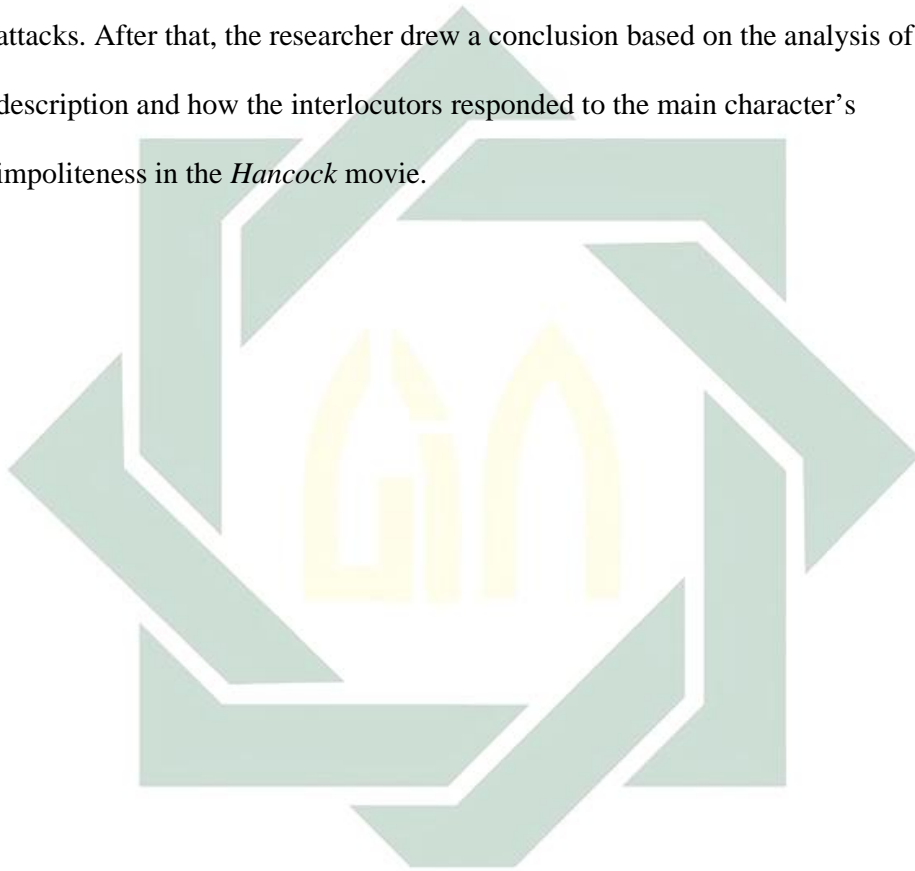
DATA CARD	
Movie Title	: Hancock
Word/Phrase	: <i>“Get the Hell out of my face.”</i>
Time	: 00:03:46
Category	: PI
Interlocutor Response	: <i>“Asshole”</i>
Time	: 00:04:57
Category	: AB

Figure 3.1 Sample of Data Card

3.5. The technique of Data Analysis

After collecting the data, the next step was analyzing the data. This step was conducted to get the specific data intended to be analyzed. First, the researcher classified the data based on the type of utterance on the impoliteness

strategy and the strategy to counter the face attacks in the narration form. Then, the researcher analyzed the meaning of Hancock's utterances that refer to impoliteness strategies. In the meantime, the researcher analyzed the utterance of interlocutor response and identified the context of the situation how these utterances could be categorized in certain types of strategy to counter the face attacks. After that, the researcher drew a conclusion based on the analysis of the description and how the interlocutors responded to the main character's impoliteness in the *Hancock* movie.



CHAPTER IV

FINDING AND DISCUSSION

This chapter presents the findings of the impoliteness strategies used by the main character in the *Hancock* movie and the interlocutors' strategies to encounter the main character's impoliteness. Furthermore, the findings will be discussed by relating them with the relevant theories and previous studies dealing with impoliteness.

4.1. Findings

The *Hancock* movie transcript was first downloaded on the internet. After the corpus was found, the researcher read carefully to find data that include the impoliteness strategy and the strategy to counter the face attacks using the theory of impoliteness put forward by Jonathan Culpeper. The strategy found was then marked using a code that was determined by the researcher.

Table 4.1 Data Findings of Impoliteness Strategies

No	Types of impoliteness strategies	Data findings
1.	Bald on record impoliteness	3
2.	Positive impoliteness	24
3.	Negative impoliteness	4
4.	Withhold impoliteness	2
5.	Mock politeness	4
Total		37

Source: Data processed (2020)

Table 4.1 shows that there were 37 impolite words or phrases used by the main character of the *Hancock* movie. The most common strategy found is positive impoliteness compared to other types of strategies. However, each impoliteness strategy was found even though not as much as positive impoliteness.

Table 4.2 Data Findings of Strategies to Counter the Face Attacks

No	Types of strategies to counter the face attacks	Data findings
1.	Offensive escalation	11
2.	Offensive repetition	5
3.	Defensive inversion	6
4.	Defensive abrogation	0
5.	Defensive opt-out on record	4
6.	Defensive insincere agreement	2
7.	Defensive implied the implied face attacks	0
Total		28

Source: Data processed (2020)

Table 4.2 shows that there were 28 words or phrases which belong to strategies to counter the face attack used by interlocutors in response to the main character's impoliteness. The strategy that most interlocutors use with the main character is an offensive escalation strategy than the other strategies types. A defensive abrogation strategy was not found in this research because it was used when the interlocutor defended the face by linking the rules/commands in the previous incident. In contrast, all the interlocutors of the *Hancock* movie had never done that. Besides, ignore the implied face attacks strategy was not found in the research because all of Hancock's interlocutors were not received surface meaning of the utterances of the main character. The following is the explanation of impoliteness strategies used by the main character and strategies to counter the face attacks used by the interlocutors to the main character in the *Hancock* movie.

4.1.1. Impoliteness Strategies Used by the Main Character in the *Hancock* Movie

This section presents the answers to the first problem of the study about what types of impoliteness strategies used by the main character in the *Hancock* movie. The researcher classified them into subfields of bald on record

impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withholds politeness. In his analysis, the researcher presents the evidence of the impolite utterances by providing the context of the utterance and typing the impolite words or phrases uttered by the main character of the *Hancock* movie in **bold**.

4.1.1.1. Bald On Record Impoliteness

In the *Hancock* movie, the researcher found that the main character employed bald on record impoliteness three times. The following data present them in more detail.

Datum 1

HANCOCK: **“What you want a cookie? Get out of my face.”**

Hancock ordered the boy to leave Hancock. Instead of using polite utterance to ask the boy to leave, such as “Would you leave me alone, please?” Hancock used a direct, clear, concise utterance “get out of my face” to make the boy go out of his sight. When Hancock was sleeping in a public place, there was the boy who woke him up and told that a crime was happening from the news on television. Hancock ignored the boy and did not really respond to what he said and told the boy to leave immediately before him. The use of direct, clear, and unambiguous language is the sub-strategies of doing bald-on record impoliteness.

Datum 2

HANCOCK: **“What the hell are you pricks looking at?”**

Hancock asked people who were seeing him cynically but in language that attacked the recipient’s face. Hancock used a direct, clear, concise utterance,

“What the hell are you pricks looking at?” to make the people go out his sight.

Ray Embrey is a public relations employee who wants to help John Hancock get a good image from the society. When Ray was talking to Hancock about his offer of assistance to him, it was seen from far away that Ray’s neighbor saw Hancock cynically because of his brutal, heroic actions that made the city to be chaotic. Feeling uncomfortable, Hancock said the words to attack them. The use of direct, clear, and unambiguous language is the sub-strategies of doing bald-on record impoliteness.

Datum 3

HANCOCK: “**Oh, stop crying, punk-ass. Go ahead.**”

Hancock ordered Michel to stop crying because of him. Instead of using polite utterance to ask the boy to stop crying, such as “Please, stop crying boy,” Hancock used a direct, clear, concise utterance, “Oh, stop crying punk-ass” to make him stop crying. Michel is a boy who often does troublemakers who are neighbors Ray. He cried after being thrown into the sky by Hancock for having called it an “asshole.” The use of direct, clear, and unambiguous language is the sub-strategies of doing bald-on record impoliteness.

4.1.1.2. Positive Impoliteness

In the *Hancock* movie, the researcher found that the main character employed positive impoliteness 24 times. The following data present them in more detail.

Datum 4

HANCOCK: **“Big ass.”**

In this utterance, Hancock used a taboo word to tease a woman walking in front of him. Teasing the opposite sex has already been considered rude, let alone using taboo words. When Hancock was awakened from sleep, there is a woman who walked in front of Hancock, and he touched her bottom. The use of taboo words is one of the sub-strategies when doing positive impoliteness.

Datum 5

HANCOCK: **“I will break my foot off in your ass woman.”**

In this utterance, Hancock said he would kick the butt of an old lady who looked cynically at him. He uses of taboo words “ass” to attack her positive face. In context, there was an old woman who saw Hancock cynically because she heard the news on television about her brutal actions. Feeling uncomfortable, Hancock says that he will kick her ass. The use of taboo words is one of the sub-strategies when doing positive impoliteness.

Datum 6

HANCOCK: **“All of you people... blocking the intersection... you’re all idiots.”**

Hancock blamed the people who blocked the intersection, causing an accident. On the other hand, the people are also very upset with Hancock for what he did. In this utterance, Hancock uses of taboo words “idiots” to blame the people who are there. John Hancock who intended to save Ray, who was about to be hit by a train, instead made a mess because he destroyed the train and threw Ray’s car, and it fell into the car of an old woman. Here, Hancock blames the

people around him for blocking the streets and calling them idiots. The use of taboo words is one of the sub-strategies when doing positive impoliteness.

Datum 7

A MAN: "She's right. She should sue you."

HANCOCK: "**Well, you should sue McDonald's because they fucked you up.**"

A man wants a woman who is harmed by Hancock to sue Hancock for what he has done. On the other hand, Hancock instead told them to sue McDonald's company, which made them stupid. In this utterance, Hancock uses taboo words or profane language "fucked you up" to blame the people who were there. Hancock has made a mess by destroying trains and throwing the car into a woman's car. Seeing this incident, many people did not accept and wanted to sue Hancock. The use of taboo words is one of the sub-strategies when doing positive impoliteness.

Datum 8

WOMAN: "And I can smell that liquor on your breath."

HANCOCK: "**Because I've been drinking bitch.**"

Hancock said a statement to strike back at a woman who said that he had been drinking alcohol. In this utterance, Hancock uses of taboo words "bitch" to make her silence. A woman said that she smelled alcohol from Hancock's breath. Hearing that statement, Hancock replied to her statement by answering he had drunk alcohol indeed but in high tone and called the woman "bitch." The use of taboo words is one of the sub-strategies when doing positive impoliteness.

Datum 9

AARON: "Why do you have an eagle on your hat?"

AARON: "Do you like eagles?"

HANCOCK: "**This guy's like a little talking machine, huh?**"

In this utterance, Hancock uses inappropriate identity markers to refer to Ray's son, Aaron, who asks too much. He has used an inappropriate nickname when a distant relationship pertains. Hancock was invited to lunch with Ray's family, and he met Aaron, Ray's son. At the same time, Hancock was upset and uncomfortable with Aaron because he always asked a lot. The use of inappropriate identity markers is one of the sub-strategies when doing positive impoliteness.

Datum 10

HANCOCK: "A very long time. That's some good meatballs boy."

MARY: "Aaron."

HANCOCK: "**Your mama's calling you.**"

In this utterance, Hancock makes Mary feel uncomfortable because of his speech that tries to avoid Mary's statement. He does not avoid Mary's statement of silence and uses small talks. In context, Hancock ate meatballs with Ray's family, and he talked with Aaron. Hancock said that the meatballs made by Ray's family were very tasty, but Mary, who is ray's wife, did not like Hancock's presence in her home. Making the other feel uncomfortable is one of the sub-strategies when doing positive impoliteness.

Datum 11

AARON: "Got it, Mr. Hancock."

MARY: "Aaron, eat."

HANCOCK: "**The way you deal with bullies, you take your right foot... bring it right up and catch him in his little piss pump.**"

In this utterance, Hancock invites Aaron to talk but ignores Mary, who is Aaron's mother. His speech is known to have failed to recognize Mary's whereabouts, and he kept talking to Aaron. Aaron told Hancock that he had a friend named Michel; he always made trouble and liked to annoy his friends. Then, Hancock taught how to deal with the troublemaker, but Mary did not agree because what Hancock taught was false. Ignoring and snubbing the other is one of the sub-strategies when doing positive impoliteness.

Datum 12

AARON: "It's a good idea."

HANCOCK: "**You aim straight and make sure he can't use that thing... for nothing but a flap to keep the dust out of his butt crack.**"

Hancock makes Mary feel uncomfortable again because of his speech that tries to avoid Mary's statement. He does not avoid Mary's statement of silence and uses small talks. He taught Mary's boy incorrectly, which made her even more uncomfortable. Mary is already upset with Hancock for teaching bad things to her son. Hancock even continued his statement by teaching bad things again to Mary's son. Making the other feel uncomfortable is one of the sub-strategies when doing positive impoliteness.

Datum 13

HANCOCK: "**What the hell are you pricks looking at?**"

In this utterance, Hancock also uses taboo words "pricks" to attack the recipient's positive face. The use of taboo words is one of the sub-strategies when doing positive impoliteness. Previously it has been explained that in this statement also includes bald on record impoliteness. The strategy of impoliteness can occur

together in one utterance; so, this can be called complex impoliteness. This complexity can make the use of impoliteness strategies more than the amount of speech data that has been found.

Datum 14

HANCOCK: **“Oh, stop crying, punk-ass. Go ahead.”**

In this utterance, Hancock also uses inappropriate identity markers “punk-ass” when a distant relationship pertains. The use of inappropriate identity markers is one of the sub-strategies when doing positive impoliteness. Previously it has been explained that this utterance also includes bald on record impoliteness. The strategy of impoliteness can occur together in one utterance, so this can be called a complex impoliteness.

Datum 15

RAY: “Genius. Things just got real. This is exactly what we need. There’s a DA trying to figure out how to put you in jail.”
HANCOCK: **“Bitch can try.”**

Hancock responds to Ray’s statement about the police who were looking for ways to arrest him but with statements that attacked the recipient’s face. Hancock uses taboo words “bitch” to attack his positive face and make Ray understand that no one can catch him. When a journalist on television expressed over her anger about Hancock’s brutal capture of the villain, instead, he made the city was in chaos. Here, Ray advised him about how to be a good superhero. The use of taboo words is one of the sub-strategies when doing positive impoliteness.

Datum 16

HANCOCK: “Excuse me. Excuse me, please.”
PRISONERS: “Deadly.”

HANCOCK: “If you don’t move, your head is going up his ass. Y’all fellas sure you wanna ride this train?”

In this utterance, Hancock uses taboo words “ass” to attack the recipient’s positive face. Hancock surrendered to the police and went to prison to correct his actions so far. The first day Hancock was in prison, he was confronted by all prisoners because they were upset with Hancock, who made them go to prison. The use of taboo words is one of the sub-strategies when doing positive impoliteness.

Datum 17

THE PRISONER: “Mr. Hancock? It’s your share.”
HANCOCK: “**Pass.**”

Hancock responded to one of the prisoners who was discussing at the time. He intends to deny association or common ground with the other prisoners, so he avoids sitting together. Hancock said “Pass” to disassociating from the other. Some inmates gathered together in one of the prison rooms, including Hancock. At that time, they were sharing their experiences, and Philip is one of the inmates, invited Hancock to talk about his experience. Disassociating from the other is one of the sub-strategies when doing positive impoliteness.

Datum 18

MARY: “Go away.”
HANCOCK: “**I’m gonna do this all day.**”

Hancock responded to Mary with a different statement from him. Hancock uses his disagreement to attack her face. Hancock said “I’m gonna do this all day” to seek disagreement and selects another topic with Mary. Mary is one of the same types as Hancock, but she hides it to her husband. Hancock wants to know

something true about his relationship with her. However, Mary still hides the secret to anyone. Seeking disagreement is one of the sub-strategies when doing positive impoliteness.

Datum 19

MARY: “And when we’re done talking, you go away, and you leave my family alone.”

HANCOCK: “**My place at 4:00.**”

Hancock made Mary feel uncomfortable because of his speech trying to attack her face. He does not avoid Mary’s statement of silence and uses small talks. He said “My place at 4:00” to make Mary even more uncomfortable and very upset to him. In the context of the conversation, Hancock forced Mary to come to Hancock’s house and tell her secrets. Mary felt forced to tell her true story to Hancock that, in fact, she was his wife. She is also one of the last types of the same as Hancock, but she hides it all to Ray. Mary was forced to tell it because if not, Hancock threatened to tell Ray. After Mary told him that, she asked Hancock to leave her family. Making the other feel uncomfortable is one of the sub-strategies when doing positive impoliteness.

Datum 20

MARY: “I don’t have time for this okay? You ask the questions. I answer them honestly and then you leave L.A.”

HANCOCK: “**I ain’t leaving L.A!**”

Hancock responded to Mary with a different statement from him. Hancock uses his disagreement to attack her face. Hancock said, “I will not leave L.” to argue and seek disagreement with Mary. Mary kept her promise and arrived at Hancock’s home by car. Forcibly, Mary told Hancock to ask because she did not

have much time to serve Hancock's questions. After that, Mary will answer honestly and ask Hancock to leave L.A. (Los Angeles). Seeking disagreement is one of the sub-strategies when doing positive impoliteness.

Datum 21

MARY: "We're brother and sister."

HANCOCK: "**That's a lie.**"

Hancock responded to Mary with a different statement from her. Hancock uses his disagreement to attack her face. Hancock said, "That's a lie" to argue and seek disagreement with Mary. Hancock began asking his first question about what the relationship Hancock and Mary really were. Mary said that they were brother and sister. Hearing this statement, Hancock didn't believe and said that Mary lied to him. However, Mary continued to say that she was his sister. Seeking disagreement is one of the sub-strategies when doing positive impoliteness.

Datum 22

MARY: "Finally, I am happy! You are not gonna mess with that!"

HANCOCK: "I don't know what you're talking about! I hate to burst **your little crazy-lady bubble...** but it must not have been all that great because I don't remember you."

In this utterance, Hancock uses the word taboo to attack Mary's face that is being angry. Using taboo words is considered as the use of abusive or profane language. Mary was very angry because she remembered her past with Hancock. On the other hand, Hancock experienced amnesia and did not know the events of his past with Mary. Mary said that now she was happy with her family and did not want Hancock to interfere with her relationship anymore. The use of taboo words is one of the sub-strategies when doing positive impoliteness.

Datum 23

MARY: "Call me crazy... one more time."

HANCOCK: "**Cuckoo.**"

In this utterance, Hancock uses inappropriate identity marker to refer to Mary by saying "Cuckoo," which means crazy. He has used an inappropriate nickname when a close relationship pertains. In context, Mary's emotions increase when she is said to be crazy by Hancock. She also threatened that if Hancock said she was crazy anymore, she would destroy the whole Los Angeles city. The use of inappropriate identity markers is one of the sub-strategies when doing positive impoliteness.

Datum 24

MARY: "This is hard to explain."

RAY: "Great I'm all ears."

HANCOCK: "**Me too.**"

In this utterance, Hancock made Ray feel uncomfortable because his words tried to disrupt his conversation with Mary. Hancock used small talks when he said "Me too" to make Ray uncomfortable and bothered by Hancock. The small talks that Hancock said were meant to disrupt someone's conversation. A big secret has been revealed, and ray already knew what really happened between Hancock and Mary. Ray saw Mary, who was very angry and destroyed the city of Los Angeles because of being upset with Hancock. After that, they meet at Ray's house and ask Mary to clarify the incident. Mary said if she and Hancock were immortal and Hancock was Mary's husband. Therefore, making the other feel uncomfortable is one of the sub-strategies when doing positive impoliteness.

Datum 25

RAY: "The adults are talking."

MARY: "Technically speaking... he's my husband."

HANCOCK: "**Holy shit.**"

In this utterance, Hancock made Ray feel uncomfortable again because his words tried to disrupt his conversation with Mary. Hancock does not avoid Mary's statement of silence and uses small talks. He said, "Holy shit" to make Ray even more uncomfortable and bothered by Hancock. A big secret has been revealed, and Ray already knew what really happened between Hancock and Mary. Ray saw Mary, who was very angry and destroyed the city of Los Angeles because of upset with Hancock. After that, they meet at Ray's house and ask Mary to clarify the incident. Mary said if, in fact, she and Hancock were immortal, and Hancock was Mary's husband. Making the other feel uncomfortable is one of the sub-strategies when doing positive impoliteness.

Datum 26

EMPLOYEE: "Ninety-one ten."

HANCOCK: "**Ninety-one ten? You gotta be shitting me.**"

Hancock responded to the store employee's statement by attacking his positive face and replying in a high tone, "Ninety-one ten? You gotta be shitting me!" In this utterance, Hancock uses taboo words "be shitting me" to attack the recipient's positive face and silence him. When Hancock buys liquor and will pay for it, a store employee says "Ninety-one ten" (9.110) to Hancock. Actually, the statement interpreted the code that he was being threatened by criminals who were hiding under him and asked for help. The statement was said and typed in the cash register (911) to tell contextual meaning to Hancock. Hearing that statement,

Hancock was surprised and thought that the price of the liquor he would buy was very expensive. The use of taboo words is one of the sub-strategies when doing positive impoliteness.

Datum 27

THE DOCTOR: "I need Room 1020. Clear! I need Room 1020. I need IV line blood quality CBC electrolytes a PT and... Where's his IV line?"

HANCOCK: "**That's not gonna work.**"

Hancock responded to a doctor's statement with a different statement from him. Hancock uses his disagreement with the doctor to stop trying to save his life. Hancock said, "That's not gonna work" to seek disagreement and selects another topic with the doctor. Hancock's power can be defeated when he feels close and falls in love with Mary. At the time, Hancock was shot by a criminal who stole in a shop, then he was taken to the hospital for surgery, and many people hoped he could be saved. Seeking disagreement is one of the sub-strategies when doing positive impoliteness.

4.1.1.3. Negative Impoliteness

In the *Hancock* movie, the researcher found that the main character employed negative impoliteness four times. The following data present them in more detail.

Datum 28

VILLAIN: "He smells like a bar! You pay for new roof!"

HANCOCK: "Fellas hey. I don't give a shit what you did. I don't care. Three guys in the car no girls rave music. Hey I'm not gonna judge. But if you don't pull over and give yourselves up quietly... **I swear to Christ your head is going up the driver's ass. His head is going up your ass. And you drew the short stick... because your head is going up my ass.**"

Hancock threatened to harm the villains who were committing crimes if they did not stop their car. Hancock uses the words to frightening them into making the villain give up their crime. Three villains are committing a crime, and the cops are pursuing to catch them. After that, Hancock flew to the chase location of the criminals to catch them. He destroyed the rear car and entered the villains' car to negotiate with the criminal. The use of frightening speech is one of the sub-strategies when doing negative impoliteness.

Datum 29

HANCOCK: "I will break my foot off in your ass woman."

In this utterance, Hancock also uses the words to frightening an old lady to stop looking at him cynically. The use of frightening speech is one of the sub-strategies when doing negative impoliteness. Previously it has been explained that this statement also includes bald on record impoliteness. The strategy of impoliteness can occur together in one utterance, so this can be called a complex impoliteness. This complexity makes the use of impoliteness strategies more than the amount of speech data found.

Datum 30

HANCOCK: "If you don't move your head is going up his ass. Y'all fellas sure you wanna ride this train?"

In this utterance, Hancock threatened to harm the prisoners who were facing him. Hancock uses the words to frightening them into getting the prisoners to let and not stop him from entering his prison room. The use of frightening speech is one of the sub-strategies when doing negative impoliteness. Previously it has been explained that this statement also includes bald on record impoliteness.

The strategy of impoliteness can occur together in one utterance, so this can be called a complex impoliteness.

Datum 31

MARY: "I'm your sister."

HANCOCK: "**That is a lie. Sisters don't kiss brothers the way you kissed me last night. You're lying deal's off. Let's go see how Ray feels about this**".

Hancock threatened to expose Mary's true identity to her husband because she had lied to Hancock. Hancock uses the words to frightening them so that she doesn't lie and tell the truth. Mary meets Hancock at his home and tells the story of their past. She said that she was his sister, but Hancock did not believe and threatened Mary to reveal her secret to her husband. The use of frightening speech is one of the sub-strategies when doing negative impoliteness.

4.1.1.4. Withhold Impoliteness

In the *Hancock* movie, the researcher found that the main character employed withhold impoliteness two times. The following data present them in more detail.

Datum 32

RAY: "No no they're not... It's all right. They're not pricks they're just people. But I want you to give me one short pitch you know? That's all I ask. Okay? You use... Put it under here? Put it right there. Perfect. E-mail me or whatever. You just fly on over I don't know. I want you to think about it. Just be careful when you go. Sleep on it all right? You get back to me? I'll be right here. All right. Please don't stare you guys. He's kind of one of us."

HANCOCK: (**Ignoring**)

Hancock ignored Ray's statement, who wanted to help him. Hancock deliberately did not respond to the speaker's statement because he felt what the

speaker said was not relevant to what Hancock felt. Hancock's expression in responding to the speaker is referred to as avoidance or fail to say thanks to the recipient. Hancock saves Ray from a train collision. In addition, he also damaged the train and made the crossroads chaotic due to his brutal, heroic actions.

Therefore, Ray wants to return the favor to Hancock to make him respected by society as a good hero. Ray gave his card to Hancock as a public relations person who wanted to promote him to become a good hero. The use of deliberate ignorance is the sub-strategies when doing withhold impoliteness.

Datum 33

RAY: "Eight is more like four and a half with good behaviour. But it's irrelevant because with you out of the picture... and with the crime rate going up through the roof... the DA and the cops they're all gonna call for your immediate release. They're gonna demand it. Where are you going? Sit down."

HANCOCK: (**Ignoring**)

Hancock ignored the statement Ray was talking to him. Hancock deliberately did not respond to the speaker's statement because he felt what the speaker said was not relevant to what Hancock felt. Hancock's expression in responding to the speaker is referred to as avoidance or fail to say thanks to the recipient. Hancock has surrendered himself to prison by Ray's orders for Hancock's good. At that time, Ray came to see Hancock in prison and advised Hancock who had injured two prisoners in prison. The use of deliberately ignored is the sub-strategies when doing withhold impoliteness.

4.1.1.5. Sarcasm/Mock Politeness

In the *Hancock* movie, the researcher found that the main character employed Mock politeness four times. The following data present them in more detail.

Datum 34

HANCOCK: “You broke my glasses.”

VILLAIN: “I’m sorry! Take my Ray-Bans! Put us down!”

HANCOCK: “**Huh? You want down?**”

The villains were made scared by Hancock by flying their cars into the sky. Hancock said, “Huh? You want down?” instead of using positive politeness by lowering their cars in a good way but not so. He uses insincerity words that make the villains still suspect his words. Hancock managed to catch the villain who tried to escape from the police chase. He took their car into the air and scared them. The villain felt scared and asked him to help get his car back down. The use of insincerity speech is one of the sub-strategies when doing mock politeness.

Datum 35

VILLAIN: “Yes, please! Please! Help me!”

HANCOCK: “**I’m real good at down. I’m real good at down. All right? All right.**”

The villains were made scared by Hancock by flying their cars into the sky. Then, Hancock said, “I’m real good at down. I’m real good at down. All right? All right” instead of using positive politeness by lowering their cars in a good way but not so. He uses insincerity words that make the villains still suspect his words. In context, Hancock manages to catch the villains who are trying to escape from police pursuit. He took their car into the air and scared them. The

villain felt scared and asked him to help lower his car. The use of insincerity speech is one of the sub-strategies when doing mock politeness.

Datum 36

HANCOCK: **“My bad. Everybody all right?”**

In this utterance, “My bad. Everybody all right?” instead of using positive politeness by apologizing nicely but clearly, the meaning of the context of his speech is impolite. He uses insincerity words to make people around him very upset with him. Hancock was hesitant to accept Ray's offer of help. He was forced to accept the offer and flew to Ray's house. When he took to the streets, Hancock shook and destroyed location in front of Ray's house and made the children who were there surprised by Hancock's arrival. Therefore, the use of insincerity speech is one of the sub-strategies when doing mock politeness.

Datum 37

HANCOCK: **“All right. You're all right. You're all right. You're all right.”**

Michel who is Ray's neighbor, cried because of Hancock's actions because he had been thrown into the sky by Hancock. In this utterance, “All right. You're all right. You're all right. You're all right.” instead of using positive politeness by saying that Michel is okay but clearly, the meaning of the context of his speech is impolite. Hancock uses insincerity words to make Michel very upset with him. Hancock was very upset with Michel for calling him “Asshole” repeatedly. Therefore, Hancock was angry and threw Michel into the sky. When he landed, Hancock managed to catch him and make him cry for fear of heights. In addition,

Hancock instead said that if it was okay. The use of insincerity speech is one of the sub-strategies when doing mock politeness.

The total impoliteness strategy uttered by John Hancock as the main character in the *Hancock* movie is 37 data. This research succeeded in finding five impoliteness strategies proposed by Culpeper (1996). Positive impoliteness has the highest frequency (64.9%), negative impoliteness and mock politeness have the same percentage (10.8%), the fourth is bald on record impoliteness (8.1%), and the last is withhold impoliteness (5.4%).

Based on the above analysis, the researcher can conclude that the impoliteness strategy most used by the main character in Hancock movie is a positive impoliteness strategy. However, from the above analysis, the researcher can see that John Hancock is the only different person on earth before Mary tells her secret. Hancock carried out his brutal, heroic acts and alcohol drinkers because he lived alone, and no one wanted to be friends with him before he met Ray. Therefore, that is what makes him be troublemaker, which often uses Positive Impoliteness Strategy to the interlocutors.

Therefore, the researcher concludes that most of the choices of impoliteness strategies in the main character are influenced by his personality. The power factor affects the main character, and Hancock's personality influences the choice of impoliteness strategies.

4.1.2. Interlocutors' Strategies to Counter the Main Character's Impoliteness in the Hancock Movie

This section presents the answers to the second problem of the study about what types of strategies to counter the face attacks by the interlocutors in the *Hancock* movie. The researcher classified them into subfields of offensive escalation, offensive repetition, defensive inversion, defensive opt-out on record, and defensive insincere agreement. In his analysis, the researcher presents the proof of the impolite utterance by providing the context of the utterance and typing the impolite words or phrases uttered by the main character of the *Hancock* movie in **bold** and the proof of the strategies of the interlocutor in response to the impolite words in *italic*.

4.1.2.1. Offensive Escalation

In the *Hancock* movie, the researcher found that the interlocutor employed offensive escalation 11 times. The following data present them in more detail.

Datum 1

HANCOCK: “**All of you people... blocking the intersection... you're all idiots.**”

A MAN: “*She's right. She should sue you.*”

A man's statement was motivated by Hancock's actions when destroying a woman's car for saving Ray. When the people around mocked him for damaging other people's property, Hancock told them to leave while calling them "idiots". Because they did not accept Hancock's treatment, the Man's emotion was escalated and yelled strongly to Hancock that the woman who owned the car should sue him in the court.

Datum 2

HANCOCK: "Because I've been drinking **bitch!**"

A WOMAN: "*You think you're such a hero. Asshole!*"

A woman's statement was motivated by Hancock's statement, which calls a woman "bitch." She thought Hancock had made a mistake by being on the streets drunk. Because she did not accept Hancock's treatment, the woman's emotion was escalated and yelled strongly to Hancock that he thought by saving Ray like that could be said to be a hero.

Datum 3

HANCOCK: **What do you want a cookie? Get out of my face.**"

THE BOY: "*Asshole.*"

The boy's statement was motivated by Hancock's statement that drove out him away. When the boy tried to tell Hancock that a crime was happening, Hancock instead told him to go by saying "out of my face." Because he did not accept Hancock's treatment, the boy's emotion was escalated and called Hancock as "Asshole."

Datum 4

HANCOCK: "**Big ass.**"

THE WOMAN: "*Asshole.*"

A woman's statement was motivated by Hancock's actions when teasing the woman who walked in front of him while calling him "big ass." Because she did not accept Hancock's treatment, the woman's emotion was escalated and yelled strongly to Hancock by calling him "asshole."

Datum 5

HANCOCK: **“Well, you should sue McDonald's because they fucked you up.”**

MAN 1: *“You're an asshole.”*

A man's statement was motivated by Hancock's statement when people tried to get a woman who owned the car should sue him; Hancock even told them to sue McDonald's for making them stupid. Because he did not accept Hancock's treatment, the man's emotion was escalated and yelled strongly to Hancock by calling him "asshole."

Datum 6

HANCOCK: **“You aim straight and make sure he can't use that thing ... for nothing but a flap to keep the dust out of his butt crack.”**

MARY: *“Okay please just stop. Michel is not a man okay? He is a little boy. And his parents ... happen to be going through a bad divorce. That's why he's acting up.”*

Mary's statement was motivated by Hancock's statement who taught her son to take revenge on Michel (Mary's neighbor) who always made trouble. Because she did not accept Hancock's statement, Mary's emotion was escalated and yelled strongly to Hancock to tell him to stop teaching her child bad things and tell Hancock about Michel's background that made him a troublemaker.

Datum 7

HANCOCK: **“I don't know what you're talking about! I hate to burst **your little crazy-lady bubble**... but it must not have been all that great because I don't remember you.”**

MARY: *“Call me crazy... one more time.”*

Mary's statement was motivated by Hancock's statement which called her "crazy." Mary's emotions were out of control because of remembering her past with Hancock. On the other hand, Hancock also experienced amnesia, which

made him not know anything and called Mary "crazy." Because Mary did not accept Hancock's statement, Mary's emotion was escalated by threatening Hancock to call her crazy one more time.

Datum 8

HANCOCK: "Fellas hey. I don't give a shit what you did. I don't care. Three guys in the car no girls rave music. Hey I'm not gonna judge. But if you don't pull over and give yourselves up quietly... **I swear to Christ your head is going up the driver's ass. His head is going up your ass. And you drew the short stick... because your head is going up my ass.**"
VILLAIN: "*Shoot this asshole!*"

The villain's statement was motivated by Hancock's statement which tried to threaten to hurt them if they did not stop the car. Because the villain did not accept Hancock's statement, his emotion was escalated and ordered his partner to shoot Hancock and call "asshole."

Datum 9

HANCOCK: "**If you don't move your head is going up his ass. Y'all fellas sure you wanna ride this train?**"
THE PRISONER: "*Choochoo asshole.*"

The prisoner's statement was motivated by Hancock's statement which tried to threaten to harm him if they did not let him go into his prison room. Because the prisoner did not accept Hancock's statement, his emotions increased and called Hancock a "*choo-choo* asshole."

Datum 10

HANCOCK: "That is a lie. Sisters don't kiss the brothers the way you kissed me last night. You're lying deal's off. **Let's go see how Ray feels about this.**"
MARY: "*Get your ass back here!*"

Mary's statement was motivated by Hancock's statement who tried to threaten to reveal her secrets to her husband. When Mary said that she and Hancock were brother and sister, Hancock said that she had lied, and he would reveal their secret to Ray. Because Mary did not accept Hancock's statement, Mary's emotion was escalated and yelled strongly to Hancock by saying, "get your ass back here".

Datum 11

HANCOCK: **"My bad. Everybody all right?"**

MICHEL: *"He is an asshole."*

Michel's statement was motivated by Hancock's actions when destroying the streets as he descended from the sky. Because he did not accept Hancock's actions, Michel's emotion was escalated and told his friend that Hancock was an "asshole."

4.1.2.2. Offensive Repetition

In the *Hancock* movie, the researcher found that the interlocutor employed offensive repetition five times. The following data present them in more detail.

Datum 12

HANCOCK: **"All of you people... blocking the intersection... you're all idiots."**

A MAN: "She's right. She should sue you."

A MAN 1: *"Yeah she should sue you."*

A man 1's statement was motivated by the previous man's statement, who wanted to sue Hancock. When Hancock destroys a train and damages a woman's car, the man 1 responds by repeating a previous man's statement that Hancock really must be sued in court for his actions.

Datum 13

HANCOCK: "Ninety-one ten? **You gotta be shitting me.**"

THE EMPLOYEE: "*Ninety-one ten.*"

The employee's statement was motivated by Hancock's statement which said that the employee made him unlucky because the price of alcohol was very expensive. When Hancock said that, the employee responded by repeating the previous statement which meant that it was not the price of alcohol but the 911 code, which meant that there was a criminal in his shop and asking Hancock for help.

Datum 14

MARY: "Aaron."

HANCOCK: "**Your mama's calling you.**"

MARY: "*No. His name is Aaron!*"

Mary's statement was motivated by Hancock's statement, who thought that Mary was calling her child. When Hancock called Aaron as a boy, Mary did not accept and responded by saying "Aaron", but Hancock instead told Aaron that his mother was calling him. Mary responded by repeating the previous statement to Hancock that her son named Aaron.

Datum 15

HANCOCK: "**That's a lie.**"

MARY: "*No I'm your sister.*"

Mary's statement was motivated by Hancock's statement saying that she had lied to him. When Mary explained that they were brother and sister, Hancock did not accept and answered that it was a lie. Because Mary did not accept

Hancock's statement, she responded by repeating the previous statement to Hancock that she was his sister.

Datum 16

HANCOCK: “**Because I've been drinking bitch!**”

MAN: “*You're a drunk asshole!*”

A Man's statement was motivated by Hancock's statement, which calls a woman “bitch.” The woman thought Hancock had made a mistake by being on the streets drunk. Hearing Hancock shouting at the woman with "bitch," the Man responded with a statement of words that were as rude as "bitch" by saying, "You're a drunk. Asshole." The word "Asshole" is a taboo word, which is an equivalent word for "bitch" for men (urbandictionary.com).

4.1.2.3. Defensive Inversion

In the *Hancock* movie, the researcher found that the interlocutor employed defensive Inversion 6 times. The following data present them in more detail.

Datum 17

HANCOCK: “**All of you people... blocking the intersection... you're all idiots.**”

MAN 1: “*You threw the dude's car at her. And what's with the train?*”

A man's statement was motivated by Hancock's actions when destroying a woman's car for saving Ray. When the people around mocked him for damaging other people's property, Hancock told them to leave while calling them "idiots." Because he did not accept Hancock's treatment, the man responded to Hancock's statement using direct contradiction by denying that Hancock had thrown a car at a woman and destroyed a passing train.

Datum 18

HANCOCK: “**All of you people... blocking the intersection... you're all idiots.**”

A WOMAN 1: “*Why didn't you just go straight up in the air with the car?*”

Still in the same conversation, a woman 1 added her statement that was motivated by Hancock's actions when destroying a woman's car for saving Ray. The woman 1 also responded to Hancock's statement using direct contradiction by asking why Hancock did not fly carrying the car into the air.

Datum 19

HANCOCK: “**All of you people... blocking the intersection... you're all idiots.**”

A WOMAN 2: “*You've obviously injured that poor woman*”

Still in the same conversation, a woman 2 added her opinion, which was motivated by Hancock's actions when destroying a woman's car for saving Ray. The Woman 2 also responded to Hancock's statement using direct contradiction by denying that it was clear Hancock had injured a woman who was in the car.

Datum 20

HANCOCK: “**Bitch can try.**”

RAY: “*I say you go. People take you for granted. Make people miss you. People don't like you Hancock.*”

Ray's statement was motivated by Hancock's statement when he said that anyone could try to catch him. When people around are upset over Hancock's actions, Hancock tells Ray that anyone can try to catch him while saying, "bitch can try." Because he did not accept Hancock's statement, Ray responded to Hancock's statement using direct contradiction by denying that Hancock had to surrender and apologize to people.

Datum 21

HANCOCK: “**Pass.**”

PHILIP: “*Come on man try it. Let it out.*”

The prisoner's statement was motivated by Hancock's statement when he said "pass" when asked to tell his life experience. The prisoner responded using direct contradiction and denied that He had to try it and be brave enough to share his experiences.

Datum 22

HANCOCK: “**Me too.**”

RAY: “*Do me a favour just give me and my wife one moment.*”

Ray's statement was motivated by Hancock's statement trying to disrupt his conversation with Mary. Ray responded using direct contradiction by denying Hancock to leave and not bothering him to talk to his wife.

4.1.2.4. Defensive Opt-Out on Record

In the *Hancock* movie, the researcher found that the interlocutor employed defensive opt-out on record four times. The following data present them in more detail.

Datum 23

HANCOCK: “**This guy's like a little talking machine huh?**”

RAY: “*We don't have a lot of guests over here.*”

Ray's statement was motivated by Hancock's statement saying that his son talked a lot. When Hancock was at Ray's house, he met Aaron and always asked Hancock, who made Hancock a little upset and said that his boy was like a little

talking machine. Hearing that, Ray responded to Hancock's statement by trying to cover his face and said that he rarely got of guests to his house.

Datum 24

HANCOCK: "The way you deal with bullies you take your right foot ... bring it right up and catch him in his little piss pump."

MARY: "*You don't have to do that honey okay? Seriously.*"

Mary's statement was motivated by Hancock's statement when teaching bad things to her boy. When Hancock was at Ray's house, he met Aaron and taught him to take revenge on his friends, who always made trouble. Because Mary did not accept Hancock's statement, she responded by trying to cover her face and telling her boy that he did not need to do what Hancock taught him.

Datum 25

HANCOCK: "I'm gonna do this all day."

MARY: "*Shut ... Shut up!*"

Mary's statement was motivated by Hancock's statement when urged to tell their relationship. When Hancock was at Ray's house, he disrupts Mary to urge her to tell her relationship with Hancock. Feeling disturbed, Mary responded by trying to cover her face and told Hancock to be silent so that Ray did not suspect them.

Datum 26

HANCOCK: "That's not gonna work!"

THE DOCTOR: "*I'm in.*"

The doctor's statement was motivated by Hancock's statement when he said that the doctor would be in vain if he saved Hancock's life. On hearing that, the doctor responded by trying to cover his face and told Hancock that he

remained there to save his life even though he knew there was little chance for Hancock to survive.

4.1.2.5. Defensive Insincere Agreement

In the *Hancock* movie, the researcher found that the interlocutor employed defensive insincere agreement two times. The following data present them in more detail.

Datum 27

HANCOCK: “**My place at 4:00.**”

MARY: “*Whatever!*”

Mary's statement was motivated by Hancock's statement when telling Mary to come to his house at 4 pm. Mary, who felt forced by Hancock's statement, responded by answering whatever Hancock said, which meant that she was expressing her anger but with a forced agreement.

Datum 28

HANCOCK: “**Huh? You want down?**”

THE VILLAIN: “*Yes please! Please! Help me!*”

The villain's statement was motivated by Hancock's statement when he will lower their car back to the streets. The villain who felt forced by Hancock's statement, he responded by expressing his anger but with a forced agreement.

The total strategy to counter the face attacks expressed by the interlocutors to the main character in the *Hancock* movie is 28 data. This research only found five strategies to counter the face attacks proposed by Culpeper (1996). Offensive escalation has the highest percentage (39.3%), the second is defensive inversion (21.4%), the third is offensive repetition (17.9%), the fourth is defensive opt out

(14.3%), and the last is defensive insincere agreement (7.1%). Meanwhile, defensive abrogation and defensive ignore the implied face attack is not found in the interlocutor's words to the main character.

Based on the above analysis, the researcher can conclude that the strategy to counter the face attacks that are most often found in the *Hancock* movie is the offensive escalation strategy. The interlocutors responded to Hancock's speech offensively by increasing the strength of their opinion from Hancock's previous statement. Most of the choices of strategy to counter the face attacks that applied by the interlocutors emerged because of their disagreement that makes to strike back the main character's statement to maintain their positive or negative face of each interlocutor. In addition, many of the interlocutors except Ray and Mary judge what Hancock is doing is always wrong without seeing the other side of Hancock's life.

Meanwhile, defensive abrogation strategy was not found in this research because this strategy was used when the interlocutor defended the face by linking the rules/commands in the previous incident while all the interlocutors of *Hancock* movie had never done that. In addition, ignore the implied face attacks strategy was not found in the research because all of Hancock's interlocutors were not received the surface meaning of the utterances of the main character.

4.2. Discussions

In this section, the researcher explains the findings overall. The utterances that refer to impoliteness strategies uttered by the main character in the *Hancock* movie from the movie transcript were taken as research data. Culpeper (1996)

defines impoliteness as the “communicative strategies designed to attack the face, and cause social quarreling and disharmony.” With regard to the occurrence of impoliteness activity, there are two ways to encounter impoliteness: to respond and not to respond. Culpeper et al. (2003) explain that there are two ways to counter the face attack. The first way is offensive strategies, which mean intended to match or escalate. The second way is defensive strategies, which mean to respond to a face attack is done by defending one's own face.

This research has attempted to examine the impoliteness strategies used by the main character named John Hancock in the *Hancock* movie. This study found that positive impoliteness is the most frequent strategy employed by the main character to attack the face of his interlocutor. This research seems to echo of the findings in the previous related studies (Shofyah, 2015; Dafiqi, 2016; Dhorifah, 2016; Rosa, 2017) that positive impoliteness is the most frequent strategies used to damage hearer's positive face wants. It is natural that during communication, everyone has a positive self-image to be respected and maintained, but sometimes damaging one's positive face is also inevitable. This study, like previous ones, found that the impoliteness strategies most frequently used are bald-on record and positive impoliteness because of their direct and abusive nature and their effects, which are more damaging to the positive face of the hearers.

However, impoliteness strategies that did not emerge from previous related studies but found in this research was withhold impoliteness strategies. Although only two data about withhold impoliteness were found, in fact, this strategy is very rarely used as in previous studies. This strategy is used by the

main character to damage the self-image of the speaker by ignoring, not responding deliberately or failing to say thank you. Withhold impoliteness, which according to Hammod and Abdul-Rasul (2017), can only be found in face-to-face interaction so that it will not be found in written discourse, apparently also rarely found in spoken discourse, as in the movie.

It is interesting to see that Hancock uses withhold impoliteness twice when his best friend, Ray, advised him to change his image so that the public accept him as a superhero and as part of them, and so that he is not put in the prison. The use of Hancock's ignorance shows that he wants to keep his power dominance as a superhero and that it seems that Hancock might feel 'weak' if he has to say thanks or express agreement to his subordinates. Doerr (2009) states that the use of ignorance, especially by people who have higher power than others or the dominant, "can be used as a tool to subordinate" others. Therefore, the researcher can conclude that the use of withhold impoliteness used by the main character is influenced by the dominance factor.

This study also found that more than one impoliteness strategies occur together in a single utterance. At least there are four utterances in which more one impoliteness strategies occur or a combination of strategies (Culpeper et al., 2003). Bousfield (2008) explains that impoliteness occurs in two levels: simple and complex. Simple impoliteness is when a certain impoliteness strategy occurs in an utterance, while complex impoliteness is more than one impoliteness strategies occur in an utterance. For example, in Datum 14, Hancock said, "Oh, stop crying, punk ass. Go ahead." Hancock combines a bald-on record strategy

(use of direct, brief, and unambiguous language) with a strategy of using taboo words (positive impoliteness). Even in his utterance, Hancock repeated one strategy repeatedly, namely "stop crying" and "go ahead," both of which are bald-on record strategies. The use of multiple strategies (complex strategies) of impoliteness in conversation serves to increase the level of impoliteness and to make the face of interlocutors worse (Culpeper et al., 2003). In addition, the use of repeat strategies (parallelism) serves to take the floor in conversation (Culpeper et al., *ibid*) to show the dominance of the speaker over the hearer. In conclusion, the use of multiple (complex) strategies and repetition strategies (parallelism) serves to damage the face and increase negative attitudes towards interlocutor, or in other words, can increase the level of impoliteness.

This research has also attempted to examine the strategies to counter the face attacks used by the interlocutors in the *Hancock* movie. This study found that offensive escalation strategy is the most frequent strategy employed by the interlocutor to counter the face attacks. This research seems to echo of the findings in the previous related studies (Shofyah, 2015; Dafiqi, 2016; Dhorifah, 2016; Rosa, 2017) that offensive escalation strategy is the most frequent strategies used to counter the face attacks. It is natural that during communication, everyone has a positive self-image that must be maintained. Goffman (1972: 319) states that face is a self-image in the agreed social attributes. In other words, a face can be interpreted as a person's self-esteem or self-image in public. In addition, Brown and Levinson (1978) state that face is an expression of one's feelings of self-worth

or reputation that everyone has and is expected by others. Therefore, everyone does not want his positive face was damaged and is expected by others.

The researcher can conclude that everyone must understand how to communicate well and effectively because it is very important to understand the social context in everyday conversation. Lasswell (1948) states that there are five basic rules relating to the concept of politeness to maintain effective communication, namely who is speaking, what is being said, what media are being used, and with whom to talk, and what is the feedback of the speaker to the receiver. From these rules, effective communication can occur when someone is able to pay attention to politeness when talking so that the message delivered or responded by the recipient also uses the politeness we want.

In the Qur'an, Allah SWT also pays great attention to good communication.

قَوْلٌ مَعْرُوفٌ وَمَغْفِرَةٌ خَيْرٌ مِّنْ صَدَقَةٍ يَتَّبِعُهَا أَذًى وَاللَّهُ غَنِيٌّ
حَلِيمٌ ٢٦٣

“Kind speech and forgiveness are better than charity, followed by injury. And Allah is Free of need and Forbearing.” (Al-Baqarah: 263)

The above verse in the Holy Qur'an teaches us that good words, gentle rejection, and forgiveness to other people is better than a charity that is given by hurting other people's feelings, such as by railing or nagging the recipient. According to Syaikh Shalih (In Tafsir Al-Mukhtashar) stated that good words that are used to respond to the person who asks and giving apologizes to others are

better than charity accompanied by offending and ill-treatment from the charity giver.

In addition, in other verses of the Qur'an, Allah SWT also commands that humans always say things well to others.

وَقُولُوا لِلنَّاسِ حُسْنًا

“Speak to people good words.” (Al-Baqarah: 83)

Based on the verses of the Qur'an above, the researcher can conclude that good words are viewed better than the alms accompanied by hurting the recipient. According to Syaikh Shalih (In Tafsir Al-Mukhtashar) stated that let say with good words to all human beings.

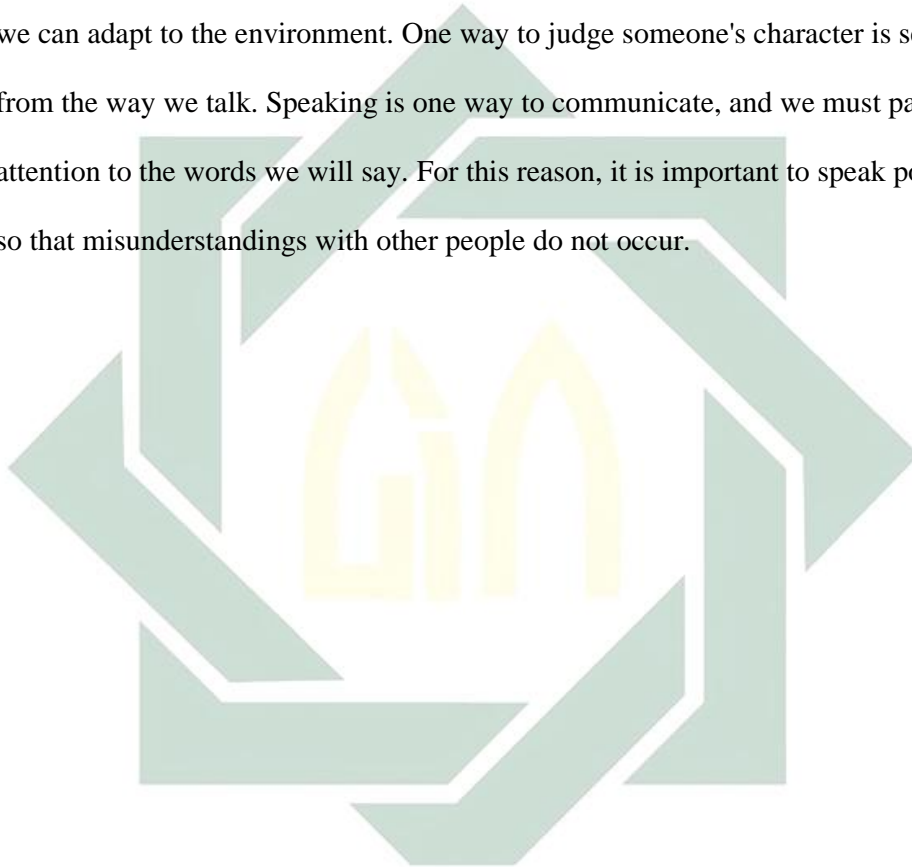
Besides that, in the Qur'an, Allah SWT also gives attention to someone who cursed and reproached others.

وَيْلٌ لِّكُلِّ هُمَزَةٍ لُّمَزَةٍ

“Woe to every fault-finding backbiter” (Al-Humazah: 1)

Based on the verses of the Qur'an above, the researcher can conclude that this verse is a threat to someone who denounces others by their actions and reproach by the words. *Hamaz* means cursing the others with treatment or deed; whereas *lamaz* means denounce others by the words. According to Syaikh Shalih (In Tafsir Al-Mukhtashar) stated that the badness and misfortune for everyone who indulge people's privacy and denounces them.

When someone speaks disrespectfully, it can be concluded that there is a lack of ethics that causes others to be offended by the words or actions that have been done. Therefore, everyone must be able to speak in a polite manner because it is a sign of respect for others. Speaking politely is also one of the important roles to establish good and effective communication. Thus, if we speak politely, we can adapt to the environment. One way to judge someone's character is seen from the way we talk. Speaking is one way to communicate, and we must pay attention to the words we will say. For this reason, it is important to speak politely so that misunderstandings with other people do not occur.



CHAPTER V

CONCLUSION AND SUGGESTION

This section provides the conclusion of the study, which covers the major findings and the suggestions related to the guidelines for future research.

5.1. Conclusions

Based on the analysis, the strategy most used by the main character is positive impoliteness has the highest frequency (64.9%), where the main character tries to damage the recipient's positive face who wants to be approved, respected, and appreciated. John Hancock often behaves disrespectfully to the recipient's wishes who want to be appreciated. Negative impoliteness and mock politeness have the same percentage (10.8%), the fourth is bald on record impoliteness (8.1%), and the last is withhold impoliteness (5.4%).

The strategies to counter the face attacks most used by the interlocutor to the main character are an offensive escalation strategy that has the highest percentage (39.3%), where the interlocutor attacks the face by increasing the strength of their statement accompanied by escalated emotion. The second is the defensive inversion (21.4%), the third is offensive repetition (17.9%), the fourth is defensive opt-out (14.3%), and the last is defensive insincere agreement (7.1%). Meanwhile, defensive abrogation and defensive ignore the implied face attack is not found in the interlocutor's words to the main character.

In this research, it can be seen that the power and personality factors of the main character greatly influence the use of impoliteness strategies and strategies

to counter the face attacks. When the speaker and the recipient state their statements, they prefer to protect their own positive faces and try to strike back the recipient's face.

5.2. Suggestions

This research can provide some suggestions for the other researchers who want to concern about pragmatics, especially in their impoliteness by using movie transcripts and providing benefits for linguistic research. Also, this research can provide awareness about the impoliteness strategy because there are times when people are doing the conversation; they have the intention to damage the recipient's face.

In addition, this research has not discussed impoliteness as part of entertainment in movies. Therefore, it can provide suggestions for the next researchers who are interested in linguistic impoliteness to examine impoliteness as entertainment in action movies.

Moreover, this research can provide benefits for English language teachers, especially the teachers of English for Young Learners in Indonesia, so as not to make this film be a learning material for their students because there are a lot of harsh words that are not appropriate to listen and speak.

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