

**IMPOLITENESS STRATEGIES PERFORMED BY GORDON
RAMSAY IN KITCHEN NIGHTMARES SEASON 2 EPISODE 6**

THESIS



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Impoliteness Strategies Performed by Gordon Ramsay in Kitchen Nightmares
Season 2 Episode 6
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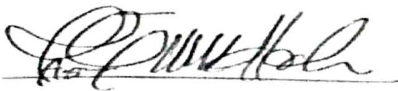
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nama terang dan tanda tangan

hearer gives no answer or just being silent. (Bousefield, Culpeper, & Locher, 2003)

Discussing impoliteness strategies must be related to the concept of the face. According to Yule (1996, p. 60), the face is the person's image that they claimed in public. People always want to be respected by other people. They always try to save their face from losing face in their social interactions. The study about impoliteness also relates to the face-threatening act (FTA). Face threatening act is an act design to threaten the hearer's face or image.

The study of impoliteness can apply to any object that contains human communication or interaction, direct or indirectly. Many researchers investigated impoliteness in various objects such as Social Media (Aprilliyani, Hamzah & Wahyuni, 2019), Movie (Shofyah, 2015), Press Conference (Hadi, 2020), and TV-show (Roviana, 2018).

Aprilliyani et al. (2019) analyzed the use of impoliteness in Instagram comments. The data of their study in the comments in the accounts of Habib Rizieq and Felix Siauw. In that study, the researcher analyzed the haters' comments in both accounts. Also, the researcher investigated the impoliteness used by male and female users. The result of this study is the researcher only found four kinds of impoliteness strategies used by the users. Sarcasm or mock impoliteness becomes the high number that appears in their comments. Furthermore, the researcher concludes that there are no significant differences between male and female users using impoliteness strategies. The difference between male and female users is only 10%.

Another study has done by Shofyah (2015). The datum of this study is the movie entitled Easy. The researcher analyzed the use of impoliteness uttered by the movie's characters in the movie and the other character's responses toward impoliteness. This study applied Culpeper's theoretical frameworks about impoliteness and its responses. The researcher found all types of impoliteness performed by the main character. Meanwhile, for the response toward impoliteness, the researcher found the movie's characters respond the impoliteness by accepting face attack and offensive countering.

Meanwhile, in the field of entertainment, Hadi (2020) conducted his research in analyzing impoliteness strategies in UFC Press Conference between Conor McGregor and Khabib Nurmagomedov. The researcher analyzes the impoliteness used by Conor McGregor and responses uttered by Khabib Nurmagomedov. Besides, the researcher also connected impoliteness with entertainment factors. The researcher found four types of impoliteness strategies performed by Connor McGregor and all types of responses performed by Khabib Nurmagomedov. The researcher also found how entertainment factors affect the use of impoliteness. The researcher found that three generic factors exist in McGregor's utterances. The researcher also found a correlation between impoliteness and entertainment.

After discussing the previous research, none of them, collaborate with another aspect, such as gender. Those studies examine types of impoliteness and only the responses of the participants. However, the study of impoliteness can also collaborate with another aspect such as gender. Therefore, in this research, the

researcher is focused to investigate the use of impoliteness and gender-based responses by the participants in the video.

The study of gender differences firstly introduced by Lakoff (1973), this concept has been adopted by some researchers. Aydinoglu (2013) investigated the politeness and impoliteness strategies in GERALD I. HORTON'S plays. He also compares the use of impoliteness and its response used by male and female characters in the plays. His study concludes that male character is more often utter impoliteness strategies rather than the woman. It implies that men are more impolite than women. Furthermore, his study shows that women are more exposed to impoliteness than men.

In this research, the researcher also expresses his interest in analyzing impoliteness in the layer of entertainment. In this study, the researcher also tried to explore the use of impoliteness in entertainment shows. By applying Culpeper's theory about impoliteness strategies, the researcher eagers to investigate the use of impoliteness and its responses based on gender in one of the TV shows namely Kitchen Nightmares.

Kitchen Nightmares is a reality TV-show in The United States which adapted from a famous English TV-show with the same title. This TV-show is broadcasted on the Fox network and well known for the rude and harsh criticism delivered by its hosts. In this TV-show, the host will travel throughout America to find and repair or give a new breath to restaurants that are almost bankrupt or dying. The presenter will also provide input and scathing criticisms to the restaurant owner about changing the restaurant to be better from the concept to the

on FOX. His brilliant career brought him the opportunity to be a judge at Masterchef and Master Chef Junior events. Also, Ramsay has written more than 20 books. Its various businesses consolidate into Gordon Ramsay Holdings Limited. (<https://www.biography.com/personality/gordon-ramsay>)

Based on the researcher's investigation, Gordon Ramsay is a chef who has a changeable character. Sometimes, he can be harsh or rude, and sometimes he can also be gentle and friendly. It depends on how the situation happened and what the characteristic of the person who talks with him. As happened in this episode, Gordon Ramsay's impoliteness happened because he tasted really bad food, and because of the characteristic of the restaurant's owner named Pete where he was a very stubborn person. In this event, it was the criticisms from Gordon Ramsay of the concept of restaurants and food that became the main concern of the researcher. The researcher highlights that the comments and criticisms contain a lot of impoliteness.

The data of this study are the video of kitchen nightmares season two episode six. The researcher uses the uncensored video from this episode on youtube to know the full context. In this episode, Gordon Ramsay heads to Denver, Colorado, the United States to visit a pizza restaurant. This restaurant is a family business that is on the verge of bankruptcy or failure. Gordon Ramsay tries to find something wrong and save this restaurant from bankruptcy.

The interest of the researcher in analyzing this episode because this episode contains a conflict between Gordon Ramsay as the presenter and Pete as the Restaurant owner. The reason why the researcher analyzes Gordon Ramsay's

impoliteness because of his figure. Gordon Ramsay is famous for being a chef who likes to throw criticism and scathing comments if the food he tastes doesn't match the taste. He did not hesitate to say that the food was disgusting. The researcher is interested in discussing the impoliteness he used on these TV shows because there are many impoliteness strategies contained in his comments and criticisms. Besides, the researcher also chose to analyze the response of the participant because of Pete's response toward Gordon Ramsay's impoliteness. Pete is the restaurant owner, he is someone with stubborn characteristic and was not happy with Gordon Ramsay's judgment. Until finally he followed what Gordon Ramsay said.

From the description above, the researcher has four objectives in this study. The first objective of this study was to examine the use of impoliteness performed by Gordon Ramsay to male participants. The second objective is to analyze the way Gordon Ramsay performed impoliteness to female characters. The third objective is to examine the response of male participants toward Gordon Ramsay's impoliteness. For the last objective, the researcher would examine how the response uttered by the female character to Gordon Ramsay's impoliteness strategies. There are five participants in this episode, they are Pete as the owner, Paulette as Pete's wife, Joshua as Pete's son, Gabe as Pete's grandson, and Celestina as the waitress.

In sum, the researcher would investigate any differences in Gordon Ramsay's impoliteness uttered to male and female characters. Also, the researcher

1.3 The Significance of the Study

The present study is expected to give the contribution in practical and theoretical. It is also expected to give a worth knowledge to the English Department's students, in this case about impoliteness strategies. Besides, theoretically, this study is also hoped to be a good reference for the next researcher whose interest in exploring impoliteness strategies in other objects, methods, or settings. Also, the researcher expects that this study will give a contribution to the study of impoliteness and the responses based on gender.

Thus, the researcher expects that the result will be a good example and reference for the reader to understand how impoliteness strategies are applied in a TV show. Also, this study is expected can give a contribution practically for the readers. From the result, the readers can apply the use of impoliteness or avoiding impoliteness in daily communication.

1.4 Scope and Limitation

In this part, the researcher explains the scope and limitations of this research. This researcher examined the use of the impoliteness strategy and its response in one of the TV shows, namely Kitchen Nightmares. By applying Culpeper's (1996) concept of impoliteness strategies, the research focuses on analyzing impoliteness performed by the host of the program, Gordon Ramsay. The researcher examined how Gordon Ramsay's impoliteness perform on male and female participants. Then, the researcher also focuses on analyzing the response performed by male and female participants.

independent, respected to be alone, and they can not force to do something they do not want. Levinson (1987, p. 28) defined a negative face as the basic personal rights of an individual such as personal freedom and freedom of action. The positive face is the individual's desire to be appreciated by others (Levinson, 1987, p. 28). However, people who have a positive face has a desire to be included in any activities and interactions. If they exclude from an activity or interaction they want, they will lose their face.

2.3 Politeness Strategies

In the previous chapter, the researcher explains the correlation between politeness and impoliteness strategies concept. Thus, the researcher provides a brief explanation of politeness strategies before discussing other impoliteness strategies. Politeness strategies are the inspiration of Culpeper's impoliteness strategies. According to Yule (1996, p. 60), politeness is an act that pays attention to aspects of other people's faces. It means that politeness can affect other people's faces. Politeness is also can be used to increase solidarity by minimizing the possibility of face attack.

Besides, Lakoff in Culpeper (2011, p. 2) added that politeness could define as an act done by the speaker to minimize confrontation in discourse. Good communication can be created by applying politeness. Impoliteness strategies are contrast strategies. The researcher would like to explain further in the next part. Brown and Levinson (1987) proposed four types of politeness strategies: bald on record, positive politeness, negative politeness, and off-record. All of them have their opposition strategies called impoliteness super strategies.

cooperative than men. She asserts that impoliteness and specific gender or speech acts should not be seen as inherent. She argues that impoliteness should be judged in the judgment of the hearer in which the interaction happened. She added that women are likely to avoid the conflict because of their powerlessness, and the language they used can be a reflection of their powerlessness.

On the other hand, Mills (2003, p. 204) emphasized that stereotypically, male masculinity is described with candor and assertiveness. That makes men more impolite than women. On the other hand, women who have powerlessness and differences in social status tend to show their awareness of face which is characterized by hesitation or uncertainty. Mills also added that women tend to use negative politeness to show excessive respect when an interlocutor is a man.

The use of impoliteness is influenced by some factors such as the role of women in society and the different approaches of women and men to life. According to Tannen (1990, p. 24), men reckon their world as a battlefield. It means that men try to achieve and maintain something. However, women assume their life as a negotiation for achieving closeness and support. Women's world demands support from the other. It can be the reason why women are politer rather than men.

Furthermore, Culpeper (1996) stated that unequal power among men and women also affects impoliteness. If the speaker has more power than the hearer, there is the possibility that the speaker can be more impolite to the hearer. Here, we can see the connection between power and impoliteness. Impoliteness is happened because of the unequal power in the interaction. When the disagreement

and other video participants. To transcribe the video, the researcher had some steps. While watching the video, the researcher typed all utterances of all participants. When typing the utterances, the researcher paused the video after typing one utterance. The researcher did the same way until the end of the video. After that, the researcher rewinds the video to make sure the transcription text was correct. The researcher gave the mark “indistinct” if the utterances are not clear.

4. The next step is rechecking. The researcher played again the video to make sure the dialogue has matched with the transcription. These steps were done by the researcher to make sure the data was already valid.
5. To validate the data, the researcher also asked the researcher's friend to check the transcription text.
6. The researcher identified and underlined all the words, phrases, sentences, and utterances that contain impoliteness strategies performed by Gordon Ramsay in the video.
7. Then, the researcher gave several codes into impoliteness strategies performed by Gordon Ramsay. The codes used to indicate the types of impoliteness used by Gordon Ramsay in the video. Each type of impoliteness strategies is marked as the following code:
 1. BRI = Bald on Record Impoliteness
 2. PI = Positive Impoliteness
 3. NI = Negative Impoliteness
 4. SMP = Sarcasm or Mock Politeness

3. The researcher divided and analyzed the impoliteness strategies uttered by Gordon Ramsay toward male and female participants in the chosen episode of the kitchen nightmares. The researcher identified the context of the conversation how do these utterances can be categorized as certain types of impoliteness strategies to answer the statement of problem number one and two.
4. The researcher divided and analyzed the responses toward the impoliteness of male and female participants in the chosen episode of the kitchen nightmares. The researcher identified the context of the conversation how do these utterances can be categorized as certain types of response toward impoliteness strategies to answer the statement of problem number three and four.
5. The researcher discussed the result of the analysis.
6. The last step was concluding.

Furthermore, a male participant who received the most impoliteness strategies from Gordon Ramsay is Pete as the owner and chef of the restaurant. It happens because Pete and Gordon Ramsay often get into disagreements. Bald on Record impoliteness is the type of strategy most often used by Gordon Ramsay, followed by negative impoliteness and positive impoliteness afterward. Meanwhile, sarcasm or mock impoliteness founds to be used twice by Gordon Ramsay on male participants in the event. It implied that Gordon tends to perform direct and clear face attacks rather than sarcasm or mock impoliteness, which has surface meaning. For more detail, the researcher explained the analysis in-depth in the next section of this chapter.

The researcher also presents the result of the analysis of Gordon Ramsay's impoliteness strategies toward male participants. Then, the explanation of the analysis describes in the next sub-section.

4.1.1.1.1 Bald on Record Impoliteness

According to Culpeper (2005, p. 41), bald on record impoliteness is the Face Threatening act (FTA) design to attack the hearer's face in a brief, direct, and straightforward. This type of impoliteness strategies is easy to identify because the performance of this strategy intentionally utters by the speaker. The performances of bald on record impoliteness found by the researcher in the data. The researcher found that Gordon Ramsay did this strategy to Pete. In the selected episode of the kitchen nightmares, Gordon Ramsay had some disagreement with Pete.

After researching the good taste pizza with some people in Denver, Gordon Ramsay showed all participants the result of his research. His research showed that Pete's Pizza or the Panteleone's Pizza came as the least favorite in Denver. The dialogue above shows how the responses give by Pete and his family. However, Pete is still on his arguments that he has the best Pizza in Denver. Hearing Pete's response, Gordon Ramsay saying that Pete's Pizza was dated. It implies that the acknowledgment of Pete's pizza is not valid because of his pizza beat by two local pizzas in Denver. It is bald on record impoliteness addressed to Pete. The face attack utters by Gordon Ramsay is brief and clear to take Pete to the losing face.

4.1.1.1.2 Positive Impoliteness

The next type of impoliteness found by the researcher is positive impoliteness. Positive impoliteness is a communicative strategy that design to damage the hearer's positive face. Positive impoliteness also has several output strategies such as seeking disagreement, ignore the other, use obscure or secretive language, underestimate the other, be disinterested/unconcerned, use inappropriate identity markers, and so on (Culpeper, 2005, p. 41).

Here, the researcher presents the findings of several positive impolitenesses that exist in Gordon Ramsay's utterances. The researcher found that Gordon Ramsay uttered several output strategies to male participants, those are seeking disagreement, use taboo or swear words, use inappropriate identity markers, and associate the other with negative aspects.

Datum 36**(15:07)****Gordon:** So Celestina! Oh, the dough so thick. Why? I mean it's just like a lot of bread it's like a bargain in that.**Celestina:** Umm that's our thin crust.**Gordon:** That's the thin crust?**Celestina:** Uhummm.**Gordon:** Stop!**Celestina:** (Laugh)**Gordon:** Wow, Seriously?**Celestina:** a lot of people get upset with me for that, when they ask for the thin crust and I bring them the thin crust. (laugh)

The first example of the realization of Defensive Countering can be seen in the above dialog. The dialogue above illustrates where Gordon commented on the dough he thought was quite thick. Celestina replied that it was the thin crust pliers she had at the restaurant. Celestina tried to explain that the restaurant had a thin crust like the one Gordon Ramsay saw. The first utterance in the above dialogue is a facial attack on Paulette in which Gordon used Bald on Record Impoliteness. Celestina's response to the utterance was to provide an explanation to maintain his face. Celestina's response certainly aimed to defend herself from losing face due to Gordon Ramsay's comments. At the end of the dialogue, Celestina also explained that she always serves dough like that. Defensive Countering is the response she uses in response to Gordon Ramsay's comments in the above dialogue.

Datum 37**(06:40)****Gordon:** Why you close on Sunday?**Pete:** Sunday?**Gordon:** Yes**Pete:** Cause I wanna watch a football.

impoliteness strategies, namely bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock impoliteness, and withhold politeness. This indicates that there is no obvious difference in the findings of this study. In sum, the findings show that there is no significant difference between the use of impoliteness in male and female uttered by Gordon Ramsay.

Firstly, the researcher indicates that power takes the place in the performance of impoliteness to male and female participants in the data. Power can be indicated by domination over others (Fairclough, 1998). Besides Culpeper stated the difference in power between the speaker and the hearer caused impoliteness occurs in the interaction where it is taking place. Culpeper added that the speaker who has more relative power is more freedom to be impolite (Culpeper, 1996). This assumption is reflected in Gordon Ramsay's impoliteness. As the presenter of the kitchen nightmares, Gordon Ramsay has the freedom to throw the criticism both to Pete and the food. In this case, Gordon Ramsay has access to give critics because it is part of the entertainment. The researcher infers that entertainment factors also affect Gordon Ramsay's impoliteness as mentioned by Culpeper that impoliteness can be entertain (Culpeper, 2005). The result of this study showed that impoliteness takes its part in the use of Gordon Ramsay's impoliteness. Impoliteness strategies are the tool of entertainment in the Kitchen Nightmares through Gordon Ramsay's comment. This study is also in line with Hadi (2020). Hadi said that impoliteness is connected with entertainment. Therefore, the researcher concluded that impoliteness was used by Gordon Ramsay's to entertain the audience through his comment. Here, the researcher

identified that the exploration of human weakness is seen in this TV-show. By giving the critics through impoliteness, the audience can be satisfied by watching arguments between Gordon Ramsay and the other participants.

The next point in this study is to analyze the responses which were used by male and female participants to Gordon Ramsay's impoliteness. Unlike the use of impoliteness in male and female participants, the researcher found a significant difference in the use of the responses of male and female participants to Gordon Ramsay's impoliteness strategies. The researcher found that the responses of men and women had an obvious difference. In the data, the researcher found that male participants performed all types of responses toward Gordon Ramsay's impoliteness such as accepting face attack, offensive countering, defensive countering, and no response. Offensive countering was dominant in the response types used by male participants.

Meanwhile, female participants performed several types of responses such as accepting face attack, defensive countering, and no response. Offensive countering was not found in their utterances. Moreover, female participants were more likely to use the accepting face attack type. The findings are in line with Mill's assumption that women are more cooperative rather than competitive. Also, Mills added that women's linguistic behavior is likely to avoid conflict as their reflection of their powerlessness. (Mills, 2003)

In this study, The researcher was more significant in analyzing responses to impoliteness strategies. The researcher focused on analyzing the use of responses to impoliteness based on gender. The results of this study will

complement the previous research on impoliteness and response based on gender by Aydinoglu in 2013. This study also in line with Aydinoglu (2013). Aydinoglu (2013) found that there was no significant difference in the use of impoliteness in the data presented by men and women. This study found that the response to impoliteness in women and men is certainly different. Men tend to use the offensive countering response and women tend to use the accepting face attack response.

In this study, accepting face attack was used most often by female participants because women were more likely to avoid arguments and to be cooperative. In this context, being cooperative is shown by Paulette because she wants her restaurant to survive and accept all criticism by Gordon Ramsay. Meanwhile, Celestina shows her nature as a woman with her powerlessness of women by seeing the responses she used. Excessive respect, unassertiveness, and hesitation were shown by Celestina in response to Gordon Ramsay's impoliteness. This proves Mills's assumption that women show helplessness by being doubtful and indecisive which is then seen as excessive use of respect (Mills, 2003, p. 205).

Meanwhile, male participants tend to use offensive countering to respond to Gordon Ramsay's impoliteness. According to Tannen (1990, p. 24), man reckons their world as a battlefield. It means that men try to achieve and maintain something. The findings of this study reflect Tannen's assumption about how men approach their life. The arguments between Gordon Ramsay and Pete are caused because Pete stands with his opinion about his pizza. It is in line with Tannen's assumption and it is reflected in Pete's responses toward Gordon Ramsay's

