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

THESIS



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ABSTRACT

Pramono, Angga Cahya. (2020). *Impoliteness strategies performed by Gordon Ramsay in Kitchen Nightmares season 2 episodes 6*. English Department, Faculty of Arts and Humanities. UIN Sunan Ampel Surabaya. Advisor: Dr. A. Dzo'ul Milal, M.Pd.

Keywords: impoliteness, politeness, Gordon Ramsay, gender, entertainment.

This thesis aimed at analyzing the impoliteness strategies in 'The Kitchen Nightmares' TV-show. The researcher analyzed Gordon Ramsay's impoliteness strategies and their responses which were used by the other participants. Furthermore, the analysis also focused on another aspect, gender. The researcher also investigated and compared the relationship between gender and impoliteness in the data. The present study attempted to find gender differences in the use of impoliteness strategies.

The data of this study was the video of The Kitchen Nightmares season 2 episode 6. Culpeper's (2003) theory about impoliteness was applied to analyze the data. The researcher in this study applied a –descriptive qualitative approach. In the matter of collecting the data, the researcher transcribed the video into transcription text. Then, underlining and coding sentences, words, and phrases that contain impoliteness and their responses become the next step. The last step was comparing impoliteness strategies used by male and female participants and their responses then concluded.

The researcher found that all types of impoliteness strategies (bald on record, positive impoliteness, negative impoliteness, sarcasm or mock impoliteness, and withhold politeness) were done by Gordon Ramsay to female participants and four types of impoliteness strategies (bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm or mock impoliteness) performed on male participants in the data. Then, the researcher found that all types of responses (accepting face attack, offensive countering, defensive countering, and no response) used by male participants to Gordon Ramsay's impoliteness. While the female participants only used three types of responses (accepting face attack, defensive countering, and no response). The researcher also found that the use of impoliteness strategies on male and female participants did not show a clear difference. Meanwhile, the researcher found that gender differences influenced the use of responses given between male and female participants.

ABSTRAK

Pramono, Angga Cahya. (2020). *Impoliteness strategies performed by Gordon Ramsay in Kitchen Nightmares season 2 episodes 6*. English Department, Faculty of Arts and Humanities. UIN Sunan Ampel Surabaya. Advisor: Dr. A. Dzo'ul Milal, M.Pd.

Kata Kunci: ketidaksopanan, kesopanan, Gordon Ramsay, jenis kelamin, hiburan.

Tesis ini bertujuan untuk menganalisis strategi ketidaksopanan dalam acara TV The Kitchen Nightmares. Peneliti menganalisis strategi ketidaksopanan Gordon Ramsay dan tanggapan yang digunakan oleh partisipan lain. Selain itu, analisis juga berfokus pada aspek lain yaitu gender. Peneliti juga menyelidiki dan membandingkan hubungan antara gender dan ketidaksopanan dalam data. Penelitian ini mencoba untuk menemukan perbedaan gender dalam penggunaan strategi ketidaksopanan.

Data penelitian ini adalah video The Kitchen Nightmares season 2 episode 6. Teori Culpeper (2003) tentang ketidaksopanan digunakan untuk menganalisis data. Peneliti dalam penelitian ini menggunakan pendekatan kualitatif deskriptif. Dalam pengumpulan data, peneliti mentranskripsikan video menjadi teks transkripsi. Kemudian, menggarisbawahi dan mengkodekan kalimat, kata, dan frasa yang mengandung ketidaksopanan dan tanggapannya menjadi langkah selanjutnya. Langkah terakhir adalah membandingkan strategi ketidaksopanan yang digunakan peserta laki-laki dan perempuan dan tanggapan mereka kemudian menarik kesimpulan.

Peneliti menemukan bahwa semua jenis strategi ketidaksopanan (ketidaksopanan langsung, ketidaksopanan positif, ketidaksopanan negatif, menahan ketidaksopanan, dan ketidaksopanan semu) dilakukan oleh Gordon Ramsay kepada partisipan wanita dan empat jenis strategi ketidaksopanan (ketidaksopanan langsung, ketidaksopanan positif, ketidaksopanan negatif, dan ketidaksopanan semu) dilakukan kepada partisipan pria dalam data. Kemudian, peneliti menemukan bahwa semua jenis tanggapan (menerima secara langsung, menyerang serta melawan, bertahan serta melawan, dan tidak ada respon) yang digunakan oleh partisipan pria terhadap ketidaksopanan Gordon Ramsay. Sedangkan peserta wanita hanya menggunakan tiga jenis respon (menerima secara langsung, bertahan serta melawan, dan tidak ada respon). Peneliti menemukan bahwa penggunaan strategi ketidaksopanan pada partisipan pria dan wanita tidak menunjukkan perbedaan yang jelas. Sementara itu, peneliti menemukan bahwa perbedaan gender mempengaruhi penggunaan respon yang diberikan oleh partisipan laki-laki dan perempuan.

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CHAPTER I

INTRODUCTION

In this first part, the researcher presents some points about the reason why this study is conducted. This part contains some points. Those are: the background of the study, the problem of the study, the significance of the study, the scope and limitation, and the definition of critical terms

1.1 Background of The Study

The study of pragmatics always takes the interest of many researchers.

Levinson (1983, p. 5) defined pragmatics as the study of the use of language in conversation or communication. In daily communication knowing the context is vital to understand what people talk about well. It also prevents misunderstanding between the speaker and the hearer. Thus, the study of the pragmatics field is always a delightful topic to discuss. One of them is about impoliteness strategies.

Impoliteness strategies were introduced by Culpeper (1996). Culpeper (1996, p.356) defined impoliteness strategies are the set of strategies that are designed to attack the hearer's face in resulting social conflict and disharmony. Inspired by Brown and Levinson's politeness model (1987), Culpeper build its opposition called impoliteness strategies. He added that each positive strategy has its opposition. Culpeper proposed his theoretical framework about impoliteness in his work entitled *Towards an anatomy of impoliteness* (1996). From that work, Culpeper elaborated on some output strategies, namely impoliteness super strategies. He mentioned there are five types of impoliteness those are bald on

record impoliteness, positive impoliteness, negative impoliteness, mock impoliteness or sarcasm, and withhold politeness. These strategies are designed to attack the hearer's face. (Culpeper, 1996:355)

The first type of impoliteness strategies is bald on record impoliteness. Bald on record impoliteness designed to attack the hearer's face directly and unambiguity. The second strategy is called positive impoliteness. This type of strategy is used by the speaker to attack or damage the hearer's positive face wants. Meanwhile, negative impoliteness is designed to damage or threaten the hearer's negative face wants. The next strategy is sarcasm or mock impoliteness. This kind of strategy is used by the speaker to attack the hearer's face by saying the opposite of what he intends or use sarcasm and irony. The last strategy is to withhold politeness. Withhold politeness is the absence of the politeness the listener expects. (Culpeper, 1996:355)

Besides, Culpeper (2003) also mentioned the responses toward impoliteness strategies. He mentioned there are four kinds of responses toward impoliteness, these are accepting face attack, offensive countering, defensive countering, and no response. Bousfield (2008, p. 193) defined accepting face attack is when the hearer accepts the impoliteness that is uttered by the speaker. Offensive countering is the response of the hearer by countering the face attack by face attack. Then, defensive countering is when the hearer responds to the impoliteness by saving his face from losing save with the argument or reason. The last kind of response is no response. This kind of response happens when the

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 Numragomedov. 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 Geralyn 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

food served. Scathing criticism and comment in this TV-show used by the host actually to motivate restaurant owners so their restaurant can run well again.

(Kitchen Nightmares, Para 1)

(https://www.youtube.com/c/KitchenNightmaresFullEpisodesFilmRise/about)

The plot of the show is the host visit a restaurant that is dying or is about to go bankrupt. The host will take samples of their food and give his honest comments and criticisms. Furthermore, the owner of the restaurant may agree or not whether the show will continue or they choose to disagree with what the host said.

Kitchen Nightmares is hosted by one of the most popular British celebrity chefs, Gordon Ramsay. Gordon Ramsay, his full name is Gordon James Ramsay, was born on November 8th; 1966, in Johnstone, Scotland. (Biography.com editors, para 1-4) explains that he left his athletic career and became a famous chef in London, England. He started to enter the television industry with the show Kitchen Nightmares, which was a success in the first season. Gordon Ramsay is also successful in his own restaurant business and has received 16 Michelin stars for several of his restaurants. He also managed to expand his business to Dubai. In the entertainment industry, the name Gordon Ramsay is familiar. Ramsay started his entertainment career in 1996 with his appearance as a judge on the competitive BBC cooking show Master Chef. Subsequently, he got the opportunity to host two TV shows that spring called Hell's Kitchen and Kitchen Nightmares, which adapt to US TV shows of the same title. In May 2005, the American version of Hell's Kitchen, which put aspiring restaurants under a host's supervision, made its debut

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

aims to investigate how the responses given by male and female participants toward Gordon's impoliteness.

Regarding the explanation above, the present study would like to examine the use of impoliteness strategies uttered by Gordon Ramsay and participant's responses toward it. Besides, the researchers hope this study would be interesting because this study fills the gap of the previous study by investigating the response of impoliteness based on gender. The present study would like to enrich knowledge about impoliteness strategies and responses toward impoliteness. The researcher hopes that this research can be beneficial in both practical and theoretical terms. Also, the researcher expects that this study will give a contribution to the study of impoliteness and the responses based on gender.

1.2 The Problems of Study

The present study is designed to answer several question or problems that are formulated in the following questions:

- 1. How are impoliteness strategies performed by Gordon Ramsay to male participants?
- 2. How are impoliteness strategies performed by Gordon Ramsay to female participants?
- 3. How do male participants respond to Gordon Ramsay's impoliteness strategies?
- 4. How do female participants respond to Gordon Ramsay's impoliteness strategies?

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.

The discussion also emphasizes Culpeper's theory about impoliteness.

These are bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm, or mock impoliteness and withhold politeness. Besides, four kinds of responses analyze in this study; accepting face attack, offensive countering, defensive countering, and no response.

1.5 Definition of the Key Terms

Impoliteness Strategies sets of communicative strategies designed to attack the hearer's face in resulting social conflict.

The response is the reaction of the hearer after receiving a face attack.

FTA an act that infringes on the hearers' need to maintain their self-esteem and be respected.

The face is the people's image in public.

Positive face is people's desire to be respected and associated with others.

Negative face is people want to be independent and freedom in action.

Gordon Ramsay is a celebrity chef from the U.K. he is a host of Kitchen Nightmares.

Kitchen Nightmares is a popular TV show on British television hosted by Gordon Ramsay. This program adapted to the American TV show with the same name and host. The content of this program is about helping a dying restaurant.

CHAPTER II

REVIEW OF RELATED LITERATURE

The present part provides some of the theories that are applied by the researcher to analyze the data. This part describes pragmatics, the concept of face, politeness strategy, impoliteness, and its responses, and impoliteness and gender.

2.1 Pragmatics

The study of pragmatics concern with the study of language and its context. There are some definitions given by some linguists. The first definition comes from Levinson (1983, p. 5) defined pragmatics as the study of language and it must be related to the context. Thus, pragmatic and context can not be separated because the meaning emphasized by the speaker can be understood by the hearer by the context. Besides, Yule (1996, p.3) added that pragmatics is the analysis of the speaker's utterance and understood by the hearer. The pragmatics study focuses on the analysis of the meaning of the speaker's speech that is affected by the circumstances.

According to Birner (2013, p.2), pragmatics is the study of language that focuses on context when used. Thus, the meaning of what the speaker said is base on the context or environment. To know the meaning of what the speaker said, the hearer must know the context of what the speaker intended. So, the communication will run smoothly and avoiding misunderstanding between the speaker's intention and the hearer. In short, the study of pragmatics must relate to language use and its context.

2.2 The Concept of Face

Both politeness and impoliteness study must be related to the concept of face. The concept of the face firstly introduce by Goffman (1967). Goffman (1967) defined face is the image of people that they claimed in public. Besides, Brown and Levinson (1987) defined that face is the person's image that everyone has and it must be respected and admitted by others in public. Everyone has a desire to be respected and known by others in social interaction. The is also can be lost, preserved, and must be continuously engaged in contact.

Yule (1996, p. 61) mentioned some of the face studies such as face-saving acts and face-threatening acts. Face saving acts are the way to maintain face from losing face, and it does by minimizing the possible threat to the hearer's face by the speaker. The speaker can say something to minimize the possibility of a face attack. Losing face can be reduced social position, reputation, the influence of people. Thus, people do not want to lose their faces in public so avoiding losing faces is a face-saving act. Face-saving acts are significant when we communicate with each other.

Meanwhile, the face-threatening act is the way to attack someone's face. Brown and Levinson (1987) defined that Face threatening acts can be used to damage one's self-esteem. This communicative act is purposed to damage the person's self-image. Thus, politeness strategies are designed to minimize the possibility of the occurrence of the face-threatening act.

Birner (2013, p. 201) mentioned there are two types of faces. Those are the positive face and negative face. The negative face is the people's desire to be

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.

2.4 Impoliteness strategies

Culpeper (1996, p. 356) defined impoliteness has meant to attack the hearer's face. He added that impoliteness strategies are the contrast model of politeness strategies proposed by Brown and Levinson. Every type of politeness has an opposition model called impoliteness strategies. Impoliteness could define as the communication strategy designed to attack the hearer's face and causes social conflict and disharmony. This definition is quite contrasting from the purpose of politeness strategies, which design to promote harmony and avoiding social disruptions (Culpeper et al., 2003, p. 1546).

Furthermore, Culpeper (2005, p. 38) added that three aspects must fulfill when the act can identify as impoliteness. First, impoliteness does by the speaker to attack the hearer;'s face intentionally. Second, the hearer must be perceived or constructed behavior when they received a face attack. The last is a combination of them. This definition is more precise than the previous definition. Impoliteness divide into five types: bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock impoliteness, and withhold politeness. All of these strategies inspire by the politeness model proposed by Brown and Levinson except sarcasm. Mock impoliteness or sarcasm is a type of impoliteness inspired by Leech's irony model (1983).

The explanation and realization of each strategy will describe in the text below.

2.4.1 Bald on Record Impoliteness

The first type of impoliteness strategy is called bald on record impoliteness. Culpeper (2005, p, 40) defined bald on record impoliteness performed by the speaker to attack the hearer's face directly. This strategy also defines as the face attack uttered by the speaker to the hearer in brief, clear, and unambiguously. The example of this type of strategy capture as the following example:

Context: The teacher asks to do the exercise on the whiteboard. Unfortunately, the student gets the problem of doing that exercise, and he has no idea how to do it. Then he says to his teacher to do the other.

Teacher: Okay, Billy, please come forward and please do number three!

Billy: (come forward) But, I can not do this number. How about the first one?

Teacher: Do you hear what I say? Just be straight if you know nothing about this!

The underlined sentence above is an example of bald on record impoliteness. From the dialogue above, the teacher asks Billy to come forward and do exercise number three. However, Billy can not do it and asks to do another number. What the teacher said is attacking Billy's face by saying that Billy does not know anything. It is considered impolite.

2.4.2 Positive Impoliteness

According to Culpeper (2005, p. 41), Positive Impoliteness is the speaker's impoliteness strategies to attack the hearer's positive face wants. To attack the hearer's face wants, the are some output strategies that can be done. He mentioned some output strategies such as exclude the other from an activity, ignore the other, be unsympathetic, unconcerned, use

obscure or secretive language. Further, Culpeper (1996, p. 357) described the realization of these output strategies as the following:

- 1. Ignore the other.
- 2. Exclude the other from an activity: this type of strategy can do by separating the other from an activity or relationship.
- 3. Using inappropriate identity markers.
- 4. Use secretive language.
- 5. Avoid sitting together.
- 6. Seek disagreement
- 7. Making others feel uncomfortable.
- 8. Using swear words or taboo words.

The dialogue below illustrates how positive impoliteness performs.

The context of the dialogue is in the presidential debate between Donald Trump and Barrack Obama. The reporter throws the question to Trump about the racism in America.

Reporter: Well, Mr. Trump. I am Jacob from BBC. What do you think about Black lives matter in America and Worldwide? It becomes a social issue, not just in America, but in all of the nations nowadays.

Donald Trump: We all know, it must not be talked further.

Obama: Not discuss further what?

Donald Trump: Who this man? Is he invited to this discussion, man?

Obama: Answer his question!

Donald Trump: I do not hear anything around.

The underlined sentence above is an example of the realization that excludes others from an activity. Obama and Trump are the participants of the debate. However, when the reporter asked Trump about his opinion on Black Lives Matter, Trump said it must not discuss further. Then Obama

wants Trump to consider his answer. By saying the underlined word, Trump ignores and excludes Obama as the participants in the debate.

2.4.3 Negative Impoliteness

The third type of impoliteness strategies, namely negative impoliteness. Negative impoliteness strategies are defined as the uttered impoliteness to attack the hearer's negative face wants (Culpeper, 1996, p. 356). This strategy happens when the FTA is performed by the speaker to attack the hearer's negative face wants. To do this type of strategy, there are some output strategies (Culpeper, 1996, p. 358). The output strategies will explain as the following:

- 1. Frightening the other: The speaker can frighten the hearer into limiting the actions that might occur in the future.
- 2. Scorning, ridiculing, condescending.
- 3. Do not threaten the other seriously: the speaker underestimates the hearers.
- 4. Invading the other's space.
- 5. Explicitly associate the other with a negative aspect.
- 6. Putting the other's indebtedness on record.

Here, the researcher would provide an example of the performance of negative impoliteness. The example of negative impoliteness is illustrating in the example below:

Context: The clerk comes late to work on Sunday. Then, his boss is upset about his indiscipline. The clerk is often coming late, especially in his morning shift.

Clerk: Morning, boss. I have a terrible morning today, so I am coming

late.

Boss: So you are?

Clerk: How is your weekend?

Boss: How is your job here? I suppose I will need a new clerk here.

The dialogue above captures the use of negative impoliteness.

When the boss says that he will need a new employee, it means he will fire the clerk. The boss implies that he frightens the clerk because of his indiscipline. Frightening is one of the negative impoliteness's outputs strategies.

2.4.4 Sarcarsm or Mock Impoliteness

The third type of impoliteness strategies is called sarcasm or mock impoliteness. This strategy was inspired by the Irony model proposed by Leech (1983). Culpeper (1996, p. 356) defined sarcasm, or mock impoliteness is design to attack the hearer's face by performing a dishonest politeness strategy.

Also, Bousfield (2008, p. 118) added that this type of strategy is performed in not sincerely way, dishonest, and just pretend. The meaning of what the speaker said has biased meaning on the surface. It can be understandable by emphasizing the context of the dialogue or conversation. An example of sarcasm or mock impoliteness can be seen from the dialogue below:

Context: Alex gets a lousy score in calculus. However, he gets a good score in football.

Teacher: Alex, you are a good football player. However, I have a friend who is a professional football player in Nevada. He can answer my question if I asked calculus.

The example above captures the performance of this type of strategy. In the statement above, the teacher throws praise to his student Alex because of his football skills. Then, the teacher said it to Alex because Alex can not get a good score in calculus. Then he tells Alex about his friend who a professional player that is good at calculus (it can be real or unreal). The purpose of the teacher's utterance is to emphasize that Alex is not good at calculus even though he is good at football.

2.4.5 Withhold Politeness

Withhold politeness happens when politeness is not performed by the speaker when it is needed. For example, failing to say thanks to someone for a present is intentionally impoliteness. (Culpeper, 2005, p. 42)

In sum, each impoliteness strategies can be done by doing the output strategies. To conclude the output strategies, the researcher would like to provide a table that contains output strategies of each type of impoliteness strategy.

Table 2.1 Impoliteness Strategies and Output Strategies

Impoliteness Strategies	Output Strategies
Bald on Record Impoliteness	Direct and unambiguous face attack
Positive Impoliteness	Ignore the other, exclude the other from an activity, be disinterested, unsympathetic, unconcerned, call the other name, use swear and profane language, using the taboo word, use obscure or secretive language, use inappropriate identity markers
Negative Impoliteness	Frightening, condescend, scorning, or ridiculing, invade the other's space, do not treat the other seriously. Explicitly associate the other with a negative aspect.

Sarcasm or Mock Impoliteness	Using sarcasm, irony, use politeness strategies insincerely.
Withhold Politeness	The absence of politeness when it is expected.

Source: Culpeper,1996

2.5 Responses to impoliteness

Culpeper et al. (2003, p. 1562) mentioned there are four types of responses to impoliteness strategies. Those are accepting face attack, offensive countering, defensive countering, and no response. Each response has the characteristic of its expression. Furthermore, the researcher would explain further about the response toward impoliteness strategies in the next subchapter.

2.5.1 Accepting Face Attack

The first type of response toward impoliteness is accepting face attack. Accepting a face attack is the response to impoliteness in which the speaker accepts or agrees to the face attack addressed to him/her. It is because the relative power the speaker has might influence why the hearer accepts face attack. (Culpeper et al., 2003). The illustration below will show how this type of response occurs.

Context: The teacher is mad at his student because he is always coming late to school. The teacher does not permit his student to join his class.

The teacher: Good morning, student. Are you coming late again?

The student: It is about ten minutes I am late sir. Forgive me.

The teacher: Did I ask you about it? Does it mean that you can find the way out, please?

The student: Yes, sir.

In the dialogue above, positive impoliteness can see when the teacher asks his student to go out of class. The teacher does not want to admit the student to join the class because of coming late again. The

teacher uttering positive impoliteness to the student by excluding his student from his class. Besides, the student realizes that it is his fault for coming late to come to the class. By answering "yes sir" the student accepts the impoliteness addressed to him.

2.5.2 Offensive Countering

According to Culpeper et al. (2003, p. 1562), offensive countering happens when the hearer responds face attack with face attack. This type of response is used by the hearer when the hearer disagrees or being mad at the impoliteness addressed to him/her. Also, when using this type of response, the speaker tries to save face from losing face or minimizing the possibility of losing face. This type of response can identify when a face attack is performed by the hearer toward impoliteness. The example of this response is capture in the following example.

Context: A customer of the restaurants throws a complaint about the served food. He knows that the beef is not fresh. But, the owner claims that his beef is fresh and it is good quality beef.

Customer: Do you serve this kind of beef every day?

Owner: What do you mean, ma'am?

Customer: I think it is not fresh, it is frozen.

Owner: You talking bout the steak? We always serve the best in the city.

Customer: I reckon it is not.

Owner: Do you have a cooking license or Michelin star to say that?

Unfortunately, or chef, yes, he has.

The underlined sentence above is an example of offensive countering. The owner of the restaurant disagrees about his customer's comments. He reckons that his food is always fresh and it is the best one. The owner of the restaurant responds to his customer's comment by

sarcasm. He asks his customer about his cooking license or Michelin star and comparing it with his chef. It implies that the owner does not want to lose his standing about the food served in his restaurant.

2.5.3 Defensive Countering

Bousfield (2008:188) stated defensive countering is the response to impoliteness which is performed by the hearer to defense his/her face from face attack. The hearer might try to explain or telling the truth to the speaker. This response is uttered without any face attack by the hearer. An example of defensive countering can be seen from the dialogue below.

Context: The teacher is mad at his student because he is always coming late to school. The teacher does not permit his student to join his class.

The teacher: Good morning, student. I think I come earlier today. It's right?

The student: Good morning sir, the traffic was so terrible. So, I have to walk about two blocks. I have tried.

The teacher: Did I ask you about it?

The dialogue above is an example of defensive countering. It can be seen that the teacher does sarcasm or ridicule rudeness in the dialogue. The teacher's statements contain a face attack on his student. What the teacher said is that he said his student was late again that day. The student has tried to explain why he came late that day.

2.5.4 No Response

The last type of response toward impoliteness is no response. This response happens when the hearer gives no comment or being silent to impoliteness strategies. It is because the hearer does not want to talk

further about some topics. Here, the researcher would give an illustration of the performance of this type of response.

Context: Alex is happy with his score in Math. He shows it to his classmates, Robin. Robin has remedial math.

Alex: See, I did it. I still do not believe it.

Robin: Oh, Congrats Alex. My mom will mad after this.

Alex: Bad score, again? I will show you later how to get a good score.

Robin: (no response)

From the dialogue above, Robin does not answer after Alex says that he will show Robin how to get a good score. It is because Robin does not want to talk about the exam score at first. In the dialogue above, Alex does negative impoliteness when he says bad score again'. If we look to the context, Robin's negative face is threatened by Alex's statement. So, Robin decides to give no response further.

2.6 Impoliteness and Gender

Women and men speak differently. The study of language and gender, firstly introduced by Lakoff (1973). Lakoff stated that women are more polite than men. It is because the marginality and powerlessness of women make them speak more politely than men. He stated that women are more polite because of their social status. He added that women have a secondary status in society. Further, the study about language and gender comes to a similar conclusion (Holmes, 1995; Cameron and Coates, 1998; and Sara Mills, 2003). They stated that impoliteness is more frequently does by men rather than women.

According to Mills (2003, p. 273), women are more caring and sympathetic than men. Besides, rather than more competitive, women are more

cooperative than men. She asserts that impoliteness and specific gender or speech acts should not see as inherent. She argues that impoliteness should comprehend 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 influence 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), man reckons 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

occurs, there are possibilities for FTA performed by both the speaker or the hearer.

In short, the way of women and to use language in interaction is different. Gender differences affect the way women and men's linguistic behavior in society. Men who have more power than women are more impolite because of some factors such as social status, power, and their point of view of life. At the same time, women with their powerlessness tend to be more polite in interaction. It is because women are more cooperative rather than competitive. They like to make a connection and closeness with each other.

CHAPTER III

RESEARCH METHOD

In this chapter, the researcher described the methodology used by the researcher for conducting this research. This chapter is divided into some parts. It consists of research design, data, and the data source, research instrument, technique of data collection and the last is the technique of data analysis.

3.1 Research Design

The researcher conducts the study with a qualitative approach. The researcher used a qualitative descriptive approach to analyze impoliteness strategies and their responses in the chooses episode of the kitchen nightmares. According to Ary (2010), instead of using statistics or numbers, the qualitative approach used words to describe the phenomenon. The qualitative study also means critical research. This method attempts to verify, reveal, and criticize the data. Bogdan & Taylor (1975) stated that qualitative study investigated data in written, oral, and behavior. Thus, a qualitative study was applied in the present study because this study focused on analyzing impoliteness phenomena on a TV-show called the kitchen nightmares. It means that descriptive qualitative is a suitable approach for the present study.

3.2 Data Collection

3.2.1 Data and the Data Source

The data source of the present study is the video of the kitchen nightmares season two episode six. The researcher made a transcription of the video to analyze the data to conduct this study. The data of the present study was all the words, phrase, sentences, and utterances of Gordon Ramsay and other participants that contains impoliteness and the responses toward impoliteness.

3.2.2 Research Instrument

The researcher conducts the study used the main instrument and a secondary instrument. The main instrument of this study was human. The main instrument was the researcher himself in the matter of collecting and analyzing the data. Also, the computer was the secondary instrument to download some resources and references to conduct this study.

3.3 Technique of Data Collection

This part presents the researcher's steps to collect the data. The steps used by the researcher to collect the data were described as below:

- In the first step, the researcher downloaded the kitchen nightmares season two, episode six from the kitchen nightmares youtube channel. The researcher chose the uncensored version.
- 2. The researcher watched the entire video to understand clearly the dialogue and plot of the video.
- The researcher transcribed the video into transcription text to identify the impoliteness strategies and their responses performed by Gordon Ramsay

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 toke 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 marks as the following code:
 - 1. BRI = Bald on Record Impoliteness
 - 2. PI = Positive Impoliteness
 - 3. NI = Negative Impoliteness
 - 4. SMP = Sarcasm or Mock Politeness

- 5. WP = Withhold Politeness
- 8. The last step was identifying and underlying the other participant's responses toward Gordon Ramsay's impoliteness strategies that are found in the data. The researcher indicated the type of each response performed by the other character by giving several codes as below:
 - a. AFC = Accepting Face Attack
 - b. OC = Offensive Countering
 - c. DC = Defensive Countering
 - d. NR = No response

3.4 Technique of Data Analysis

Data analysis was the next step after collecting the data. In the matter of analyzing the data, the researcher had some steps. The steps of data analysis as below:

- 1. In the first step, the researcher classified and analyzed impoliteness strategies uttered by Gordon Ramsay toward male and female participants in the video. The researcher made a table that contains impoliteness used by Gordon Ramsay. Then, the researcher classified them into the table based on their codes and the types of strategies.
- Secondly, the researcher classified and analyzed male and female
 responses toward Gordon Ramsay's impoliteness strategies. Then, the
 researcher classified them into the table based on their codes and the
 types of strategies

- 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.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter is conducted to answer the statements of the problem in the first chapter. In this chapter, the researcher presents the result of the findings of the data analysis. This chapter consists of two sections, the first is the findings and the second is the discussion.

4.1 Findings

In this part, the researcher presents the finding of the present study. This part presents the analysis of data and the result of it. This part also consists of four points. Each point is made to answer the research question formulated in the previous chapter. Firstly, the researcher aims at analyzing the use of impoliteness used by Gordon Ramsay on male participants. The researcher analyzed the data used Culpeper's theory about impoliteness. Thus, the analysis is divided into four sub-points: bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm or mock impoliteness. The first point is made to answer the first statements of the problem.

Then, the second point is conducted to answer the second research question. This point is aimed at analyzing Gordon Ramsay's impoliteness strategies toward female participants. At this point, the researcher also applied Culpeper's theoretical framework about impoliteness. There are four sub-point presented in this part: bald on record impoliteness, positive impoliteness, negative impoliteness, and the last is sarcasm or mock impoliteness.

The third point was created to answer the third question about the response toward Gordon Ramsay's impoliteness by male participants. From the analysis, the researcher found that four types of responses toward impoliteness exist in the male participants' utterances: accepting face attack, offensive countering, defensive countering, and no response.

The last section of this presents study is the analysis of the responses to Gordon Ramsay's impoliteness, which were uttered by female participants. This section creates to answer the last objective of the study. After investigating the responses used by male participants. The use of responses by female participants is also investigated to show the difference of responses toward impoliteness by gender. Furthermore, the researcher also compared the different types of responses that were used by male and female participants toward Gordon Ramsay's impoliteness in the kitchen nightmares.

4.1.1 Gordon Ramsay's Impoliteness Strategies

4.1.1.1 Gordon Ramsay's Impoliteness toward Male Participants

This part explains the use of impoliteness to male participants, which was uttered by Gordon Ramsay in The Kitchen Nightmares season 6 episode two. This part is made to answer the first statement of problems that explain Gordon Ramsay's impoliteness strategies toward male participants. In this episode, the male participants are Pete, Josh, and Gabe. The researcher found that Gordon Ramsay uttered four types of impoliteness strategies. Bald on record, positive, negative, and sarcasm or mock impoliteness founds in the data. Furthermore, withhold impoliteness strategy not found in the data.

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 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.

The researcher has chosen several data that contains Gordon Ramsay's bald on record impoliteness to male participants. Bald on record impoliteness is exist in the following dialogue:

Datum 1

Gordon: And do you think your husband is selling the best Pizza in Denver?

Paulette: No, I don't.

Gordon: You know there's a huge mistake on the awning because I think you just

cooked me the worst pizza in Denver.

Pete: I disagree with you.

From the dialogue above, the researcher indicated bald on record impoliteness in Gordon's Ramsay utterance. The underlined sentence above is the indicated bald on record impoliteness on Gordon Ramsay's utterance. After sampling some of the menus on the Panteleon's pizza, chef Ramsay gave the feedback. He told everyone in the restaurants that most of the menus were not good in taste. The underlined sentences address Pete as the chef in the restaurant. By saying that Pete cooks the worst Pizza in Denver, Gordon Ramsay performed bald on record impoliteness. The use of direct, brief, and concise face attack indicates the output strategies of bald on record impoliteness. The dialogue above shows that Gordon Ramsay damages Pete's face because there is no minimizing of the face-threatening act.

Another performance of bald on record impoliteness showed by the dialogue below:

Datum 2

(22:18)

Gordon: The pizza is not good.

Pete: I'm still gonna disagree with you. I really will. I'm sorry but I am.

Gordon: I need some fresh air.

Pete: Oke, Sir. **Gordon**: Fuck me.

The dialogue above is when chef Ramsay asked for two minutes to talk personally with Pete. He asked to talk after he argued with Pete. Chef Ramsay said that Pete's Pizza is not good, but Pete is still standing with his pizza opinion. Bald on record impoliteness is exist in the underlined utterance in the dialogue above. By saying that Pete's pizza is not good, Gordon Ramsay did bald on record impoliteness. The face attack performs by Gordon Ramsay is in a straightforward, direct, and concise way. Gordon Ramsay's utterance that Pete's Pizza is not acceptable is indicated as the bald on record impoliteness.

The next example of the realization of bald on record impoliteness uttered by Gordon Ramsay to Pete as one of the male participants in The Kitchen Nightmares can be seen in the following dialogue:

Datum 3

(26:52)

Gordon: Yeah, wow. How does that make you feel Paulette?

Paulette: Bad, but I'm not surprised because I've been saying the same thing too

much cheese, too much crust, too much everything.

Josh: I've talked and talked and talked about the same things and I don't see it

changing

Gabe: It's really bad it needs to change.

Josh: I think that hmm, in his mind it's always more is better.

Pete: I do put it on our agreement.

Paulette: Yeah you do.

Pete: I do.

Gordon: Your pizzas are dated!

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.

The researcher noted several utterances that contain positive impoliteness.

The data below is the realization of seeking disagreement.

Datum 4

(07:12)

Gordon: The restaurant closes seriously?

Paulette: Because he has his nap.

Gordon: Yes, if he's what?

Paulette: Nap siesta sleep. That's kind of a European thing that you know this he

has to deal with.

Gordon: Restaurant closes because Pete was a nap?

Paulette: Yeah like the dork Greece.

Pete: In England too.

Gordon: No, no, we don't do that. Do any delivery?

In the dialogue above, Gordon Ramsay used positive impoliteness to Pete. The researcher found that the underlined sentence above contains positive impoliteness strategies output called seeking disagreement. In the dialogue above, Gordon Ramsay, Pete, and Paulette talked about Pete's behavior. Paulette explained that Pete always takes a nap. Thus, he always closes his restaurant early. Gordon Ramsay thought it was peculiar. At first, Gordon Ramsay did not know what a nap is. Paulette explained to Gordon, then Pete maintained his face by saying, In England Too. It implies that Pete tries to maintain his face by seeking the agreement.

However, look at what Gordon said to Pete. Gordon saying, No. From that utterances, Gordon disagreed with what Pete said to him. It indicates one of the positive impoliteness output strategies called seeking disagreement. Gordon showed his disagreement clearly. It is clear that Gordon's answer damage Pete's face.

The researcher also found that Gordon Ramsay performed another output strategy of positive impoliteness, namely uses inappropriate identity markers. The dialogue below captures how positive impoliteness use by Gordon Ramsay to Pete.

Datum 5

(06:14)

Pete: Yeah, mine is better!

Gordon: Oh. Paulette: Okay

Gordon: Okay, great, and you have that in 1985?

Pete: March 10th of 85, it was Monday we open up.

Gordon: You know your dates well for an old boy.

Pete: An old boy?

Gordon: You know old-boy is it like a charming old man.

Paulette: Completely completely.

Pete explained to Gordon Ramsay how he started his restaurant —starting from where he learned to make Pizza and got an award for his Pizza. He also remembered the date and year when he received the award. In this context, Gordon Ramsay used the phrase "old boy" to refer to Pete. Pete's old age and good memory made Ramsay give him that identity marker. Seeing the reaction that Pete gave, of course, this is a threat to his positive face. The phrase "old-boy" is inappropriate for Pete. The face attack that Pete received is an example of a positive face attack, namely the use of inappropriate identity markers. In the dialogue above, Gordon tries to use a joke to approach Pete more. In this case, they had just met.

Next, the use of the swear word also existed in some of Gordon Ramsay's utterances. The researcher chooses one example to explain how it uses by Gordon Ramsay. The dialogue below illustrated how the swear words as the one output strategies positive impoliteness perform by Gordon Ramsay to Pete.

Datum 6

(39:29)

Josh: Argh, now it started.

Pete: Really? What the hell are you guys doing? What the fuck thing out?

Josh: Whatever man.

Gordon: STOP! You, you, come here! urgently now! (indistinct) <u>I fuckin I</u> wanna give up, we are now just going so far backward. Are we come this far now to give up?

Josh: No

Gordon: Table sixteen this hasn't gone, when the tickets have gone it gets fucking

spiked!

Josh: Yeah chef.

Using swear words are included as positive impoliteness. The dialogue above shows that Gordon Ramsay was upset with both father and son, in this case, Pete and Josh. After making over his restaurant, Pete, who had been helped by Chef Ramsay, reopened his restaurant with the new menu and concepts. Pete and Josh, seen overwhelm in handling orders, especially on ticket number 16 in the reopening shows of the Panteleon's Pizza. Josh and Pete get into a dispute and do not focus on dealing with problems. In the underlined sentences, Gordon Ramsay speaks two swear words to Pete and Josh. The researcher found that Gordon Ramsay use swear words because he is upset with Pete and Josh. It supports the context of the situation that happens at the time the utterance speaks.

4.1.1.1.3 Negative Impoliteness

Culpeper (1996) mentioned negative impoliteness as one of the impoliteness strategies. Negative impoliteness is aimed at damaging the hearer's negative face wants. This type of impoliteness strategy also has some output strategies such as frightening, ridiculing/scorning/condescending, associate the other with negative aspects, underestimate the other, and so on. In the data, the researcher found that Gordon Ramsay performed several output strategies of negative impoliteness to male participants. The researcher discovered that associate the other with negative aspects, invading the other's space, condescend, ridiculing were performed by Gordon Ramsay to male participants.

Furthermore, several data had been chosen by the researcher to analyze in this section. Here, the researcher would like to elaborate on the realization of Gordon Ramsay's negative impoliteness that performs to male participants. Data 7 below captures how Gordon Ramsay invaded Pete's space in The Kitchen Nightmares.

Datum 7

(20:15)

Gordon: What? why are you lying to me?

Pete: I'm not lying.

Gordon: You mention on the menu that everything's fresh and homemade like

mama did.

Pete: So it is first made.

Josh: I don't think the ingredients are required as fresh anymore.

Gordon commented on the food served to him. Gordon judged that the ingredients Pete used in his food were not fresh. Pete also commented on the slogans on Pete's restaurant menu list, everything is fresh and homemade like mama did. The comments made by Gordon Ramsay in the above conversation

indicate that Gordon has invaded Pete's space as the chef in the restaurant. In this context, Gordon did not know what ingredients Pete used for the food at his restaurant. As a chef, Pete was threatened with negative faces through the underlined utterance Gordon uttered to him. Through the underlined utterances in the above dialogue, Gordon Ramsay had attacked Pete's face with one of the substrategies of negative impoliteness, namely Invading the other space.

Another performance of negative impoliteness can also be seen in the dialogue below. The following dialogue shows the existence of one output strategy of negative impoliteness called condescension.

Datum 8

(26:24)

Gordon: Okay Pete, the results, in a nutshell, 75 percent of our taste testers preferred Pizza ray from the top local Italian restaurants, in second place with 15 percent of the votes was a store-bought frozen pizza, and in third and last position was yours with 10 percent only of the votes yours was the least favorite, <u>you are beaten by a store-bought fucking frozen pizza! get the message?</u>

Pete: (No response)

Condescension can be seen through the underlined utterance above. In the dialogue above, Gordon Ramsay showed a survey that he conducted on Denver people by comparing three kinds of Pizza in Denver. Pete's Pizza was one of Gordon Ramsay's research objects. Gordon revealed the results of a survey he conducted and that Pete's pizza is the pizza with the worst taste that Gordon Ramsay belongs to negative impoliteness. Condescension utterance also appeared when Gordon said that Pete's Pizza defeats by frozen pizza in the city. It certainly defies Pete's claims about his Pizza and certainly poses a negative face threat to Pete. The speech includes a sub-strategy called condescend.

Another output strategy of negative impoliteness also exists in Gordon Ramsay's utterances. The following dialogue depicts the realization of ridiculing.

Datum 9

(06:35)

Gordon: Still seven days a week?

Paulette: No we are closed for two days. **Gordon**: Ye closed two days a week?

Pete: Sunday, Monday I closed

Gordon: Why you close on Sunday?

Pete: Sunday? Gordon: Yes

Pete: Cause I wanna watch a football.

Gordon: Wow, (laugh) are you nuts? Do you have any idea how many pieces get

ordered on a Sunday just in the football season?

Pete: We did open that Sunday in 86.

Gordon Ramsay had known that Pete closed his restaurant on the weekend to watch football, which is considered an unwise decision as a restaurant owner. Hearing this, Gordon Ramsay responds with a question that asks Pete how much profit could he possibly get during the football season. If we look at the conversation above, Gordon Ramsay used the interjection 'wow' and laughed afterward. It is like Gordon ridiculing Pete in the conversation above. Besides, the words underlined in the above dialogue also show that Gordon has threatened Pete's face by invading his side as the restaurant owner.

The researcher also found that Gordon Ramsay performed another output strategy of negative impoliteness, namely associate the other with the negative aspect. The dialogue below captures how positive impoliteness uses by Gordon Ramsay to Pete.

Datum 10

(21:42)

Gordon: Pete, you're in denial that's the problem. You cannot just continue going through their system of failure that you're just. you're not getting anywhere you're just going further backward, and it's not making anybody happy it's not giving your wife and your family a bit of freedom. It's just feeding your ego.

Pete: I don't know what you say.

Gordon: You're sinking! You've taken every else on the boat with you.

Pete: No, I'm not.

Pete always denies or rejects any new ideas from his family. It is one of the reasons why the dispute between Gordon Ramsay and Pete occurred. It can be seen from Gordon Ramsay's utterance that Pete is in denial about the restaurant and himself. The dialogue above shows how Gordon told Pete what happened to him and the restaurant. Here, the researcher found that Gordon Ramsay associated Pete with a sinking boat. Furthermore, the underlined utterances show that Pete also drowned himself and his family. Gordon Ramsay means that if Pete continued to feed on his ego, his restaurant would become bankrupt. By associating Pete as a restaurant owner with a sinking boat shows that there is positive impoliteness here. The researcher noted that the utterance certainly had a negative connotation by looking at the response given by Pete.

4.1.1.1.4 Sarcasm or Mock Impoliteness

Sarcasm or mock impoliteness is being the last type of impoliteness found in the data. The researcher found that mock impoliteness or sarcasm was uttered several times by Gordon Ramsay to the male participants. The researcher also found that Gordon Ramsay used this type of strategy with Pete as the male participant in The Kitchen Nightmares. The performance of sarcasm or mock

politeness can identify by the use of sarcasm or irony. Thus, the speaker utters the opposite meaning of what he intended. The realization of sarcasm or mock impoliteness to male participants can see in the following dialogue.

Datum 11

(06:41)

Pete: Sunday, Monday I closed

Gordon: Why you close on Sunday?

Pete: Sunday? **Gordon**: Yes

Pete: Cause I wanna watch a football.

Gordon: Wow, (laugh) are you nuts? Do you have any idea how many pieces get

ordered on a Sunday just in the football season?

Pete: We did open that Sunday in 86.

Gordon: Congratulations! 86. So how's that affect the business closed two days a

week Sunday and Monday.

Paulette: Nobody knows we're open, I mean we're closed in the afternoon.

Gordon asked Pete about the time restaurant was running. After learning of the fact that on the weekends, Pete closes his restaurant to watch football.

Gordon asked Pete what the prospects were for him to open in football season.

Pete's reply that he opened his restaurant every weekend in 1986 triggers Gordon

Pete's reply that he opened his restaurant every weekend in 1986 triggers Gordon to utter his sarcasm. In the underlined sentence, Gordon congratulates Pete with repeats Pete's answer. Gordon's congratulations indicated a sarcasm for Pete where Pete's answers were unsatisfactory and answered questions from Gordon Ramsay.

Similar performance of sarcasm or mock impoliteness is also found in the data below.

Datum 12

(08:54)

Gordon: Wow, so I am gonna get up to speed with the food I am dying to taste that pizza, I know it's lying in the afternoon but are you going for a nap, or you with us?

Paulette: mm-hmm he's staying. **Gordon**: Oh, you staying okay. **Paulette**: He just staying today.

Pete: (No response)

Gordon: Okay, excellent, right. I didn't (indistinct) Nap time.

Gordon had known that Pete had a habit of closing his restaurant early just for taking a nap. Gordon Ramsay can not wait to sample the menus at Pete's restaurant and would like to give comments and criticism if needed. He told Paulette, Pete's wife, that he would immediately try the food from the restaurant. In the above dialogue, Gordon Ramsay asked Pete whether he is coming or taking a nap. That question is one of the face attacks of sarcasm or mock impoliteness. The performance of these strategies might overlap with negative impoliteness called ridicule. However, It is like a sarcasm thing from Gordon about Pete's habit of taking a nap. Gordon did not mean to ask if Pete would join in or not. It is a mockery of sarcasm he addresses to Pete.

4.1.1.2 Gordon Ramsay's Impoliteness Toward Female Participants

After investigating Gordon Ramsay's impoliteness strategies to male participants, this section aims to analyze the use of impoliteness by Gordon Ramsay to female participants in The Kitchen Nightmares season 6 episode two. In this episode, the female participants are Paulette who is Pete's wife, and Celestina as the waiter in the restaurant. The researcher found that Gordon Ramsay performed all types of impoliteness towards females participants. Unlike

the use of impoliteness strategies on male participants, Gordon Ramsay most

often spoke of a type of impoliteness strategy called negative impoliteness.

Furthermore, Gordon Ramsay also used Bald on Record impoliteness and positive

politeness to female participants. Furthermore, the researcher also found that

Withhold politeness was performed once by Gordon Ramsay to female

participants.

The analysis of each type of impoliteness strategies are addressed to

female participants would be described in the next section.

4.1.1.2.1 Bald on Record Impoliteness

The face attack which has been done in a brief, direct, and concise way is

the characteristic of bald on record impoliteness. Therefore, this type of

impoliteness can be identified easily because it is apparent. Bald on record

impoliteness happens when the face attack which is addressed to damage the

hearer's face is uttered in brief and unambiguously. Researchers found several

examples of the use of bald on record impoliteness aimed at female participants in

the kitchen nightmares season 6 episode two. Gordon Ramsay used this type of

use only a few times with female participants.

The explanation about the realization of the use of bald on record

impoliteness which was uttered by Gordon Ramsay to other female participants

can be seen in the following dialogue.

Datum 13

(12:10)

Gordon: What is that behind your head?

Paulette: that's a hologram. **Gordon**: <u>Freaking me out</u>.

Paulette: You know what a lot of people are afraid of that. that's a clown.

Gordon: Oh God. how long's that been about?

Paulette: Oh probably 15 years.

Gordon: Whose idea was that? that's rude!

Paulette: That's mine. (laugh)

Gordon: Oh my god.

The first example of using the bald on record impoliteness is shown in the illustration above. Gordon Ramsay asked Paulette about a hologram clown put on the restaurant wall. Gordon Ramsay asked why the clown was there, which he thought a holographic image of a scary clown in a restaurant was peculiar. Gordon asked who came up with the idea of putting a clown hologram in the restaurant. After knowing that the idea belonged to Paulette, Gordon Ramsay stated that it was a peculiar thing, a hologram clown in the restaurant. The utterance contained a face attack on Paulette because the idea of the clown hologram belongs to Paulette. That direct face attack was bald on record impoliteness type. Gordon Ramsay also stated that Paulette's idea was impolite. This can be seen through the underlined utterances. The utterance underlined in the above dialogue is included in the bald on record impoliteness because there is no minimizing of its face

The next dialogue is chosen to describe the use of bald on record impoliteness to female participants that are used by Gordon Ramsay. The dialogue below shows bald on record impoliteness that is addressed to Celestina in the kitchen nightmares.

Datum 14

(16:35)

Gordon: Just visually there's nothing hero. Looking about that! my God. That's not anywhere near a hero sandwich! that looks more like a sloppy joe! Bad! it's so soggy there. it's like eating a patch of soaking wet grass after a cow shall all over

Celestina: Y'all has done with that? **Gordon**: It was not a hero yet.

Celestina: Okay.

Gordon: Disgusting, this is the top of are on the menu. It's not a hero, it's zero.

Celestina: I'll let him know.

Gordon: Please.

Celestina served Gordon Ramsay a meatball hero menu. After tasting the menu, Gordon Ramsay said that "Disgusting, this is the top of are on the menu. It's no hero, it's zero.". It is impoliteness strategies that are conveyed clearly and succinctly. Because the meaning of what Gordon Ramsay wanted to convey was very easy for Celestina to understand. This is an indication that the utterance contains Bald on Record Impoliteness. The performance of bald on record impoliteness can be seen from the dialogue above. In the dialogue above, the facethreatening act (FTA) is performed to attack Celestina's face directly. The underlined utterances belong to bald on record impoliteness because the face attack is performed by Gordon Ramsay directly and concisely. The way Gordon Ramsay commented on his food was bald on record impoliteness on Celestina. Because in this context, Celestina was the one who served the food.

4.1.1.2.2 Positive Impoliteness

Positive impoliteness can be defined as the face attack that is designed to attack the hearer's positive face wants. This type of strategy has some output strategies such as ignore the other, use swear words or obscure language, use inappropriate identity markers, and so on. The researcher found that Gordon

Ramsay uttered impoliteness strategies into Celestina in The Kitchen Nightmares season 6 episode two. The researcher found that the use of obscure language or swear words and ignore the other exist in Gordon Ramsay's utterances.

Hereby, the researcher selected some of the data that contains impoliteness strategies performed by Gordon Ramsay to Celestina as the female participants in the kitchen nightmares season 6 episode two. The dialogue below captures how positive impoliteness is performed by Gordon Ramsay to Celestina.

Datum 15

(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: Uhumm.
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)

When he finished serving a menu, Gordon Ramsay asked Celestina about the dishes she was serving. He questioned the thin crust. Gordon denied that it was not the thin crust he had imagined, because the dough was quite thick.

Celestina tried to explain the menu. While explaining Gordon Ramsay said "stop" to Celestina. The order posed a positive face attack to Celestina, as Celestina tried to come up with an explanation and Gordon just told her to stop explaining. The command to stop explaining it is a type of positive face threat called disinterested. Gordon seemed disinterested in her explanation, so he asked her to stop talking. In sum, the word underlined in the above dialog describes one type of output strategy

of positive impoliteness called disinterested. Being disinterested showed by Gordon makes Celestina lose her positive face.

The researcher also found the use of positive impoliteness sub-strategy called the use of obscure language or swear words.

Next, the researcher found that Gordon used swear words to Celestina.

The realization of that can be seen from the dialogue below.

Datum 16

(14:12)

Celestina: Okay here we go.

Paulette: Here's your sausage pizza.

Gordon: Holy crap.

Paulette: That's ridiculous.

Gordon: It's like the pizza (indistinct) Denver.

Paulette: Yeah. Gordon: Shit.

Paulette: Okay I'll let you take that yeah.

Gordon: Thank you.

The context in the above dialogue is when Paulette serves a sausage pizza to Gordon Ramsay as a sampling material. Gordon Ramsay was shocked to see the display of pizza served for him. The appearance of the sausage pizza served for him was beyond his expectations. In the dialog above, the underlined word describes Gordon Ramsay using the swear word because he saw the pizza that was served for him.

4.1.1.2.3 Negative Impoliteness

Negative impoliteness is one type of impoliteness strategy that is most often used by Gordon Ramsay to damage the female participants' faces.

Researchers found several output strategies of negative impoliteness that Gordon

Ramsay used, such as scorning and ridiculing. Both Paulette and Celestina were addressed negative impoliteness by Gordon Ramsay in The Kitchen Nightmares season 6 episode two. The following dialogue is the instances of the use of negative impoliteness to female participants.

Datum 17

(19:05)

Celestina: You all done with that? Gordon: Yeah thank you, darling.

Celestina: No problem.

Gordon: And this one of the worst urine samples you could ever give.

Celestina: (Laugh) thank you.

Gordon: Holy Craps. Celestina: Thank you. Gordon: Horrible.

The first example of using negative impoliteness can be seen in the speech underlined in the above dialogue. The dialogue above shows that Gordon is tasting one of the pasta dishes at Pete's restaurant. Gordon found that the pasta served had a lot of excess water. Then, he poured the excess water into the glass. Paulette came over and asked if she was done with that dish or not. On the underlined utterance Gordon insulted the dish because of the excess water present in it. He likened the excess water to very bad urine. The speech was an insult and was a negative face attack against Celestina. "And this one of the worst urine samples you could ever give." in that quote Gordon says that Celestina gave him urine. The insult was certainly a negative facial attack for Celestina.

Another instance of negative impoliteness can also be seen from the following dialogue.

Datum 18

(07:52)

Gordon: How old is Josh?

Pete: 33

Gordon: He must be geared up now to take over the business when you take a back seat somewhere where in terms of, what's the plan? is he there a chef now?

Paulette: No, he's the only one. **Pete**: No, as I'm in here I am.

Gordon: Okay we're talking about pizzas right? Denver's best pizza?

Paulette: (Laugh)

The context in the above dialogue is when Gordon Ramsay advised Pete that Josh should be prepared to continue the restaurant for the next generation. Josh is Pete's son, should immediately be given the authority to take care of the restaurant. In the middle of the conversation, Gordon Ramsay again asked Pete and Paulette to return to the topic of the initial conversation, about Pizza at the restaurant. Judging from the underlined speech, Gordon's utterance looked like a mockery to Pete and Paulette. Gordon seemed to ridicule both Pete and Paulette. This can be seen from the context where Pete claims that his pizza is the best in Denver. But in fact, the restaurant almost went bankrupt because there were no buyers. This utterance is one of the sub-strategies of negative impoliteness called Ridiculing. Seeing Paulette's laughing response shows that both Pete and Paulette were aware of their threatened faces. The researcher also found that these utterances overlapped with other types, namely sarcasm or mock impoliteness.

4.1.1.2.4 Sarcasm or Mock Impoliteness

According to Culpeper (2005, p. 4), sarcasm or mock impoliteness is the face attack performed by the speaker indirectly or insincerely way. The performance of sarcasm or mock impoliteness can be identified by the use of

sarcasm or irony. Thus, the speaker utters the opposite meaning of what he intended. The researcher found that mock impoliteness or sarcasm was uttered several times by Gordon Ramsay to female participants. The researcher also found that Gordon Ramsay used this type of strategy with Celestina as the male participant in The Kitchen Nightmares. The realization of sarcasm or mock impoliteness to male participants can be seen in the following dialogue.

Datum 19

(12:58)

Celestina: Okay, here's pizza's calzone.

Gordon: My Jesus. Do I look like one of the Denver Broncos that I can eat this

thing? It looks huge.
Celestina: (Laugh)

Gordon: Thank you, darling.

sarcasm or mock impoliteness can be seen from the underlined sentence in the dialogue above. Celestina served a menu called Calzone pizza. Gordon Ramsay gives the first impression of the appearance of the pizza which looks very large portions. Sarcasm or mock impoliteness is on the underlined line where Gordon asks Celestina if she is like one of the soccer players from one of the clubs in the city of Denver who can eat such a large portion. In that sentence, Gordon certainly does not need an answer to his question because that question is sarcasm or mock impoliteness that he addressed to Celestina.

Therefore, Gordon Ramsay's speech was sarcastic to Celestina because he brought a pizza with a large enough portion for her.

The researcher also found a similar performance of sarcasm or mock

impoliteness in Gordon Ramsay's utterance. The performance of mock

impoliteness can be seen in the following dialogue.

Datum 20

(16:20)

Celestina: Here we go. The meatball hero

Gordon: Jesus. The meatball hero. Wow, and how would you, would you eat

Celestina: Umm, I guess you approach that very huge fill.

Gordon: Wow thank you my darling.

Celestina: No problem.

The performance of sarcasm or mock impoliteness in the above dialogue is

similar to the previous dialogue. The context in the dialogue above shows that

Celestina served a menu called meatball hero. Gordon Ramsay's first impression

of the dish was no good. Because the appearance of the menu is quite large and

unattractive to taste. When the food was on the table, Gordon Ramsay asked

Celestina if she wanted to eat the food. The utterance underlined above shows a

realization of sarcasm or mock impoliteness. On that question, Gordon Ramsay's

real point is that the food is not attractive to taste in appearance and its portion. In

sum, Gordon Ramsay didn't like that menu.

Gordon Ramsay also addressed sarcasm or mock impoliteness to another

female participant, namely Paulette. The realization of these types of impoliteness

strategies is shown in the dialogue below.

Datum 21

(07:52)

Gordon: How old is Josh?

Pete: 33

Gordon: He must be geared up now to take over the business when you take a back seat somewhere where in terms of, what's the plan? is he there a chef now?

Paulette: No, he's the only one. **Pete**: No, as I'm in here I am.

Gordon: Okay we're talking about pizzas right? Denver's best pizza?

Paulette: (Laugh)

The realization of sarcasm or mock impoliteness may overlap with another type of strategy, namely Negative impoliteness. In the dialogue above, Gordon Ramsay asked Paulette and Pete to return to the initial topic of conversation, Pizza, and their restaurant. In the underlined utterance above, it appears that Gordon Ramsay is using sarcasm on Paulette and Pete. This is shown also by the Response of Paulette who laughs indicating that he is aware of the face attacks that are received. The performance of sarcasm or mock impoliteness is addressed to Paulette and Pete as sarcasm and ridicule. By remembering that the restaurant hardly gets any customers which contrasts with their slogan of Denver's best pizza.

4.1.1.2.5 Withhold Politeness

Withhold politeness can be defined as the face attack that happens when there is no politeness when it is expected by the hearer. (Culpeper, 2005). The researcher found one utterance that contains withhold politeness in the data. Withhold politeness was uttered by Gordon Ramsay to Celestina in the video. The realization of withholding politeness used by Gordon Ramsay to female participants can be seen in the following dialogue.

Datum 22

(19:10)

Gordon: And this one of the worst urine samples you could ever give.

Celestina: (Laugh) thank you.

Gordon: Holy Craps. Celestina: Thank you. Gordon: Horrible.

The dialogue above shows how withhold impoliteness is uttered by Gordon Ramsay. The context in the above dialogue is when Gordon Ramsay comments on the pasta he tasted at the restaurant. The paste had an excess of water which made Gordon Ramsay harshly criticize it. He poured the excess water from the paste into a glass and told Celestina it looked like urine. The response that Celestina gave in the above dialogue was Accepting Face Attack by saying thanks to Gordon Ramsay. Gordon Ramsay responded by continuing to comment on the excess water by using positive impoliteness called the use of swear words. Gordon Ramsay's unanswered gratitude is another expression of Withhold Politeness, in which Celestina has accepted a face attack and is trying to take the criticism.

4.1.2 Responses towards impoliteness

After analyzing impoliteness strategies that were used by Gordon Ramsay to male and female participants, in this section, the researcher presents the analysis of its responses. There are some types of responses to impoliteness strategies. Response toward impoliteness is the reaction that is given by the hearer to impoliteness strategies. According to Culpeper, et al. (2003, p. 1562), there are four types of responses to impoliteness strategies, those are Accepting Face

Attack, Offensive Countering, Defensive Countering, and No response. Each response has the characteristic of its expression.

In this section, the researcher presents the result of his analysis of both male and female participants to Gordon Ramsay's impoliteness. The researcher found that both male and female participants used all types of responses to Gordon Ramsay's impoliteness strategies. The researcher found that Accepting Face Attack, Offensive Countering, Defensive Countering, and No response exist in both male and female's utterances. However, the analysis results show a significant difference in the use of this type of response to Gordon Ramsay's impoliteness. In the male participants' utterances, the researcher found that the offensive countering type was used the most, especially by Pete. Meanwhile, the Accepting Face Attack response type becomes high frequency which is used by female participants. For further analysis, it will be explained in more detail in the next section.

4.1.2.1 Male participants' responses toward impoliteness

The researcher found all types of responses toward impoliteness were uttered by male participants. The use of this type of response to impoliteness by male participants to Gordon Ramsay's impoliteness differed from one another. From the analysis, the researcher found that offensive countering was the type of response to impoliteness most often used by male participants, namely Pete. Meanwhile, two other participants, namely Josh and Gabe, often responded to Gordon Ramsay's impoliteness utterances with Accepting Face Attack. The use of Offensive Countering was mostly used by Pete because Pete had a lot of

arguments and disagreement with Gordon Ramsay. Pete in this case is someone who can not take the criticism of pizza and restaurants. Therefore, the type of Offensive Countering type that appears the most in the data.

4.1.2.1.1 Accepting face attack

The first type of response toward impoliteness is called Accepting Face Attack. Accepting Face Attack is the response to impoliteness in which the speaker accepts or agrees to the face attack addressed to him/her. It is because the relative power the speaker has might influence why the hearer accepts face attack. (Culpeper et al., 2003). The researcher found several utterances by male participants that contain this type of response. The first example of this type of response can be seen from the following dialogue.

Datum 23

(20:17)

Gordon: What? why are you lying to me?

Pete: I'm not lying.

Gordon: You mention on the menu that everything's fresh and homemade like

mama did.

Pete: So it's first made.

Josh: I don't think the ingredients are required as fresh anymore.

Gordon Ramsay gathered all participants to present the results of his sampling. Gordon Ramsay found that the ingredients used to make the food at The Pantaleon's pizza are no longer fresh. Gordon said that the slogans on the menu books are different from reality. Of course, the speech was addressed to Pete, Josh, and Gabe as chefs and co-chefs at the restaurant. A different response is uttered by Pete and Josh in the above dialogue. In this context, the researcher will

focus on the response that was given by Josh. Josh took the facial attack by confirming that the ingredients they were using were no longer fresh. Response's Pete is a type of Accepting Face Attack which Pete confirmed Gordon Ramsay's speech. By showing the agreement with Gordon Ramsay's impoliteness, it can be said that Josh accepted the face attack that was addressed to him. This is different

A similar performance of Accepting Face Attack is shown by the dialogue below.

Datum 24

(39:30)

Pete: Really? What the hell are you guys doing? What the fuck thing out?

Josh: Whatever man.

Gordon: STOP! You, you, come here! urgently now! (indistinct) I,

from Pete who used the Defensive Countering response type.

I fuckin I wanna give up, we are now just going so far backward. Are we come

this far now to give up?

Josh: No

Gordon: Table sixteen this hasn't gone, when the tickets are gone it gets fucking

spiked!

Josh: Yeah chef.

One of the features of Accepting Face Attack is illustrated in the dialogue above. During The Pantaleon's pizza reopening, Josh and Pete were overwhelmed with customer orders. They seemed to be involved in arguments with each other. Gordon Ramsay was annoyed to see those who did not focus on handling orders. Gordon Ramsay called them out and regrouped Pete and Josh. It can be seen in the above dialogue that Gordon expressed one type of impoliteness strategies, namely the use of swear words. Josh responded to Gordon Ramsay's impoliteness with his accepting face attack with underlined speech. In this regard, Power was

influential in the response Josh gave. In this context, Gordon Ramsay as a

professional chef and host of the kitchen nightmares had relatively more power.

So Pete responded to the impoliteness by accepting it.

4.1.2.1.2 Offensive Countering

According to Culpeper, et al. (2003, p. 1562) Offensive Countering

happens when the hearer responds face attack with face attack. This type of

response is used by the hearer when the hearer disagrees or being mad at the

impoliteness addressed to him/her. Also, When using this type of response, the

speaker tries to save his face from losing face or minimizing the possibility of

losing face. In short, this type of response can be identified when a face attack is

performed by the hearer toward impoliteness. The hearer uses face attack to react

to the impoliteness that is addressed to him/her. Here, the researcher chose several

data that contain Offensive Countering. The following dialog shows how Pete

used Offensive Countering to Gordon Ramsay's impoliteness.

Datum 25

(19:53)

Gordon: Ahh, I don't know what to say, my first time in Denver and quite

possibly one of the worst experiences I've ever had. First of all the clams were

dreadful.

Pete: I disagree with you.

Gordon: seriously?

Pete: Yes.

In the above dialogue, Pete expressed his disagreement with what Gordon

Ramsay was talking about. When Gordon Ramsay finished sampling some menus

of Pete's restaurant, he gathered all the participants and wanted to report the

results of his sampling. Gordon Ramsay said that his first experience in Denver was very bad because he had to taste the food from Pete's restaurant. Hearing this, Pete, as the restaurant owner, felt that his face was threatened by what he said to his food and restaurant. This can be seen from the underlined utterance that Pete conveyed his disagreement clearly and directly on what Gordon Ramsay talked about in front of all the participants. The disagreement that Pete reached was one of the responses, namely offensive countering, in which Pete tried to save his face from losing face as a result of Gordon Ramsay's face attack.

A similar performance was also performed by Pete in the dialogue below. Being disagree is the one of sub-strategies of impoliteness strategies. The dialogue below shows Offensive Countering used by Pete by disagreeing with Gordon Ramsay's criticism.

Datum 26

(21:13)

Gordon: You know there's a huge mistake on the awning because I think you just

cooked me the worst pizza in Denver.

Pete: I disagree with you.

Gordon: Can I have two minutes on my own? Do you mind?

Paulette: no no no at all.

The dialogue above captures the disagreement that was shown by Pete to Gordon Ramsay. Gordon Ramsay came back blatantly, noting that the pizza from Pete's restaurant was the worst in the city of Denver. This is a direct face attack that he addressed to Pete as a chef and restaurant owner. Pete expressed disagreement with what Gordon Ramsay had to say. He said he did not agree with Gordon Ramsay's said. When the addressee who receives face attacks disagrees

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with what the speaker is conveying, then this aspect has fulfilled one of the conditions that this response is included in the Offensive Countering type. So, the disagreement that Pete shows in the above dialogue is a kind of Offensive Countering to Gordon Ramsay's impoliteness.

The last example of Offensive Countering can be seen from the dialogue below. The dialogue below shows how Pete performed a face attack to respond to Gordon Ramsay's impoliteness strategies.

Datum 27

(21:43)

Gordon: Pete, you're in denial that's the problem. You can not just continue going through their system of failure that you're just. you're not getting anywhere you're just going further backward, and it's not making anybody happy it's not giving your wife and your family a bit of freedom. It's just feeding your ego.

Pete: I don't know what you say.

Gordon: You're sinking!

Pete: (Sigh)

From the above dialogue, Gordon Ramsay asked a minute to talk face to face with Pete about Pete's ego that can not take his criticism. Gordon Ramsay gave Pete a little advice if he wanted his restaurant to survive bankruptcy. Gordon talked about Pete's ego in running the restaurant. In the dialogue above, it is illustrated that what Gordon Ramsay said is clear and straight to the point.

However, seeing the response given by Pete, it was as if he was not interested and ignored Gordon Ramsay's suggestion. In the above dialogue, it seems that Pete seemed to ignore or become uninterested in what Gordon Ramsay was talking about. Thus, Pete's utterance underlined in the above dialogue is a form of Offensive Countering.

4.1.2.1.3 Defensive Countering

The third type of response toward impoliteness is called Countering.

Bousfield (2008, p. 188) stated that defensive countering is the response to impoliteness which is performed by the hearer to defense his/her face from face attack. The hearer might try to explain or telling the truth to the speaker. This response is uttered without any face attack by the hearer.

The researcher found several performances of Defensive Countering. The first example comes from Pete's response to Gordon Ramsay's impoliteness. His performance is illustrated in the following dialogue.

Datum 28

(06:35)

Gordon: Still seven days a week?

Paulette: No we're closed for two days. **Gordon**: Ye closed two days a week?

Pete: Sunday, Monday I closed

Gordon: Why you close on Sunday?

Pete: Sunday? **Gordon:** Yes

Pete: Cause I wanna watch a football.

Gordon: Wow, (laugh) are you nuts? Do you have any idea how many pieces get

ordered on a Sunday just in the football season?

Pete: We did open that Sunday in 86.

The context in the dialogue above is when Gordon Ramsay asked about the time operations of Pete's restaurant. Pete explained that he closed his restaurant on weekends because he was going to watch a soccer match. Gordon Ramsay was surprised to hear Pete's answer because he thought that closing the restaurant at the weekend or during football season was a wrong decision.

Gordon's face attack occurred when he asked how much profit he would have

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made if he opened his restaurant during the football season. Pete's response was explaining that he opened the restaurant in 1986. In the context above, Pete was aware of the facial attacks he was receiving. She was aware of the face threat from Gordon Ramsay's words. Pete tries to come up with an explanation in which he hopes that the answer would minimize the face attack is received. Thus, Defensive

A similar performance of Defensive Countering was also found in Pete's utterance. The dialogue below elaborates on how Pete performed Defensive Countering.

Countering is used by Pete by explaining the face attacks he received.

Datum 29

(21:43)

Gordon: Pete, you're in denial that's the problem. you cannot just continue going through their system of failure that you're just. you're not getting anywhere you're just going further backward, and it's not making anybody happy it's not giving your wife and your family a bit of freedom. It's just feeding your ego.

Pete: I don't know what you say.

Gordon: You're sinking!

Pete: (Sigh)

Gordon: You've taken every else on the boat with you.

Pete: No I'm not.

The performance of defensive countering can be seen from the underlined utterance in the dialogue above. The context of the conversation above is where Gordon Ramsay performed positive impoliteness which was addressed to Pete. Gordon explained that Pete caused the restaurant and his family to sink like a boat because of Pete's stubbornness. In the dialogue above, Pete responds to the positive impoliteness performed by Gordon Ramsay, that is, associate the other with negative aspects. Pete tried to keep his face when Gordon Ramsay used the

analogy of himself with a sinking boat. In the dialogue above, Pete tried to defend his face from losing face to positive face attacks. Therefore, Defensive Countering was used by Pete to maintain his face from Gordon Ramsay's impoliteness.

The last analysis of Defensive Countering is depicted in the following dialogue.

Datum 30

(06:10)

Pete: Yeah, My mind is better!

Gordon: Oh. Paulette: Okay

Gordon: Okay great and you have that in 1985?

Pete: March 10th of 85 it was Monday we open up.

Gordon: You know your dates well for an old boy.

Pete: An old boy?

Gordon: You know old boy is it like a charming old man.

Paulette: Completely completely.

Another performance of defensive countering can be seen in the dialog above. In the dialog above defensive countering was performed by Pete toward Gordon Ramsay's impoliteness. Gordon Ramsay performed one sub-strategies of positive impoliteness called use inappropriate identity markers. Gordon Ramsay called Pete an old boy because Pete has a good memory. Pete's response to the face attack was to repeat Old-boy phrases like the underlined phrase. That response is one of the realizations of defensive countering. Pete tries to save his face because he was aware that the phrase 'old-boy' is offensive. Pete tried to confirm Gordon Ramsay's point. In sum, Pete tried to maintain his face from losing face as a result of Gordon Ramsay's Impoliteness.

4.1.2.1.4 No response

The last type of response toward impoliteness is called No Response. No response can be defined as the response when the hearer is being silent when the hearer receives impoliteness strategies. Sometimes, The hearer gives no response or being silent to respond to impoliteness strategies. (Bousfield, p. 188). Culpeper, et al (2003) added when the hearer has no opportunity to respond impoliteness is one factor that affects the use of this response.

The realization of No Response was found in male participant's responses toward Gordon Ramsay's impoliteness strategies. Hereby, the researcher provides some examples of the realization of No Response. The following dialogue is the first example of its realization.

Datum 31

(25:09)

Gordon: Morning, one very clear thing I think Pete you have overestimates how good your pizza is, don't think you've ever compared it to what's happening in Denver right now, so after my disappointing lunch yesterday, I did a little research in Denver.... How about all of you stand up and come stand over here, please. **Pete**: (No response)

The dialog above shows the realization of no response. One of the conditions in which the No response type of response occurs is when the hearer does not get a chance to defend his face or redress his face. The context of the dialogue above is when Gordon Ramsay has shown the results of his survey of all participants in The Kitchen Nightmares season 6 episode two. The result of the survey shows that Pete's pizza became the least favorite of Denver's people.

Gordon Ramsay performed a face attack by saying that Pete is too overestimating

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his pizza. In the dialogue above, Pete does not respond to the face attacks because

he does not get a chance to respond to Gordon Ramsay's impoliteness strategies.

The similar performance of No Response is also captured in the dialogue

below.

Datum 32

(22:18)

Gordon: The pizza is not good.

Pete: I'm still gonna disagree with you I really will I'm sorry but I am.

Gordon: I need some fresh air.

Pete: Oke, Sir.
Gordon: Fuck me.
Pete: (No response)

In the dialogue above, Gordon Ramsay was frustrated by Pete's stubbornness which made him had to find fresh air and calmed his mind. In the previous dialogue, Gordon had suggested that Pete's restaurant could survive. Gordon Ramsay vented his frustration by using positive impoliteness, namely using the swear word, "fuck me." Pete gave no response because he knows that Gordon Ramsay had to put his mind at ease. By giving no response, Pete did not want to continue his argument with Gordon Ramsay.

4.1.2.2 Female Participants' Responses Toward Impoliteness

Unlike responses were used by male participants, the researcher did not find all types of response were performed by female participants in response to Gordon Ramsay's impoliteness. The researcher identified three of four types of responses to impoliteness strategies used by female participants in The Kitchen Nightmares season 6 episode two. The three types of responses were found by the

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researcher that Accepting Face Attack, Defensive Countering, and No response.

The researcher did not find the type of offensive countering that was uttered by

female participants towards Gordon Ramsay's impoliteness. Furthermore, the

researcher noted that the female participants most frequently used a type of

response called the Accepting Face Attack. The realization of each type of

response will be described in detail in the following sections.

4.1.2.2.1 Accepting Face Attack

The researcher found several responses that were included in the type of

Accepting Face Attack which was uttered by female participants in response to

Gordon Ramsay's impoliteness strategies. Accepting Face attack is the type of

response most often used by female participants when responding to Gordon

Ramsay's impoliteness. Hereby, the researcher elaborated on some realizations of

Accepting Face Attack that is used by Female participants.

The first example comes from Celestina. The dialogue below shows

Celestina Accepts Gordon Ramsay's impoliteness strategies.

Datum 33

(19:10)

Gordon: And this one of the worst urine samples you could ever give.

Celestina: (Laugh) thank you.

Gordon: Holy Craps.

Celestina: Thank you.

Gordon: Horrible.

The situation in which the hearer accepts a face-threatening act can also be

indicated by an unwillingness to continue talking about a topic. Apart from being

silent, to minimize the face attack, the hearer can also show humility. This is

shown by Celestina in the above dialogue. The nature of humility is shown by Celestina can minimize the consequences of the facial attacks that she received. This can also minimize the face attacks addressed to Celestina. In the above dialogue, Celestina responded to Gordon Ramsay's impoliteness by expressing gratitude. This indicated that Celestina received that facial attack and did not wish to continue the topic of conversation.

The researcher also found that the Accepting Face Attack was also used by Paulette. Paulette's performance of Accepting Face Attack can be seen in the following dialogue.

Datum 34

(26:24)

Gordon: Okay Pete, the results, in a nutshell, 75 percent of our taste testers preferred Pizza ray from the top local Italian restaurants, in second place with 15 percent of the votes was a store-bought frozen pizza, and in third and last position was yours with 10 percent only of the votes yours was the least favorite, you're beaten by a store-bought fucking frozen pizza! get the message?

Pantaleone's Scene.

Paulette: Wow.

Gordon: Yeah, wow. How does that make you feel Paulette?

Paulette: Bad, but I'm not surprised because I've been saying the same thing too

much cheese, too much crust, too much everything.

In the dialogue above, Paulette's utterance which is underlined is one of the performances of Accepting Face Attack. Gordon gathered all the contestants and showed a video in which he was surveying the best pizza in the city of Denver. He clearly explained that the pizza from the restaurant was the most disliked. When Gordon Ramsay finished reporting his survey report, Gordon Ramsay asked Paulette what her opinion about the findings from his survey.

Paulette made it clear that he was no longer surprised by the results. In this case, Paulette's response to Gordon Ramsay's impoliteness is taking Gordon Ramsay's criticism of her pizza. This indicates that Paulette accepts the face attack Gordon Ramsay uttered in his criticism by accepting it. In other words, the response that Paulette used was Accepting Face Attack.

A similar performance of Accepting Face Attack is also captured in the following dialogue.

Datum 35

(13:14)

Gordon: What is terrifying this portion? That hideous. How much filling does he put in there? Jesus. raw onion. Paulette!

Paulette: Yes.

Gordon: Jesus. How much he puts in there? look all that pepperoni. I mean the

slices are sourced jam together.

Paulette: Yeah.

Gordon: I've never seen a calzone so formal. I mean the things cold that is

hideous.

Paulette: I don't either.

The dialogue above shows when Gordon Ramsay critics on a menu called Calzone Pizza. Gordon Ramsay commented on the sizeable portions of the pizza and the less tantalizing display. What Paulette showed in the above dialogue is affirming what Gordon Ramsay said. This shows that Paulette agreed with Gordon Ramsay's criticism of the food from his restaurant. Paulette's agreement is demonstrated by underlined speech. This indicates that Paulette responded to Gordon Ramsay's impoliteness with one type of response, namely Accepting Face Attack.

4.1.2.2.2 Defensive Countering

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: <u>Umm that's our thin crust.</u>

Gordon: That's the thin crust?

Celestina: Uhumm.
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.

Gordon: Wow, (laugh) are you nuts? Do you have any idea how many pieces get ordered on a Sunday just in the football season?

Pete: We did open that Sunday in 86.

Gordon: Congratulations! 86. So how's that affect the business closed two days a week Sunday and Monday.

Paulette: Nobody knows we're open, I mean we're closed in the afternoon.

Gordon: The restaurant closes seriously?

Paulette: Because he has his nap.

In the dialogue above, Paulette used Defensive Countering to defend her face from losing face as a result of Gordon Ramsay's face attacks. Paulette responded to Gordon Ramsay's attack on the face by explaining as seen in the underlined utterance. Paulette said that nobody knew that the restaurant was open even though it is football season. Paulette explained to Gordon Ramsay to defend his face from losing face in the above dialogue. Paulette's defensive countering was expected to minimize the face attacks she receives as a result of Gordon Ramsay's face attacks.

4.1.2.2.3 No response

The last type of response toward impoliteness that is found by the researcher in the female participants' utterances is No Response. No Response is used by the hearer when the hearer is accepting a face attack by giving no response. The hearer can be silent or give no response to the speaker's impoliteness. No response is used by the hearer because the hearer does not want to respond or does not have a chance to respond. (Culpeper et al., 2003).

The realization of No Response can be seen from the following dialogues.

Datum 38

(14:12)

Celestina: Okay here we go.

Paulette: Here's your sausage pizza.

Gordon: Holy crap.

Paulette: That's ridiculous.

Gordon: It's like the pizza (indistinct) Denver.

Paulette: Yeah. Gordon: Shit.

Paulette: (No response)

The first example of No Response can be seen through the data 38. The first example of using a response type named No Response is illustrated in the above dialogue. In the dialogue above, Gordon Ramsay criticizes the pizza served to him. The researcher indicated that Gordon Ramsay's utterance above contained Positive Impoliteness by using the swear word 'shit'. There are two types of responses that Paulette used in the above dialogue, namely Accepting Face Attack and No Response. In the words, 'Yeah' Paulette accepts Gordon Ramsay's face attack. Meanwhile, at the end of the dialogue, Paulette did not respond to Gordon Ramsay because she wanted to maintain her face by accepting the face attacks by being silent. Further, she accepted the criticism aimed at her pizza.

The dialogue below also captures the use of no responses by Paulette. No response was used by Paulette to respond's Gordon Ramsay's impoliteness.

Datum 39

(07:52)

Gordon: How old is Josh?

Pete: 33

Gordon: He must be geared up now to take over the business when you take a back seat somewhere where in terms of, what's the plan? is he there a chef now?

Paulette: No, he's the only one. **Pete**: No, as I'm in here I am.

Gordon: Okay we're talking about pizzas right? Denver's best pizza?

Paulette: (Laugh)

The performance of giving no response toward Gordon Ramsay's impoliteness can be seen through the dialogue above. From the dialogue above, it can be seen that negative impoliteness was used by Gordon Ramsay to damage Paulette's face by ridiculing. Gordon Ramsay's ridiculing was addressed to Pete and Paulette. Gordon Ramsay's ridiculing is seen in his utterance "Okay we're talking about pizzas right? Denver's best pizza?". Paulette was aware of the face attacks aimed at her and Pete. He realized that Gordon Ramsay was not talking about 'the best pizza in Denver'. By not responding to the face attack, Paulette tries to minimize the effect of the face attack and maintain her face.

Another example of No response is shown by Celestina in the video. The performance of No Response by Celestina can be seen from the following dialogue.

Datum 40

(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: Uhumm. 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)

When he finished serving a menu, Gordon Ramsay asked Celestina about the dishes she was serving. He questioned the thin crust. Gordon denied that it was not the thin crust he had imagined, because the dough was quite thick.

Celestina tried to explain the menu. While explaining Gordon Ramsay said "stop"

to Celestina. The order posed a positive face attack to Celestina, as Celestina tried to come up with an explanation and Gordon just told her to stop explaining. It can be seen from the dialogue that the response Celestina given is just laughed.

Celestina did not want to continue her explanation about the thin crust. By giving no response Celestina was aware of her position at that time.

4.2. Discussion

After analyzing the data, in this section, the researcher discussed the findings of the present study. The present study is conducted to analyze the use of impoliteness and its responses in one of TV-show, The Kitchen Nightmares. The researcher took his focus on analyzing Gordon Ramsay's impoliteness to the other participants. Furthermore, the gender aspect is analyzed by investigating Gordon Ramsay's impoliteness to male and female participants. The researcher also analyzed the responses given by both male and female participants toward Gordon Ramsay's impoliteness.

The first objective is to analyze the use of impoliteness strategies that were used by Gordon Ramsay on male participants. Then, the second objective of the present study is to analyze the use of impoliteness used by Gordon Ramsay to female participants. Based on the findings of the analysis and based on the analysis of the results, the researcher found that Gordon Ramsay used 4 types of impoliteness strategies on male participants and 5 types of impoliteness strategies on female participants. Gordon Ramsay uses bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm or mock impoliteness.

Meanwhile, Gordon Ramsay has put impoliteness into female through all types of

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 throws 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)

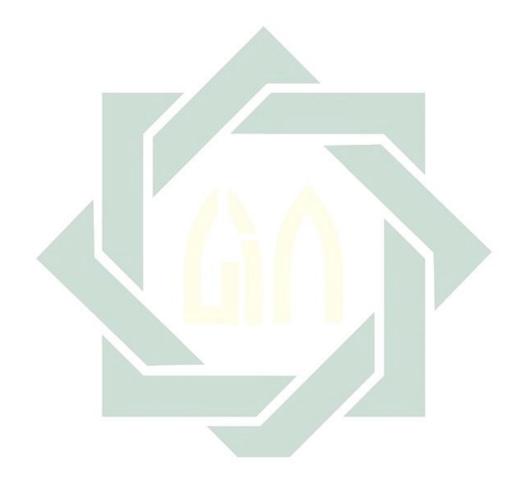
In this study, The researcher was more significant in analyzing responses to impoliteness strategies. The researcher focused on analyzing the use of responses to impoliteness based on gender. The results of this study will

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

impoliteness. The involving arguments between male participants trigger impoliteness occurs. In sum, the researcher infers that gender affects the use of impoliteness in human interaction.



CHAPTER V

CONCLUSION AND SUGGESTION

In this chapter, the researcher presents the conclusion of the present study. The researcher also provides the suggestion for future research particularly in the field of impoliteness strategies.

5.1 Conclusion

The present study aimed at investigating the use of impoliteness in and its responses in The Kitchen Nightmares Season 6 episode two hosted by Gordon Ramsay. The researcher analyzed the use of impoliteness by Gordon Ramsay to other participants. Furthermore, the researcher also analyzed and compared the use of impoliteness used by Gordon Ramsay to male and female participants in The Kitchen Nightmares season 6 episode two. The responses used by male and female participants were also analyzed.

The first objective of this study is to analyze Gordon Ramsay's impoliteness to male participants. The researcher found that Gordon Ramsay performed four types of impoliteness strategies on male participants, these are bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm or mock impoliteness. Meanwhile, the second objective of the study is to analyze Gordon Ramsay's impoliteness to female participants. The researcher found that all types of impoliteness strategies exist in Gordon Ramsay's impoliteness towards female participants. Hence, the researcher concluded that

there are no significant differences between the performance of impoliteness to male and female participants in the data.

The third objective of the study is to find out the responses uttered by male participants to Gordon Ramsay's impoliteness. The researcher identified that accepting face attack, offensive countering, defensive countering, and no response is performed by male participants. The last objective of the study is to analyze the responses given by the female participant to Gordon Ramsay's impoliteness.

Unlike male participants, the researcher found that female participants performed three types of responses toward Gordon Ramsay's impoliteness, these are accepting face attack, defensive countering, and no response. The female participants did not use offensive countering to respond to Gordon Ramsay's impoliteness.

To conclude, the researcher discovered that the use of impoliteness by Gordon Ramsay to male and female participants is not significantly different. The significant differences are shown by the use of responses by male and female participants to Gordon Ramsay's impoliteness strategies. Here, gender differences affect the different types of responses of male and female participants towards Gordon Ramsay's impoliteness strategies.

5.2 Suggestion

First of all, the researcher would like to thank the readers whose interest to read this research. The researcher has some suggestions for the researcher whose interest to analyze impoliteness. To develop the study about impoliteness strategies, many data can be used to analyze the phenomena of impoliteness. The

researcher also gets insight that impoliteness can be related to other aspects such as politics, education, entertainment, and so on. The researcher suggests that the future researcher can explore the use of impoliteness and relate it with another aspect.

Therefore, the reader can find out the niche of the present study and develop it for the next research. It may be useful for the development of linguistic especially in the pragmatic field.

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