

**IMPOLITENESS STRATEGIES AND POWER RELATIONS
REFLECTED IN THE DEADPOOL MOVIE**

THESIS



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2021

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(M. Syahrul Faruq Aziz)

one's concern for others in talking to ourselves. As stated by Brown and Levinson (1987, p. 25) "politeness is utilized with a specific and goal into a social relationship, to recognize and shows the Face Threatening Act (FTA), the public self-image, the feeling of self, of the general population that we address."

Politeness strategies are divided into four types. They are bald on record, positive politeness, negative politeness, and off-record. Holmes (2001, p. 267) argues that "politeness is a way for people to use the right language to interact with others." This suggests that merely saying gratitude or apologizing are not sufficiently considered as being polite. Instead, a person to be considered polite must pick and choose the appropriate language when communicating with other people.

All people must have a polite and courteous attitude towards others and those around them. If everyone does not have politeness, it will lead to conflict with each other. In Culpeper's term (1996), the act of being impolite when communicating with other people is called impoliteness. Culpeper (1996) defined impoliteness as "communicative strategies designed to attack face, and thereby cause social conflict and disharmony." Culpeper also defines impoliteness as the use of strategies to attack the interlocutor's face and create social disruption.

Culpeper (1996, p. 8) classified impoliteness strategies into five types. They are bald on record, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness. Impoliteness phenomena do not only occur in daily conversation. But also occur in the dialogues found in several media such as novels, radio, television, and movie. Although it is not a real story, the utterances

in a movie are produced naturally. Thus, it enables people to observe how languages are used.

Recent studies on impoliteness have been conducted and explored various related aspects, such as the relationship with the exercise of power that usually occurs when impoliteness occurs. Sofiah (2016), employing Brown and Levinson's impoliteness, investigated the impoliteness strategies used by the main character in the *Yes Man* movie. In her study, she focused on bald on record because the character of Carl in the movie more frequently uses impoliteness in a direct, clear, and unambiguous way. Another study on impoliteness has also been conducted by Dhorifah (2016) aiming at analyzing the impoliteness strategies in the *Boyhood* movie. In her study, she analyzed and explained the functions of impoliteness and the relation between impoliteness and power differences. The researcher also investigated the differences in characters in this film by using impoliteness strategy. In this study, there are two prominent characters in which they use each other impoliteness strategies simultaneously. The study analyzed the different strategies used by these characters. Moreover, Rosa (2017) analyzed Impoliteness Strategies in the film *The Fault in Our Star* film, which focused on five types of impoliteness strategies with Jonathan Culpeper's theory, found that the social distance among characters in this movie significantly affects the use of the impoliteness strategies and the encounter strategy. Sani and Suhandoko (2020) also found that the main character predominantly used positive impoliteness. By examining the main character, it will be clear how the relationship between the

impoliteness uttered by the main character and the impoliteness function in an effort to show power.

While Sofiyah (2016), Dhorifah (2016), Rosa (2017), and Sani and Suhandoko focused on investigating impoliteness in movies, Febrian (2019) studied the polite remarks between students and teachers conducted in the classroom during the teaching and learning process. This research is a qualitative descriptive study whose data are in the form of field notes. The researcher found many impolite words that students uttered to their teachers in class. This researcher concludes that the words of impoliteness that the students used aim to get the attention of their teacher and get rid of boredom while in the classroom. Wijayanto et al.'s study (2017) entitled *Impoliteness in English as a Foreign Language Complains: Exploring its Intentions and Motivating Factors* reveals that impoliteness is triggered by three general motivating factors; speaker-related factors, target person-related factors, and contextual factors. A number of intentions of deploying impoliteness are found, and they suggest that impoliteness is a means to an end rather than an end itself.

Another research was conducted by Pratama (2020). He analyzed the impoliteness strategies and gender differences in the conversation of the *Big Wedding* movie characters. He found that bald on record is the most common impoliteness strategy that occurs in this movie. He also found that women dominate the use of impoliteness strategies in communication. Furthermore, Upadhyay (2010) analyzed the connection between linguistic impoliteness and identity in computer-mediated communication by examining reader responses to

ideas and views expressed by professional journalists in the online media. In this research, the researcher found that respondents may strategically use linguistic impoliteness to communicate disagreements, argue against an out-group's ideological views, or discredit ideological opponents. Finally, Cahyono (2018) analyzed impoliteness strategies and power performed by President Donald Trump on Twitter. In his study, he analyzed the impoliteness strategies in social media (Twitter).

The study of impoliteness has also been interplayed with how the strategies used to induce laughter and humor. Aksan and Ruhi (2015) analyzed humor and impoliteness in the Turkish television show *Komedi Dukkani*. The researchers wrote that the level of humor was assessed when the audience laughed and applauded. The researchers found 16,433 instances are the impoliteness strategies, which off record, impoliteness is the most humorous. They also found the dialogues (i.e. the battle of wits) between the characters humorous and entertaining as the factors for the link between impoliteness and entertainment. The audience enjoys the humor when the characters say impolite words. Cronin (2018) analyzed the relationship between linguistic impoliteness and humor in 54 episodes of the BAFTA-winning British-Irish sitcoms *Father Ted*, *Black Books*, and *The IT Crowd* (Channel4). This study also used audience laughter as confirmation of successful humor uptake. The study found that impoliteness is prevalent in the sitcoms studied, with 151 impolite utterances per hour and an average of 2.5 impolite utterances per minute.

The extensive research on impoliteness shown above indicates that the study of impoliteness has caught the attention of scholars to investigate impoliteness and its interplay with other language aspects, such as power differences. However, very few have been conducted in investigating how impoliteness strategies might be effective not only to encourage laughter but also to exercise the speakers' power.

Deadpool movie is an action-comedy genre movie directed by Tim Miller from a screenplay by Rhett Reese and Paul Wernick, it stars Ryan Reynolds in the title role alongside Morena Baccarin, Ed Skrein, T. J. Miller, Gina Carano, and Brianna Hildebrand. This movie was released in the United States in 2016. Wade Wilson or Deadpool as the main character in this movie, he is a very fastidious and active character and very capable of speaking. This movie tells the story of a former soldier named Wade Wilson; he is a former mercenary soldier. Then he met a woman named Vanessa who made him fall in love. A few months after he became engaged to Vanessa, Wade Wilson developed terminal cancer. With a heavy heart, he was forced to leave Vanessa to cure his cancer without her knowledge to a person or organization that offered his services to Wade Wilson before. They offered him to be a superhero. However, when undergoing treatment, it turns out that his body turns into a mutant. The researcher used the main character in analyzing this movie because the utterances of characters contain many types of impoliteness, especially the utterances main character. Deadpool or Wade Wilson as the main character is hated by other characters because of his impoliteness in communicating. Even though he became a superhero, the

utterances he spoke contained many impolite words and behavior. Impolite behavior can be seen within certain genres. This film is categorized as an action-comedy film, where researchers can easily find harsh and obscene remarks. The impoliteness strategy that Wade Wilson employs in this genre is a major source of humor and laughter. Speaking style rude and impolite become his trademark when communicating. That way, the audience considers the impoliteness used by Wade Wilson is humor and laughter. By analyzing action-comedy films, the researcher can prove that when a person or character performs humor, impoliteness always appears, either intentionally or not. Therefore, the researcher was interested in examining this film about the impoliteness of the strategy of speaking through the main character.

The purpose of this research was to examine the types of impoliteness methods and power wielded by the main character in the Deadpool film. The researcher found some researches related to impoliteness, but only a few studies analyzed impoliteness and power. Furthermore, the data for this study comes from action comedy films. As far as the researcher is aware, no research has been conducted on this film genre. By analyzing the action-comedy movie, the researcher can find a lot of impoliteness strategies, because the nature of the main character in this movie is very active and aggressive. In addition, this movie also contains many impoliteness conversations because there are many conflictive conversations in the movie.

Context can also help the speaker and listener to convey the message while communicating and understanding its meaning. The definition illustrates that context is the most important aspect of communicating to understand each utterance's meaning. Every human being will find it difficult to understand the meaning in every utterance if he does not know the context of the conversation.

Context or situation refers to the environment, the time and place in which the speech takes place, and the relationships between participants. In this study, the researcher uses the Hymes theory in the ethnography of communication. Hymes (1974) argues that “by looking at how people use language, patterns could be discovered otherwise, it would not just look at the words themselves.”

Hymes (1974) found the concept of communication, it called S.P.E.A.K.I.N.G. where each letter has the following meaning:

1. ‘S’ refers to a situation that includes both scene and setting. This is the place where the activity takes place and the overall scene where the activity is separated.
2. ‘P’ refers to participants that are involved in the conversation. It includes the relationship between the speaker and the hearer.
3. ‘E’ refers to ends, goals, purposes, or outcomes of the communication.
4. ‘A’ refers to acts including both form and content. In other meaning, every action taken by the participant either from the speaker or the listener must contain the meaning conveyed.

Example

Context: *A man who taunts his friend because his body smells so bad.*

A: *Clean your body, stink!*

B: *I don't smell bad, I took a shower this morning.*

From the example of the conversation above, B as a listener defends against the curses spoken by the speaker attacking the listener's face. The listener does not reply by attacking the speaker's face, but uses polite sentences to explain something.

2.6.3 Choosing not to respond (non-verbal response)

Bousfield (2008, p. 188) explains that the hearer may not respond to the impoliteness strategies aimed at him, namely by remaining silent (being silent). The listener has several reasons that cause him to choose not to respond. It happens because the audience refused to talk, does not have a chance to speak, even the possibility of the listener does not understand the content of speech that the speaker is saying.

1. The researcher downloaded the Deadpool movie. The researcher downloaded the movie from the website. There are many websites to download movies with good quality. However, the researcher downloaded the movie from <https://51.79.157.150/Deadpoll-2016>. Because *Terbit21* is a movie collection site locally and abroad and easily accessible to many people, this site also has good video quality.
2. After that researcher downloads the Deadpool movie transcript from the website. There are many websites to download movies with good quality. However, the researcher downloaded the movie from <https://subscene.com/subtitles/Deadpoll/english/1279551>. Because the transcript on this site fits perfectly with the conversation in the Deadpool movie. The researcher downloaded the transcript of the movie in zip form. Then the researcher converted it into a Microsoft Word document.
3. To ensure that the transcript of the movie is in accordance with the movie, the researcher re-watched the movie and matched it with the transcript of the movie.
4. For collecting data, the researcher used the code of impoliteness strategy by Jonathan Culpeper. The specific codes of impoliteness strategy consist of bald on record (BR), positive impoliteness (PI), negative impoliteness (NI), withhold politeness (WP), and sarcasm or mock politeness (MP). Then, the researcher read and marked the utterances that refer to impoliteness strategies attacks using certain codes. Then, the researcher tabulated the data which were grouped into data cards. The data card

representing 53% of all the data. The researcher found 20 utterances that related to positive impoliteness strategies. Culpeper (1996, p. 356) states that “positive impoliteness is a strategy which is intended to attack the recipient's positive face.”

The second most frequently used impoliteness strategy found in the Deadpool movie was the negative impoliteness strategy. According to Culpeper (1996, p. 358), “negative impoliteness is the use of strategies designed to damage the addressee's negative face wants.” The researcher found 12 utterances that related to negative impoliteness strategies. The use of frightening is the most frequently used by the main character in this sub-strategy, which is 7 times.

The third most frequently used impoliteness strategy found in the Deadpool movie was sarcasm or mock politeness strategy. Bousfield (2008, p. 95) states that “sarcasm is the use of utterances that appear appropriate on the surface but have the opposite intention that actually threatens, attack, and hurt the face of the interlocutor.” Leech (1983) also defines sarcasm as a concept of irony. An irony principle is a form of violation that causes the least conflict with the politeness principle because it is done indirectly to attack the interlocutor. The researcher found 4 utterances that related to sarcasm or mock politeness.

The least used impoliteness strategy found in the Deadpool movie was bald on record impoliteness and withhold politeness. Bald on record impoliteness is a strategy used to attack the face of the interlocutor directly and intentionally, as well as with clear and unambiguous language. Bald on record is used to attack the face of the person we are talking to directly, clearly, unambiguously, and briefly (Culpeper, 1996, p. 356). Culpeper (1996, p. 357) explains that withhold

politeness occurs when someone prefers silence rather than swearing words or words that can offend others. The researcher found only one utterance that related to bald on record impoliteness and withhold politeness.

The researcher found 12 data containing the strategies by interlocutors to the main character in this movie. Defensive countering is the most frequent that used by interlocutors to counter the face attacks, which is 5 data. Interlocutors use this type of countering by answering or explaining something to defend themselves when receiving a face attack. Bousfield (2008, p. 193) states that defensive countering means that the listener defends his face from the speaker. Interlocutors prefer to use this strategy to counter Wade Wilson's impoliteness, namely by explaining something to defend himself when receiving a face attack.

Then, the researcher also found 18 conversations that contained the purpose of exercising power. The most dominant purpose found is to get power over actions, which is 9 data representing 50% of all the data. Beebe (1995) argues that another reason for someone using impoliteness as an exercise of power is to get authority over actions, such as by getting interlocutors to do something, avoiding doing something, and using sarcasm or pushy politeness to get people to do something. In this study, the researcher can conclude that the main character more often uses impoliteness with the aim of telling other people or his interlocutor to take the action he ordered. One example of the main character's speech is "Zip it, Sinead!". This sentence was said by Wade Wilson when he was annoyed with Negasonic, even though Negasonic wanted to remind him that Francis had run away.

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