

CHAPTER I

INTRODUCTION

This chapter presents sub chapters, namely background of the study, statement of the problems, objectives of the study, significance of the study, and scope and limitation. All sub chapters are necessary in analyzing the impoliteness strategies in the movie entitled *Diary of a Wimpy Kid*.

1.1 Background of the Study

Language is an important tool for human to communicate themselves with others. Without language, there is no communication that is practiced by human. According to Birch (2005) language is a means of understanding what it means to 'be', rather than a means of expressing a 'given' reality. Language is not done through a single voice, but also through a process of interaction; it is dialogic. By using language, people can convey the ideas and messages. Language is also related to interaction which involves more than one person. Fitch and Sanders (2005) stated that:

In our interactions with others, we don't just talk; conversation is not, to adapt Wittgenstein's phrase: 'language idling'. We are doing things, such as inviting someone over, asking them to do a favor or a service, blaming or criticizing them, greeting them or trying to get on first-name terms with them, arguing or disagreeing with them, advising or warning them, apologizing for something one did or said, complaining about one's treatment, sympathizing, and offering to help, and the like

In interaction, politeness is needed to have an attention from listener or interlocutor. If the listener or interlocutor pays attention to the speaker's

utterances, she/he will get the idea or message which is delivered. Politeness can be seen in the way of people convey a message in verbal communication. According to Watts (2003), there are some words that contain respectful forms of address like *madam* or *sir*, and language that displays certain polite word like *please*, *thank you*, *excuse me*, or *sorry*. Verbal communication is all related with language field.

Politeness is related to the *face*. Yule (1996) describes that *face* is a public self-image that every person have. It is related to emotional and social sense of self which every person has and expects everyone else to recognize. In an interaction, politeness can be meant as the means employed to show awareness of face had by another person.

Politeness is used to avoid clash or conflict between the person involved in a situation, i.e. speaker or hearer, or speaker or hearer. Politeness is used to smoothen communication between people from different cultural backgrounds. Nevertheless, it has also acknowledged that politeness strategies may be different in different cultures (Brown and Levinson, 1987). Sometimes, people break the politeness strategies. Automatically, impoliteness occurs.

Although there have been several attempts to theorize politeness, there is an opposite phenomena gained much attention, called impoliteness. Watts (in Keykhayee, 2013) points out that impoliteness is impolite behavior in verbal communication. This means, impoliteness involves the behavior in communicating between one and others. Wardhaugh (2006) stated:

Politeness itself is socially prescribed. This does not mean, of course, that we must always be polite, for we may be quite impolite to others on

occasion. However, we could not be so if there were no rules of politeness to be broken. Impoliteness depends on the existence of standards, or norms, of politeness.

In understanding what Wardhaugh said, impoliteness depends on the existence of norm or standard of politeness. Impoliteness can occur when someone does not follow the norms and rules in a situation. Those things can cause impoliteness occurs. Automatically, people who do impolite behavior in verbal communication violate the principles of politeness.

According to Culpeper (2010), impoliteness comes about when: (1) the speaker communicates face attack intentionally, or (2) the hearer perceives and/or constructs behavior as intentionally face-attacking, or a combination of (1) and (2). Understanding what Culpeper said, politeness or impoliteness involves more than one person as speaker and hearer. There are three factors that can make impoliteness occurs. First, the speaker communicates face attack intentionally. Second, the hearer perceives and/or constructs behavior as intentionally face-attacking. Third, impoliteness can occur because of the combination of both.

Culpeper (in Bousfield and Locher, 2008) stated that there are five strategies of impoliteness, they are *Bald on record*, *positive impoliteness*, *negative Impoliteness*, *off-record impoliteness*, and *withhold politeness*. It is the opposite of the politeness strategies that is proposed by Brown and Levinson (1987). They stated that there are five strategies of politeness, they are: *Bald-on record*, *positive politeness*, *negative politeness*, *off-record*, and *withhold the FTA*. It can be called that impoliteness strategies of Jonathan Culpeper are the contrary of the politeness strategies which is proposed by Brown and Levinson.

The writer chooses impoliteness strategies as the theory of the analysis in this study because the theory of impoliteness is still rarely to be used as the theory in a research. It was also mentioned by Keykhaiyee (2013) that impoliteness is fairly new area of research in linguistics and it has not yet gained as much attention as the research discussing politeness. Impoliteness strategies are interesting to be used as the theory because most of linguistics students analyze the theory of politeness. Another reason why the writer decides to take the theory is the oppositeness of the strategies in politeness is quite unique. While politeness strategies are too mainstreams to be used by linguistics students, impoliteness strategies can be a new analysis that will bring a new phenomenon.

Through this study, the writer would like to use the theory of impoliteness strategies proposed by Jonathan Culpeper (2005) for knowing which strategies are used in the movie which have selected as the data. The writer chose the theory of impoliteness proposed by Jonathan Culpeper because his theory is different and having variations than other theories of impoliteness. Impoliteness can be found in the movie entitled *Diary of a Wimpy Kid*. This movie is interesting to be analyzed because there are many dialogues that show impolite utterances conveyed by the characters. Actually, this movie is for children, but, there are many impolite utterances uttered by the characters.

Diary of a Wimpy Kid the Movie tells the journey of Greg Heffley facing many problems when he starts to study in middle school. He has a best friend namely Rowly Jefferson, a not ready-middle school student. In the first day of the school, Greg meet some 'odd' friends like Chirag Gupta - an Indian student

who is shorter than him-, Patty Farrel – a girl student whose mother is the president of the Parent Teacher Assembly (PTA)-, and Freggley – a disgusting student-. Greg also has a problem with his best friend, Rowley Jefferson, in the last part of the movie.

Still in the school, there is a weird phenomenon called *Cheese Touch*. There is a cheese which was stuck in the school's yard from a long time ago – nobody knows who place it there -. The cheese has bad smell, sticky, and disgusting. Everyone who touches it will have *The Cheese Touch*. Someone who has a *Cheese Touch* will be shunned by friends. The way to 'throw' *The Cheese Touch* is by touching the body-part of other friends. In last stage of the movie, Rowley, Greg's best friend, has *The Cheese Touch*.

In the house, Greg also must face the trouble makers, his brothers, Rodrick and Manny Heffley. Rodrick is an elder brother of Greg and a member of *Loaded Dipper* band. Manny is Greg's 3-years-old brother. Greg lives in the house with his parent and brothers. Rodrick always bother and annoy him every time they meet. Manny always call Greg with 'bubby' and causes Greg fell embarrassed when Manny call him in front of his friends.

This movie is interesting to be analyzed. It is because there are many impolite words uttered by the characters in the movie. However, the film also delivers many moral values about the important of the friendship.

The example of impoliteness in this movie is when Greg and Rowley involved in a talk about a bike incident a day before caused by Greg. Rowley

wears a gypsum plaster in his left hand. This interaction occurs in cooking class.

S1 is Greg; S2 is Rowley; S3 is Shelly; S4, S5, and S6 are other students.

- S1 : Are you sure the doctor was right? It really didn't look that broken to me.
 S2 : Yeah. It's broken. The X-ray never lies.
 S3 & S4 : (Coming) Oh my gosh, what happened?
 S2 : I broke it.
 S3 : How?
 S2 : Big wheel accident.
 S4 : You're funny (laughing).
 S3 : (to S2) Can I sign your cast?
 S4 : Me too.
 S5 & S6 : (Coming) Me too, me too.
 S2 : Why, sure.
 S1 : Hey, I'm the one who broke his hand!
 S3 : **Then you're a jerk.**

This data is classified into positive impoliteness. It is because S3 attacks on S1's positive face by insulting S1 with a taboo word, 'jerk'.

The study with the same topic, impoliteness strategies, had conducted by Grace Patrisia Wibowo (2012). In her thesis entitled *Impoliteness strategies used on online comments in Indonesian football website*, she used the theory of Culpeper. She analyzed impoliteness strategies in Indonesian football website namely *Okezone.com*. But, she did not analyze the factors causing impoliteness applied. That thesis makes the writer to conduct an analysis with the same and to uses supporting theory to complete the impoliteness strategies studies in linguistics field. In this thesis, the writer does not only analyze impoliteness strategies, but also the factor causing impoliteness applied.

1.2 Statement of the Problems

Based on the background of the study above, the problems are formulated as follows:

1. What are the types of impoliteness strategies found in the movie entitled *Diary of a Wimpy Kid*?
2. What are social factors causing impoliteness applied in the movie entitled *Diary of a Wimpy Kid*?
3. What is impoliteness strategies frequently appeared in the movie entitled *Diary of a Wimpy Kid*?

1.3 Objectives of the Study

Based on the statement of the problems above, the objectives of the study are formulated as follows:

1. To describe the types of impoliteness strategies found in the movie entitled *Diary of a Wimpy Kid*.
2. To explain social factors causing impoliteness applied in the movie entitled *Diary of a Wimpy Kid*
3. To identify impoliteness strategies frequently appeared in the movie entitled *Diary of a Wimpy Kid*.

1.4 Significance of the Study

The study is expected to provide theoretical and practical benefits. Theoretically, the results of the study are able to give a better understanding about the impoliteness strategies. It is because impoliteness strategies is a new area of research in linguistics field (most students often analyze politeness strategies). Meanwhile, practically, the writer expects this study will make people avoid the impoliteness utterances when they talk to others so that this study is very useful to be applied in daily communication.

1.5 Scope and Limitation

The scope of this study is the pragmatics study. This study is concerned the impoliteness strategies used by the characters in the movie entitled *Diary of a Wimpy Kid*. All utterances uttered by the characters are analyzed using the theory of impoliteness strategies proposed by Jonathan Culpeper (2005). Through this theory, the writer would understand the types of impoliteness strategies applied in the movie. Furthermore, there are three series of *Diary of a Wimpy Kid*, they are *Diary of a Wimpy Kid (series 1)* *Rodrick Rules* and *Dogs Day*. But, the writer only limits its data in the utterances of the characters in the movie entitled *Diary of a Wimpy Kid Series 1*.