

CHAPTER I

INTRODUCTION

This chapter describes the research conducted, starting with the background and reasons for conducting this study. It also explain the main issues studied, the objectives to be achieved through this research, the important of this research, both for the development of science and for its application in real life. The limitation and scope of the research are also clearly emphasized, so the readers understand its coverage. Besides that, important terms used in this study are explained to avoid misunderstandings. Thus, this section provide a perspective of the content and structure of the following chapter in this research.

1.1 Background of the Study

Impoliteness is a key concept of pragmatic studies that clearly explained by several researchers. Culpeper (2011) defines impoliteness as language used in negative responses or behaviors in certain contexts, especially how group or individual identifies are shaped in interaction. These attitudes continue because they show expectations, desires, and beliefs in society. Culpeper (2005) notes that impoliteness appear when purposely hurts someone's feelings or self-confidence, or when the listener perceives such intent, underscoring key factors in communication. Thus, understanding impoliteness is important for analyzing how someone's perspective shape interaction with other people.

Leech (2014) states that impoliteness is not just the lack of politeness, but its direct opposite, rude or disrespectful behavior that conflicts with norms of respect. It means that politeness builds a sense of respect, while impoliteness creates feelings of disrepect or insult. Bousfield (2008) describes impoliteness as the use of strategies to attack face, causing conflict and disharmony. For example, "You talk too much" is positive impoliteness because it pressure or undermine person's to feel accepted by others. Meanwhile, "Wow, you are such a genius for making that mistake" is an example of sarcastic or mock politeness eventhough it

looks like polite or compliment, but actually makes the other person feel hurt based on the sentence. It often appear in daily conversations to criticize that causing arguments between one person with another. In other words, impoliteness commonly appears in daily interaction, especially on social media. Individuals often share their opinions and statements that can result conflict or problems. Unlike other areas in Pragmatics, impoliteness is noticeable due to its commonness in people's lives and its way to create issue in communication. For these reasons, impoliteness is chosen as the main topic for this research because its relevance and consequence in the way someone connect with people.

Among the various theoretical frameworks, Culpeper's theory stands out as relevant for this study because it is specifically designed to explain impoliteness in detail. This theory not only provides clear examples but also describes different strategies, functions, and other important aspects of impoliteness. Journal articles, thesis, and papers often use this theory which is providing further evidence of many people agree and effectiveness in analyzing impoliteness. Previous studies on impoliteness have mostly focused on impoliteness in celebrity related comments and highly controversial political figures on social media. However, limited attention has been given to impoliteness strategies used in the comment section of a political figures' Instagram post, particularly Eric Adams using two theories from Culpeper (1996) and Culpeper (2011). Therefore, the researcher can fill the gap by analyzing types and functions of impoliteness using these theories to provide a detailed analysis of this study.

In the dynamics of modern society, the phenomenon of using impoliteness especially when directed at public figures on social media that has often become the center of public attention. One such case is the impoliteness revealed in the comment section of Eric Adams official Instagram post. In this case, Eric Adams is seen by the public not only as a politician and social activist, but also known as a former police officer in New York. Eric Adams becomes the center of public attention in September 2025 after the reelection campaign is paused because the money from the public cannot be used right now after reports of misuse and

people losing trust. For instance, some commenters used harsh language and personal attacks to express their disagreement that reflecting a broader trend of online rude behavior on social media towards celebrities. This phenomenon shows that social media now serves as a platform where polite behavior is often ignored, especially when a politician is involved in it. Therefore, these findings help social media users understand how to communicate more politely and avoid using language that can cause arguments or hurt others on social media.

On digital platforms, netizen comments are an expression of opinion or thought, emotion, and behavior as formed in the way society understands and reacts to the actions of politicians. Culpeper (2011) emphasizes that impoliteness refers to a critical opinion of certain behavior that take place in certain way. It is continuous by expectations, desires, and beliefs about social organization, especially concerning how an individual's or group's identities are determined by others. In this case, the comments refer to Eric Adams as a means of insulting, criticizing or publicly embarrassing. For instance, a number of netizens write unkind criticism and personal attacks in response to Eric Adams actions that showing the use of impoliteness as explained by Culpeper. This raises questions about netizens express disrespectful attitudes in the way they write in the comment section. As a result, analyzing how language shows impoliteness in netizens' comments become important to understand the ways people communicate with each other.

The decision to choose netizens comment on Eric Adams's Instagram post as a source of data is not without reason, but instead follows thoughtful and careful consideration. This well known figure has a strong public image and has recently become part of a government institution. In this way, netizen's comments on Eric Adams's attitude on digital platform reveal the difference of perspective between what people expect of a politician and freedom of expression on social media. It shows Eric Adams dealing with controversie and ethical issue that reflect the challenges of political leadership. For example, rather than targeting someone's identity, comments might use language to embarrass or hurt another user. In response to identified need, this research aims to present a critical analysis

that focuses on types and functions of impoliteness reveals in the comment section of Eric Adams's official Instagram post.

1.2 Research Questions

Based on the background of the study above, there are two research questions as follows:

1. What types of impoliteness are revealed in the comment section of Eric Adams's official Instagram post?
2. What are the functions of impoliteness in the comment section of Eric Adams's official Instagram post?

1.3 Objectives of the Study

Appropriate with the research questions, the objectives of this study are as follows:

1. To find out the types of impoliteness revealed in the comment section of Eric Adams's official Instagram post.
2. To examine the functions of impoliteness in the comment section of Eric Adams's official Instagram post.

1.4 Significance of the Study

The theoretical significance in this study lies in its contribution to Pragmatic studies, especially the use of impoliteness as revealed in the comment section of Eric Adams's official Instagram post based on (Culpeper, 1996; Culpeper, 2011). This is important because comment sections on social media allow users to express their opinions, so impoliteness can naturally appear when discussing sensitive topics. Thus, this study is expected to enrich the understanding of impoliteness shown by netizen's comments on Eric Adams's Instagram post through their words.

The practical significance in this study is based on its usefulness to provide insight for social media users, especially in showing the difference between giving criticism and being impolite. It is important to know respectful

communication and avoid misunderstandings or conflict among people who comment on social media. Feedback meant as criticism that can sometimes be seen as impolite and might cause disagreement. In this way, the findings of this research not only help users communicate more politely, but also support English learning by providing clear examples.

1.5 Scope and Limitation of the Study

This study focuses on analyzing pragmatics, especially impoliteness in the comment section of Eric Adams's Instagram post on September 26, 2025 about campaign finance by using two theories, namely Culpeper (1996) to identify types of impoliteness, and Culpeper (2011) to analyze functions of impoliteness. This analysis is limited to comments from a single post in one day, does not include other platforms or posts, and only focuses on impoliteness as defined by Culpeper.