



## **IMPOLITE READER RESPONSES ON ONLINE NEWS COMMENTS IN VIVA.CO.ID**

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### **ABSTRACT**

The objective of this study was to discover the realizations of impolite utterances used by the readers as their responses on online news comments in viva.co.id news site. The study was conducted by using qualitative descriptive which case study was used in order to describe the impolite readers responses in viva.co.id news site. The data of this study were words, phrases, clauses and sentences consist of impolite reader response on online news comments in viva.co.id which the data were taken from 22 titles of political news about Basuki Cahaya Purnama . The data were the reader's utterances on online news comments in political news in order to find out the recurrence and the pattern of the data based on the problem of the study. It was found that impolite utterances were realized by online news readers through disinterested, unconcerned, unsympathetic; inappropriate identity markers; obscure or secretive language; seek disagreement; taboo words; call the other names; frighten; condescend, scorn of ridicule; negative personalize; disassociate from others and insult.

**Keywords:** *Impolite Utterances, Realization of Impoliteness*

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## INTRODUCTION

Computer Mediated Communication (CMC) becomes an interesting field to be studied recently. CMC enables people to interact in far distant of space and time. One characteristic feature, especially of many text-based CMC modes of communication (e.g., blogs, emails), is that they are ‘anonymous’ (faceless, bodiless) forms of interaction (Herring 2001: 621).

Furthermore, Suler (2004) claims that the disinhibition effect found online can be explained as follows: users perceive the anonymity and invisibility of the web in a sense of “you don’t know me” and “you can’t see me”, thus giving users the feeling that they can act in a more unrestrained way. Also, according to Suler, the factor of asynchrony creates a sensation in users that they do not have to deal with immediate consequences in connection with their behaviour online. A sense of “see you later” creates a certain distance between the person and their actions online. One other factor, discussed by Suler, is the thought that users experience a sense of minimized authority in a CMC setting. The idea “we’re equals” seems to influence the behaviour of users online. The explanation above gives the CMC more chance of doing impoliteness.

Impoliteness is worth for study with social interaction for pragmatics and sociolinguists. Unlike politeness, impoliteness is behaviour that is meant to cause offense (Culpeper, 1996). It is also very context governed, which means that a certain kind of behaviour might not be always impolite. Impoliteness also involves some kind of a conflict between the participants. 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) (Culpeper, 2005).

Culpeper emphasizes that impoliteness arises in social interaction. So he argues for the adoption of a more contextually and culturally sensitive model of face. Culpeper (1996: 356) takes Brown and Levinson's strategies and inverts them to describe impoliteness and their purpose is to attack the hearer's face instead of trying to save them. These impoliteness strategies are bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock impoliteness and withhold impoliteness. These strategies form the realization of impoliteness, which can be seen as the following:

### **Bald on Record Impoliteness**

According to the development of the model (Culpeper, 1996, 2003) bald on record impoliteness is seen as typically being deployed where there is much face at stake and where there is an intention on the part of the speaker to attack the face of the hearer and/or where the speaker does not have the power to (safely) utter an impolite utterance. The realization of bald on record impoliteness are:

- *Message enforcers*

Message enforce is aimed to get attention, especially to draw the partner back on task as can be found in the following:

- a. Listen here.

- b. Read my lips
- *Dismissals*  
Dismissals are the forms of expression when one wants to get rid of someone from the discussion, especially in non-acceptable way, as exemplified in the following
  - a. go away
  - b. get lost/out
- *Silencers*  
Silencers are aimed to harshly interrupt someone to stop talking. For example:
  - a. Shut your mouth

### **Positive Impoliteness**

Positive impoliteness involves the use of strategies deployed to damage the hearer's positive face wants. Culpeper gives a list of impoliteness realization about this strategy which include:

- *Ignore, snub the other, or fail to acknowledge the other's presence*  
This kind of impoliteness can be seen in the following situation:  
A wife looked her husband talked to somebody else. She, then, came and asked her husband  
Wife: "What are you talking about?"  
Husband: "None of your business?"  
Here, her husband refuse to talk to her by saying "none of your business" as his attempt to ignored her.
- *Disassociate from the other or exclude the other from an activity*  
It is a creation and propagation of ideas related to ingroup membership, for instance, deny association or common ground with other, avoid sitting together. It can be seen as the following example:  
"The stinky girl like you should not play with us"  
This sentence clearly means to disassosiate the girl from a certain group where she expects to belong.
- *Be disinterested, unconcerned, unsympathetic*  
It means that the impoliteness use for the unsympathetic taken by one of the interattants. Expressing lack of interest can cause face-damage as such expressions fail to attend to the other's face wants or face expectations. The following example is the expression of disinterested:  
"Nobody likes you. Why do you still be here?"  
The utterance "no body likes you" show that the speaker is actually disinterested to the hearer.
- *Use inappropriate identity markers*  
It means the use of impoliteness by marking inappropriate identity and sarcastic, for instace, use titles and surname when a close relationship pertains, or a nickname when a distant relationship pertains. The following is an example of using inappropriate identity marker.

“She is not Bella Soffi but Bela Sungkawa”

This utterance was uttered by the hater of Bella Soffi. She changed the name of Bella Soffi to Bela Sungkawa which is inappropriate to her.

- *Use obscure or secretive language*

Obscure or secretive language is used to mystify the other with jargon or use a code known to others in the group, but not the target. For example:

“*Wong iki ko iso susune molak malik koyo ubur-ubur*”

The above utterance is the use of other language such as Javanese language to insult the target while the target himself does not know the language.

- *Seek disagreement*

Any act of expressing a differing opinion can potentially be interpreted as disagreement and possibly also as impolite. This category, however, comprises those acts of disagreement that clearly aim to express their disagreement as strongly and forcefully as possible, with no intent to redress. It is formed by entries that assert the opposite or of what an earlier speaker has expressed. For instance, select a sensitive topic and make the other feel uncomfortable. The following is express disagreement:

“*salah kostum loh*”

The utterance above is the comment of a hater in a celebrities instagram who felt that the dress used by the celebrity was not suitable to the situation in the picture. Surely, it would make the celebrity as the target felt uncomfortable when she read it.

- *Use taboo words*

Taboo words has the similar meaning to swear or use abusive or profane language. Taboo words can be different depend on the society or culture. In Indonesia, taboo words refer to parts of body especially those associated with sexual activity or with using the toilet and the name of some animals.

The use of taboo word can be seen in the following:

“Oh shit, he makes me bleed”.

This utterance use taboo word “shit” which is associated with the activity in the toilet to show his anger.

### **Negative Impoliteness**

Negative impoliteness involves the use of strategies deployed to damage the hearer's negative face wants. The realization of this strategies from Culpeper (1996) include:

- *Frighten*

It is instill a belief that action detrimental to the other will occur. The following is an example of frighten:

“I'll smash your face in”.

This expression use frighten as the impoliteness realization to intimidiate someone that the violance will be occured to the target.

- *Condescend, scorn or ridicule- emphasize your relative power.*

Be contemptuous. Do not treat the other seriously. Belittle the other (e.g. use diminutives)

- *Explicitly associate the other with a negative aspect*

It is used personalize to the hearer as the target of impoliteness, such as,

use the pronouns "I" and "you". In Bataknese, the word of “kau” is often use to call someone in their daily conversation. It is not considered as impolite. But in other cultures in Indonesia rarely use the word “kau” because believe that the word of “kau” is impolite. This word is also considered as impolite if we use it in formal media such as online newspaper.

### **Sarcasm or Mock Impoliteness**

Sarcasm constitutes the use of individual or combined strategies and remains on the surface and appears to be appropriate. On the surface level, the utterances sound polite but their meaning is the opposite. According to Culpeper, sarcasm is mock politeness for social disharmony and it is the opposite of banter which means mock impoliteness for social harmony. Here, the face threatening acts are performed with the use of politeness strategies that are obviously insincere. Culpeper (2005:49) states that "I once turned up late for a party and upon explaining to the host that I had mistaken 17:00 hours for 7o'clock, I was greeted with a smile and the words "you silly bugger" I knew that the impoliteness was superficial, it was not really and that I had been accepted into the party".

### **Withhold Impoliteness ( Be quiet or fail to use politeness where it is expected)**

Culpeper (1996:357) notes that impoliteness may be realized through"[...] the absence of politeness work where it would be expected". Culpeper (2005:44) gives the example that "failing to thank someone for a present may be taken as deliberate impoliteness". In this strategy, the speaker does not perform a politeness act where the hearer would expect one. Being silent is also withholding politeness.

## **RESEARCH METHOD**

The research was conducted by using qualitative descriptive design which case study in order to describe the impolite readers responses in viva.co.id news site. The data of this study were words, phrases, clauses and sentences consist of impolite reader response on online news comments in viva.co.id. The data were taken from February to March 2017.

The source of the data were the readers on online news comments in viva.co.id where the news is about Basuki Cahaya Purnama in political news of viva.co.id. There are 22 (twenty two) title of political news about Basuki Cahaya Purnama from February to March, and the researcher took all the news to observe the comments of the news.

The data were analyzed based on interactive model proposed by Miles Huberman and Saldana (2014) with four phases of data analysis. The phases are data collection, data condensation, data display, and conclusion drawing or verification.

## **FINDINGS AND DISCUSSIONS**

Based on data analysis, it was found that other realization of impolite utterances used in online news comment, namely insult. As Allan and Burrige note that insults are sourced in the target's supposed ugliness, skin color and/or complexion, over or undersize, perceived physical defects, dirtiness, smelliness, tardiness, stupidity, untruthfulness, unreliability, incompetence, greediness, sexual persuasion ideological or religious persuasion or any inadequacies among the target's family, friend and acquaintances; makes insult become the new category of impoliteness realization. The other impolite utterances were realized by online news readers through be disinterested, unconcerned, unsympathetic; use inappropriate identity markers; use obscure or secretive language; seek disagreement; use taboo words; call the other names; frighten; condescend, scorn or ridicule; negative personalize; disassociate from others.

Different from Viljakainen (2016) in his study about impoliteness in a gaming-oriented online discussion forum investigates how impoliteness realized in the Steam discussion forum and the strategies used to attack each other's face. From his analysis, he made his ten 10 categories of impolite language realizations by himself, they are: express disinterest, disagree, exclude, question, minimize the issue, blame, judge, insult, threaten and interrupt.

## **CONCLUSIONS**

Based on data analysis and research findings, it can be concluded that impolite utterances were realized in readers responses of viva.co.id online news comment through be disinterested, unconcerned, unsympathetic; use inappropriate identity markers; use obscure or secretive language; seek disagreement; use taboo words; call the other names; frighten; condescend, scorn or ridicule; negative personalize; exclude the other from an activity or disassociate from others and insult. Having seen the result of the study, the researcher would like to suggested to find out other realizations of impolite utterances in CMC.

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