IMPOLITENESS STRATEGIES OF RON DESANTIS' PRESIDENTIAL ELECTION SPEECH

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ABSTRACT

This comprehensive study embarks on an exploration of incivility strategies manifested in YouTube comments on a political speech by Ron DeSantis, aiming to uncover the intricacies of digital communication and its influence on public discourse. By carefully analysing viewers' comments, this study employs a qualitative methodology to categorise incivility into five different strategies: negative incivility, sarcasm, baldness, positive incivility, and withheld politeness. This classification was crucial in identifying the dominant use of negative incivility, which emerged as the most common strategy among viewers, indicating a direct approach to criticism and disagreement. It was followed by sarcasm and bald on record strategies, which highlighted layered interactions that not only facilitated dissent, but also served to entertain and foster a sense of community among viewers. Although observed less frequently, positive incivility and withheld politeness strategies were also noted, contributing to the diverse spectrum of incivility in digital discourse. The research further delved into the motivations behind the impolite utterances, and revealed that the main drivers were expressing negative feelings towards the utterance or speaker, the desire to entertain, and the intention to advocate for change. In conclusion, this study highlights the complexity of online communication, especially in politically charged contexts, and emphasises the role of digital platforms in shaping public discourse. The study suggests that future research be extended to various digital platforms and cultural contexts to deepen the understanding of online interactions and their evolving nature, thus contributing significantly to the broader discourse on digital incivility and its implications for public dialogue.

*Keywords***:** *Impoliteness, Language, Speech, YouTube*

INTRODUCTION

Impoliteness is a branch of pragmatics that has recently gained some popularity but has received less attention than linguistic politeness (Pennanen, 2013). Esteemed scholars like Jonathan Culpeper and Derek Bousfield have initiated efforts to address this disparity. In his attempts to theorize politeness, Watts (2003) includes impoliteness. Watts (2003) argues that it is surprising that politeness receives less attention than impoliteness, considering that impolite behaviour is more likely to be noticed and evaluated in verbal interactions. Corroborating this viewpoint, Eelen (2001) has observed that the neglect of impoliteness has been labelled a conceptual bias in the study of politeness. Therefore, impoliteness is valuable for pragmatics and sociolinguists as it is an integral aspect of social interaction, similar to politeness but viewed from distinct viewpoints.

The concept of culture as a framework of collective norms results in an ambiguous differentiation between what is considered 'polite' and 'impolite'. Impolite evaluation is contingent on the situation and characterized by contentiousness. Impoliteness, in the English language, encompasses various synonyms pertaining to assessing bad conduct (Culpeper, 2010). These synonyms all share the common characteristic of targeting an individual's identity or rights, eliciting distinct emotional responses. It directly correlates with the speaker's intentions and the hearer's perceptions. Impoliteness is commonly understood as attacking someone's reputation or dignity. Culpeper (2005) categorizes impolite statements into two types: (1) attacks on the person's character or reputation. The challenges include (2) assaults on social identity, (3) infringements on equitable rights, and (4) violations of the freedom to associate.

Undoubtedly, social interaction is regulated by specific norms; therefore, my violation of these norms constitutes impoliteness. For this reason, impoliteness deviates from the hypothesized norms of a community of practices. Collins (2005) and Thomas (1995) argues that impoliteness evaluates interaction within a contextual framework and is opposed to decorum regarding Brown and Levinson's differentiation between positive and negative faces. The interpretation of impoliteness is, in turn, significantly influenced by the context. Furthermore, depending on the circumstances and additional factors, different individuals may construe impoliteness in various ways. Furthermore, it is possible for the listener to misinterpret the speaker's statements as disrespectful despite the speaker not intending to be perceived as such. This could create a rift between the educator and the listener.

The vast majority of past studies on impoliteness, on the other hand, were conducted in face-to-face meetings or conversations. However, in today's society, an increasing number of

people are participating online, where they may communicate verbally or via computer screens to see one another. Herring (2007) says that most basic purpose of communication is the exchange of knowledge (whether ideational or relational). The term "mediation" denotes a technical means employed to communicate, and the term "computer" specifies that the way of mediating is related to technology, such as computers/the internet, mobile phones, video conferencing, and other similar technologies. Because of this, computer-mediated communication (CMC) has developed into an exciting field worthy of investigation.

Individuals are able to contact with one another despite physical distance and the passage of considerable amounts of time because to computer-mediated communication (CMC). However, the traditional ways of determining how rude someone is in a discussion that takes place face-to-face cannot be reliably applied to the analysis of computer-mediated communication (CMC). The ability to participate in the activity in question while maintaining one's anonymity is a quality that is inherent to many forms of text-based computer-mediated communication (CMC), the likes of which include Gmail and blogs. The source or reference that is referred to by the citation "Herring 2001" comes from the year 2001 and was written by Herring.

Suler (2004) adds that the disinhibition seen online may be because people perceive the web as a place where they are anonymous and invisible. Because of the belief that "you do not know me" and "you cannot see me," users can act more freely. Suler argues that the asynchronous nature of the internet gives consumers the impression that their actions have no immediate effects. The idea of a "see you letter" creates distance between the user and their online actions. Suler also investigated the idea that people have less control over their interactions while using CMC, which is an additional factor. The notion of "we are equals" appears to have a considerable influence on the behaviour of internet users. According to the above reasoning, rudeness is more likely to occur in computer-mediated communication (CMC) than in face-to-face interactions. Compared to in-person conversation, computer-mediated communication (CMC) users often resort to less desirable means of expression.

The phrase "computer-mediated communication" (CMC) was used in the context of the comment made about YouTube. CMC is a contact that may occur via the Internet and enables active participation from an audience. People have the chance to submit comments or express their thoughts on the content of the videos that can be watched on YouTube, which provides a diverse selection of programs that can be seen. Halpern and Gibbs (2013) say that YouTube functions as a social networking site that allows users to interact via video ratings and comments. People often express their emotions via the use of language that is not pleasant,

which may lead to challenges or difficulties. They cannot often control their behaviour or the words they use while interacting with others. They have little concern for the usage of politeness methods and choose, instead, to communicate their emotions via the use of impoliteness strategies. The citation may be found on page 2 of the edition of Culpeper's book, released in 2015. An impolite attitude is one in which one takes a disapproving posture toward certain behaviours in particular contexts. It is backed by the expectations, ambitions, and beliefs on social structure, significantly how others impact an individual's or group's identities during communication. In other words, it focuses on how social interaction shapes identities.

Culpeper (1996) lays out five super strategies that speakers use to make impolite utterances: first, Bald on record impoliteness is the strategy strategies to express the opinion directly, clear and unambiguous impolitely. Second, Positive Impoliteness is the strategy which is intended to attack the recipient`s positive face. Third, Negative Impoliteness is the strategy which is intended to attack the recipient`s negative face wants. Fourth, Sarcasm or mock politeness: performing the FTA with politeness strategies that are obviously insincere. Fifth, Withhold Politeness: Not performing politeness work where it is expected.

While previous studies have provided valuable insights into the use of impoliteness strategies in YouTube comments, there is a noticeable gap in the literature regarding the specific context of viewer responses to political speeches. For instance, the study conducted by Novalia and Ambalegin (2022) focused on the analysis of impoliteness strategies in the Deddy Corbuzier podcast on YouTube, which is a different context from political speeches. Similarly, the research by Purwati, Wildianto, and Rani (2022) analyzed language impoliteness strategies used in the comments section of Baim Wong's YouTube content, which is also a different context. Therefore, there is a need for further research to explore the use of impoliteness strategies in viewer responses to political speeches on YouTube, such as the presidential candidate Ron DeSantis' speech.

The study aims to address two primary issues related to the use of impolite utterances in viewer responses to Ron DeSantis' presidential election speech on YouTube. The first issue pertains to the types of impolite utterances used in these responses. The second issue seeks to understand the motivations behind the use of these impolite utterances by the viewers.

In accordance with these problems, the study sets two main objectives. The first objective is to describe the types of impolite utterances used in viewer responses to Ron DeSantis' presidential election speech on YouTube. This involves a detailed analysis of the language and tone used in the comments, with a focus on identifying instances of impoliteness.

The second objective is to explain the reasons behind the use of impolite language by the viewers in their responses. This involves exploring the motivations and intentions of the viewers, and understanding why they choose to use impolite language in their responses to the speech. The study aims to provide a comprehensive understanding of impoliteness in viewer responses to political speeches on YouTube, and contribute to the broader discourse on language impoliteness in digital media.

METHODOLOGY

The research employed a descriptive qualitative design to investigate impoliteness strategies in viewer responses to Ron DeSantis' speech at the NC GOP Convention on YouTube. Data collection involved the researcher acting as the primary instrument, utilizing observation and documentary techniques to gather impolite utterances from the comments section of the NC GOP Convention YouTube channel. Purposive sampling was employed to select representative data sources, considering the novelty of the topic with the upcoming American presidential election in 2024. Data analysis followed a three-step process outlined by Miles and Huberman, including data reduction to focus on relevant information, data display in tables for clarity, and concluding findings on impoliteness strategies used by commentators and their reasons.

The study aimed to comprehensively portray impoliteness tactics within viewer responses to political speeches, emphasizing the importance of understanding human experiences and contextual conditions in qualitative research. By focusing on the specific intricacies of impolite language in comments, the researchers sought to shed light on the phenomenon's underlying motivations and implications. The utilization of observation and documentary techniques facilitated the collection of relevant data from the YouTube comments section, ensuring that only information supporting the research questions was included. Through data reduction and subsequent analysis, the study aimed to draw conclusions regarding the types of impoliteness strategies employed by commentators and the reasons behind their usage, thereby contributing to a deeper understanding of online discourse in political contexts.

FINDINGS AND DISCUSSIONS

Online communication, particularly in politics, has become a vital part of everyday life. Platforms like YouTube and Instagram have enabled individuals to express their opinions on political issues. However, these virtual spaces often harbour incivility in various forms. A

recent study sheds light on impoliteness in online comments on political videos on Instagram and YouTube, investigating its prevalence, types, and motivations. The study reveals that negative impoliteness strategies are the most dominant, followed by sarcasm, bald on record, positive impoliteness, and politeness withholding. This highlights a strong inclination towards expressing disagreement and negative emotions among internet users.

The research employs qualitative methods to not only identify incivility but also explore its motivations, such as entertaining, expressing negative feelings, or promoting change. Understanding incivility in online communication provides insights into how language is used to navigate and negotiate social identity in this complex public space. The study aims to contribute to a deeper understanding of online communication dynamics and the challenges and opportunities in creating more polite and constructive interactions in the digital world.

4.1 Types of Impolite utterances used in viewer response on YouTube comment in NC GOP Convention YouTube channel

There were 5 types of impolite utterances used by YouTube viewer in NC GOP Convention YouTube channel, namely 1) Bald on Record, 2) Positive Impoliteness, 3) Negative Impoliteness, 4) Sarcasm or Mock Politeness, 5) Withold Politeness.

Table 4.1. Example of Type Impolite Utterances Used in Viewer Response on YouTube Comment in NC GOP Convention YouTube Channel

No.	Types of impolite utterances	Example of impolite utterances
1	Bald on Record	He needs to go away
2	Positive Impoliteness	Let's go trump
3	Negative Impoliteness	Leave education alone Desantis!
4	Sarcasm or Mock Politeness	If you want to be entertained then go to a circus.
5	Withold Politeness	I respect your leader down there in Florida. And I appreciate what he has to say. But it's only if he can actually make the things he says become reality.. (country-wide.) I've heard the promises before..

Table 4.1 focuses on the categorisation of the types of disrespectful utterances used by viewers in the comments section of the NC GOP Convention YouTube channel, specifically in response to Ron DeSantis' presidential election speech. The table identifies five different types of disrespectful utterances: 1) Bald in Note, 2) Positive Impoliteness, 3) Negative Impoliteness, 4) Sarcasm or Mock Politeness, and 5) Refrain from Politeness. Each type is exemplified with

specific comments from viewers, which illustrate the different ways incivility is manifested in online political discourse. For example, 'Bald on Record' incivility is direct and unambiguous, as shown in the example 'He needs to go. 'Positive Incivility' is represented by comments such as 'Let's vote for Trump,' which directly challenge or insult the subject. 'Negative Impoliteness' involves more overtly hostile or aggressive comments, such as 'Leave education alone,' which indicates a clear attack or criticism. Sarcasm or Mocking Politeness, and Controlled Politeness are also significant, demonstrating the nuanced and complex nature of incivility in digital communication. This table provides a basic understanding of how viewers use language to express disapproval, contempt or criticism in politically charged online environments, highlighting the diversity of impolite speech in the context of political speech on YouTube. And the data below can be seen in Table 4.2 to know the total number of impolite utterances

Table 4.2 The Percentage of Types of Impolite Utterances Used in Viewer Response on NC GOP Convention YouTube Channel

No.	Types of impolite utterances	Total	Percentages (%)
1	Bald on Record	6	8.1
2	Positive Impoliteness	4	5.4
3	Negative Impoliteness	18	24.3
4	Sarcasm or Mock Politeness	8	10.8
5	Withold Politeness	1	1.3

From the Table 4.2, it could be seen that the types of impoliteness utterances used by the YouTube viewer in NC GOP Convention YouTube channel, there were 5 types of impolite utterances found namely: 1) Bald on Record, 2) Positive Impoliteness, 3) Negative Impoliteness, 4) Sarcasm or Mock Politeness, 5) Withold Politeness. It was found that 18 (24.3%) impolite utterances attack on Negative Impoliteness had the high frequency usage in YouTube Comment of Ron DeSantis president election speech in NC GOP Convention YouTube channel, follow by impolite utterances Sarcasm or Mock Politeness was 8 (10.8%), followed again by impolite utterances Bald on Record 6 (8.1%), and also accompanied by the second lowest impolite utterances Positive Impoliteness 4 (5.4%) and the lowest impolite utterances is Withold Politeness 1 (1.3%). Therefore, impolite utterances negative impoliteness is the dominant used in viewer response on Ron DeSantis president election speech in NC GOP

Convention YouTube channel. The following points would provide the analysis of the types of impolite utterances found in the data

4.1.1 Negative Impoliteness

Impolite utterances negative impoliteness involves language or behaviour that internationally creates social distance between the speaker and the listener. "DeSantis consistently sides with the rich and powerful. Every day, people are not part of his freedom."

This statement directly criticizes DeSantis, suggesting that he prioritizes the interests of the wealthy over the general population. The use of words like "consistently" and "every day" intensifies the negative criticism, contributing to a more impolite tone. The negative impoliteness in this comment is evident in the direct accusation that DeSantis favours the rich and powerful, implying a disregard for the concerns of the broader population. The choice of words and the sweeping generalization contribute to a confrontational and critical tone. Negative impoliteness is often characterized by its directness and lack of concern for the hearer's feelings or face, and this comment aligns with that characteristic by openly challenging DeSantis's actions and motives without using mitigating language.

4.1.2 Sarcasm or Mock Politeness

Sarcasm or mock impoliteness involves using language in a way that appears rude or mocking, but the intention is not to cause genuine offense. There is a potential instance of Sarcasm or Mock Politeness in the comment

"If you want to be entertained then go to a circus."

This remark, while phrased as advice, carries a mocking undertone by suggesting that seeking entertainment in politics is comparable to attending a circus. This can be seen as a subtle way of dismissing or belittling the idea of finding amusement in political discourse, hinting at a lack of seriousness in such an approach. The sarcasm lies in the implied criticism of those who seek entertainment in politics, suggesting that it is not a worthwhile or serious endeavour.

The comment reflects a form of indirect communication where the user expresses disapproval of those who prioritize entertainment in politics. The use of the metaphor "go to a circus" adds a layer of indirectness, as it contrasts the seriousness of political discussions with the perceived frivolity of a circus. This aligns with Culpeper's (1996) theory of Sarcasm or Mock Politeness, where seemingly polite language is used to convey impolite meanings. In this

case, the politeness is maintained on the surface, but the underlying message is dismissive and critical of those who seek entertainment in the political arena.

4.1.3 Bald on Record

Bald on record impoliteness is a direct and unambiguous communication style where a speaker makes a face-threatening act without attempting to mitigate the imposition on the listener face.

"Trump should just retire, I'm sick of even hearing his voice. A new generation should be leaders in this country, no more old guys like Trump & Biden,"

The speaker employs a bald on record impoliteness strategy by directly and unequivocally expressing their frustration with Trump. The use of the phrase "should just retire" is a straightforward suggestion for Trump to step down, indicating a lack of tact or diplomacy in the statement. Additionally, the phrase "I'm sick of even hearing his voice" conveys a strong personal dislike, adding an emotional element to the impoliteness. The speaker further generalizes their preference for a new generation of leaders, explicitly stating "no more old guys like Trump & Biden," which not only criticizes Trump's age but also extends the impoliteness to include Biden. Overall, this sentence exemplifies a bald on record impoliteness strategy as it directly and unambiguously conveys the speaker's negative sentiments towards Trump and older political figures.

4.1.4 Withold Politeness

Withold politeness as a type of politeness achieved by deliberately refraining from displaying civility in situations where it is typically anticipated. There are instances of withold politeness, where speakers choose not to impose on the hearer's positive face or self-esteem. This politeness strategy is evident in comments that express support or agreement without directly challenging alternative opinions.

"I really hope he gets the presidency!"

There is a witholding of direct criticism or disagreement. The speaker expresses a personal hope for DeSantis's success without explicitly stating any reservations. To quantify the percentage of withold politeness in the text, a precise count of such instances would be needed, but based on the limited sample provided, it appears to be a relatively common politeness strategy in this discourse.

The witholding of politeness in the text is evident in comments that avoid direct confrontation or criticism of opposing views. Instead of engaging in direct disagreement, speakers choose to express their positive sentiments or hopes regarding Ron DeSantis's potential presidency. This strategy allows for the expression of individual opinions without explicitly challenging or dismissing the opinions of others, contributing to a more harmonious and polite discourse. Withold politeness, as a strategy, reflects an attempt to maintain a positive social atmosphere by refraining from direct confrontation and disagreement, promoting a more considerate and cooperative communication style.

4.2 The Reasons for using impolite Utterances in Viewer Response on YouTube comment in NC GOP Convention YouTube channel

There were four reasons for using impolite utterances according to Beebe and Culpeper (2011), which are: 1) to vent negative feelings, 2) to get power, 3) to entertain the viewers and 4) to serve more collective purpose. But in this research was found just three reasons for using impolite utterances on Ron DeSantis president election speech in NC GOP Convention YouTube channel. They are: to vent negative feelings, to entertain the viewer, and to serve more collective purpose.

Table 4.3 The Percentage of the Reasons for Using Impolite Utterances in Viewer Response on NC GOP Convention YouTube Channel

No.	Reasons	Total	Percentage (%)
1	To vent negative feelings	16	1.3
2	To entertain the viewers	2	7.4
3	To serve more collective purpose	21	28.3

Table 4.3 outlines the reasons for the use of profanity in viewers responses on the NC GOP Convention YouTube channel, specifically targeting Ron DeSantis' presidential election speech. The table identifies three main reasons for viewers' use of profanity: to vent negative feelings, to entertain the audience, and for a more collective purpose. While the original framework by Culpeper (2011) included reasons such as venting negative feelings, gaining power, entertaining the audience, and serving a collective purpose, this study found that the motivations in the context of DeSantis' speech were slightly different. The research did not identify gaining power as a motivation in this particular data set, but confirmed the presence of the other three reasons. Specifically, the table shows that venting negative feelings had a

total of 16 occurrences, equivalent to 1.3% of the sample, indicating a significant motivation for viewers to express their dissatisfaction or disagreement with the speech or speaker. Entertainment and serving a collective purpose were also noted as reasons, suggesting that viewers also use incivility as a tool for social bonding and collective expression within the digital space of YouTube comments. This analysis provides insights into the complex motivations behind incivility in online political discourse, highlighting the multifaceted nature of viewers' engagement with political content on social media platforms.

4.2.1 To Vent Negative Feeling

People showed their heightened emotion because of their anger to target of impolite utterances would deliver the negative emotional. As occurred in comment of NC GOP Convention YouTube channel the viewer produced impolite utterances in expressing emotion to the public figure. In this case their reason in utilizing the impolite utterances was to vent negative feeling.

"Trump should just retire, I'm sick of even hearing his voice. A new generation should be leaders in this country, no more old guys like Trump & Biden,"

The speaker utilizes impolite utterances as a means to vent negative feelings. The frustration and irritation expressed through the phrase "I'm sick of even hearing his voice" reflect a strong emotional reaction, and it serves as a cathartic release for the speaker's discontent with Trump. The impolite suggestion for Trump to retire is a direct expression of the speaker's desire for a change in leadership, marked by the statement "A new generation should be leaders in this country, no more old guys like Trump & Biden." Culpeper's theory suggests that impoliteness often arises from the need to manage and alleviate personal frustrations or grievances. In this case, the speaker's impolite remarks serve as an outlet for their dissatisfaction with the current political figures and a call for a shift towards a younger generation of leaders. The impoliteness is driven by a desire to express discontent and advocate for change in a straightforward manner.

4.2.2 To Entertain the Viewers

Culpeper's theory suggests that impoliteness may be strategically employed for various purposes, including entertainment, and in this instance, the speaker's concise and dismissive language serves to engage viewers by deviating from traditional, more polite communication norms.

"Crazy how the wokest states score the highest on IQ lol,"

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The speaker employs impolite utterances with an element of humor, potentially aiming to entertain the audience. The use of the term "crazy" suggests a sarcastic or mocking tone, aimed at the perceived paradox of states that are considered "woke" (socially aware and progressive) also scoring high on IQ tests. The addition of the term "lol" indicates a light-hearted and humorous intent, as the speaker seems to find amusement in the perceived incongruity. By framing the statement as a casual observation with a touch of humor, the speaker may be seeking to engage and entertain the audience, turning what could be a straightforward observation into a more engaging and entertaining expression. This aligns with Culpeper's theory that impolite utterances can serve various communicative functions, including providing entertainment through humor and sarcasm.

4.2.3. To serve more collective purpose

Some people use impolite utterances to serve more collective intentions. It is either done to promote activities with the intention to 'kill' some aspect of a person's self as if in army recruit training, or to attack the person's face in order to entertain the others

"DeSantis is forgetting his ancestors were immigrants. Give new generations a chance,"

the speaker utilizes impolite utterances aligned with Culpeper's Collective Purpose Reasons theory from 2011. The statement implies a criticism of DeSantis, suggesting that he is overlooking the immigrant background of his ancestors. By questioning his awareness, the speaker indirectly accuses DeSantis of hypocrisy or insensitivity. The use of the phrase "Give new generations a chance" appears to be a positive recommendation but, in this context, serves as a subtle impolite remark, implying that DeSantis, as a representative of an older generation, is hindering progress. The collective purpose of the impoliteness is rooted in the speaker's desire to challenge DeSantis and advocate for a change in leadership, portraying impoliteness as a means to express disagreement and call attention to perceived shortcomings in the politician's understanding of his own ancestry.

CONCLUSIONS

In conclusion, this study provides a comprehensive analysis of impoliteness strategies used in YouTube comments, specifically focusing on viewer responses to Ron DeSantis' speech YouTube comments. The research employed a qualitative approach, utilizing data reduction, data display, and drawing conclusions as the main steps in data analysis. The data was collected

from the comments section of the NC GOP Convention YouTube channel, with the researcher serving as the key instrument in data collection.

The findings of the study revealed that negative impoliteness was the most prevalent strategy used by commentators, followed by sarcasm or mock politeness, bald on record, positive impoliteness, and withheld politeness. This contradicts previous research by Arrasyd and Hamzah (2019), which found that positive impoliteness was the most used strategy in YouTube comments during the Indonesian Presidential debates in 2019. The study also identified three main motivations for using impolite utterances: to express negative feelings, to entertain viewers, and to advocate for change.

The research contributes to the understanding of impoliteness in digital media and its influence on public discourse. It highlights the importance of considering the context and motivations behind impolite utterances in online communication. The study also underscores the role of qualitative research in examining human experiences and perceptions, particularly in the context of social media communication. Future research could further explore the use of impoliteness strategies in different digital platforms and cultural contexts.

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