IMPOLITENESS STRATEGIES IN AMERICAN TV SERIES "BONES" SEASON 2 EPISODE 1-3

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Abstract

This research aims to investigate the impoliteness strategies as represented in American TV Series "Bones". There are three objectives of this research which include to identify the types of impoliteness strategies, to describe the purposes of employing impoliteness strategies, and to describe the responses of the hearers. This research employed descriptive qualitative method which provides description of the impoliteness strategies found in the TV Series "Bones". The data were taken from the utterances spoken by the characters in the TV Series extracted from the transcript. The results of this research show that the off-record impoliteness is the most common impoliteness employed by the characters. There are a lot of dialogues showing a person who performs impoliteness strategy in a subtle way In terms of the purpose of employing impoliteness strategies, there are three types emerges in *"Bones"*. They include affective impoliteness, coercive impoliteness, and entertaining purpose. The most common purpose of impoliteness is coercive purpose because the movie has scenes which frequently show a person's desire to make decision upon another person. Lastly, the most common response used is countering the face attack because almost all the characters choose to defend their own face by offending the attacker back.

Keywords: impoliteness, pragmatics, types, functions, purposes, *Bones*

INTRODUCTION

Humans are created as a social creature. They are designed to make interaction to one another for the sake of surviving in society. In doing so, each cultural society has its own rules or norms. The norms are meant to regulate on how one individual behaves toward others, private spaces, dresses, or talks.

The norms in a cultural society may differ from others. The further one region from the other, the bigger the difference will be. For example, in most Indonesian region, a younger individual should refer to another older individual by certain names; *mas, mbak, kakak, pak/bapak, bu/ibu,* etc. Meanwhile in most Western society, younger individual does not have to refer to older individual by

names as in Indonesia. Even though norms are differently carried in each society, the theories of maintaining the relationship especially through language are discussed in linguistics under the title Pragmatics.

Pragmatics is a study of language. It means that the language is studied based on its use in everyday interaction. This study is exploring not only the structural elements of a sentence or utterance, but also the meaning implied beyond the sentences or utterances. The meaning might be concluded based on the background of the participants and the context of the situation that the conversation takes place. Pragmatics consists of several sub topics, namely: deixis, speech act, implicature, cooperative principle and politeness. This research discusses one of the

above sub-topics under the issue of politeness.

Politeness is one of the most interesting studies in linguistics. It deals mostly with the norms of a language. Employing politeness strategies also means that an individual is attempting an effort to maintain the social harmony. It is not only acting well in front of other people, but also concerning with respecting one's partner's space. For example, one individual may want to be involved in a context, but another individual might not. In other words, to employ politeness strategy is to do an act of saving one's 'face'. The term face here does not mean a physical part of human body, but as a symbolic sign to refer to an individual's right to be respected.

In contrast with politeness theory where an individual protect the right of another individual, it is possible for an individual not to consider another individual's face, deliberately or not. The case of such is seldom talked about in linguistics. In politeness, however, there is a sub-topic on face threatening act or FTA. It is where an individual's face is put in danger either by his or her own act or by another individual's act. The example is when someone is asking for a lighter to a stranger. It is considered as an act of putting a speaker's own face in danger. The theory, however, lacks of explanation in terms of deliberate FTA such as shouting in anger, calling someone with names, or sarcasm. Therefore, it is also important to define the opposite concept of politeness; impoliteness.

Impoliteness has been discussed by linguists regarding its definitions; Culpeper (in Bousfield and Locher, 2008:36) defines that impoliteness uses communicative behavior which intends to cause the target's "face loss" or what the target identifies to be so. It takes form of verbal abuses, threats, bullying, and others. The concept of impoliteness, however, sometimes overlaps with the concept of politeness. It is common for a group of individuals in the same social classes to call each other names as a sign of their close relationship. This contradicts with the concept of impoliteness which can be categorized as bullying, where someone is considered being 'distant' when they employ politeness. On the other hand, showing a sign of politeness act can also be a sign of sarcasm uttered by the speaker.

Impoliteness has been also adapted in novels, movies and television series' script. The employment of impoliteness in those media provides the readers and audiences with the atmosphere of natural dialogues which happens everyday around them. Thus, the adoption of impoliteness strategies in novels, movies, and television series' scripts can be one of the ways to identify the phenomena of impoliteness. In this research especially, the researcher is interested in studying one of American Television Series entitled "Bones".

"Bones" is one of the modern works of fiction focusing on a story of Dr. Temperance Brennan who is a forensic anthropologist expert working in an institution. Bones and her team try to solve the mystery of several murders, by the victim's bones. What interest the researcher is that in the series, Dr. Brennan, referred as 'Bones', is paired with an FBI agent in investigating the cases of murders. Those two people are often different in characters which often ignite the possibility of impoliteness phenomena.

In accordance to the background of the study, the researcher used the impoliteness strategies theory proposed by Culpeper. Culpeper (1996) proposed five types of impoliteness strategies namely bald on record, positive impoliteness, negative impoliteness, off-record impoliteness, and withhold politeness. While the purposes of employing impoliteness strategies can be divided into three which include affective function, coercive function, and entertaining function. Culpeper (1996) also stated the types of responses given by the hearers which are accepting the face attack, countering the face attack, and choosing not to respond.

According to the background of the research, the researcher proposed three objectives which are: (1) to identify the types of impoliteness strategies; (2) to describe the purposes of employing impoliteness strategies; and (3) to describe the responses towards the impoliteness strategies.

In reference to the background and the objectives of the study, the researcher expected that this research can give some contribution both theoretically and practically. Theoretically, the researcher hopes to enrich the study in linguistic field, especially in pragmatics and impoliteness strategies. Practically, the researcher hopes to find the research useful as a reference for other study in pragmatics and or impoliteness. Additionally, this study might help people to have a better understanding regarding impoliteness conducted in the daily speech.

RESEARCH METHODS

This research used qualitative research method to analyze impoliteness strategies employed in the TV Series "Bones". The objectives of this research were to identify the types of impoliteness strategy, the purpose of the impoliteness strategy, and the response to the impoliteness strategy. In accordance with the objectives of this research, an appropriate methodology was used to achieve the goals of the research.

According to VanderStoep (2009:7), qualitative method concerns producing narrative or textual descriptions of the phenomena under study. This research described the phenomena of impoliteness strategies as depicted in the utterances uttered by the characters in "Bones". Descriptive qualitative approach was employed in describing the data in words or making interpretations on the findings.

The research applied pragmatic approach; the data of this research are in the forms of words, phrases, clauses, sentences, utterances or discourses. Bogdan and Biklen (2003) state that the data of descriptive qualitative research are in the form of words and pictures rather than numbers.

The context of the data is the Television Series "Bones". The utterances data in this research are taken from the transcript dialogues of TV series "Bones". The source of the data was the videos of the first three episodes from the second season of TV Series "Bones". The data were taken from the second season because there was a new character, namely Camile, who created a new conflict between both of the main characters.

According to Bogdan and Biklen (2003), qualitative research has the natural setting as the direct source of data and the researcher is the key instrument. The main instrument in this research is the researcher herself. The researcher took part as a designer, data collector, data analyst, interpreter, and result examiner. As the secondary instrument, the researcher used a table or data sheet to note the data which were relevant to the objectives of the study. Data sheet was used to help researcher in the process of identification and analysis of the data. The data sheet consists of information about the occurrences of the impoliteness strategies which includes the types, the purposes, and the responses of the impoliteness strategies. It also includes the

information about the dialogues such as the season, the episode, and the time or duration in the movie.

The criteria to check the trustworthiness of the data include credibility, dependability, conformability, and transferability. In this research, the researcher measured the degree of credibility, dependability and conformability.

Credibility is concerned with the accuracy of the data. In achieving the degree of credibility, the researcher performed deep and detail observation of the data. Basically, there are four main types of triangulation; by source, by method, by theory, and by researcher. The sources were the dialogues transcript of the series "Bones". Theories from experts of pragmatics, politeness, and impoliteness were applied to confirm the data.

Dependability refers to the stability and track ability of the changes in data over the time and conditions. Stability in this research is attained by observing the data twice or more. The researcher examined the process of the research: data collection and data analysis, in order to achieve the degree of dependability, the researcher read and reread the data to gain its certainty and stability and ensured that the data were in accordance with the research questions.

Conformability aims at measuring how far the finding and the interpretation of the data are truly based on the data. To get the degree of conformability, the researcher provided all data and asked the reviewers to

give suggestion and opinion about the analysis, then compared her analysis with the reviewers' analysis. The reviewers are peer in English Department of Yogyakarta State University, especially those in linguistic class. The reviewers also put interest in Linguistics study.

FINDINGS AND DISCUSSIONS

In reference to the data analysis, the researcher found that all types of impoliteness strategies occurred in the TV Series "Bones" which are bald on record impoliteness, positive impoliteness, negative impoliteness, off-record impoliteness, and withhold politeness. In terms of the purposes of impoliteness, there are three purposes appearing in "Bones" namely affective function, coercive function, and entertaining function. In terms of the responses towards impoliteness strategies, three types of responses are employed which include accepting the face attack, countering the face attack, and choosing not to response.

The discussion below discusses about the analysis of each example of the types of impoliteness strategies, the purposes, and also the responses. The first type of impoliteness strategies, bald on record, is portrayed in the scene where Brennan and Booth were driving in a car heading to the crime scene.

Booth	: You really keep saying 'my brother' a lot.
Brennan	: Well, I lost Russ for fifteen years. I like the sound of it... my brother. (she makes a face) **What's with the siren? And why are you driving like a maniac?**
(MOV/EPS01/00:40-00:52/D.3/BR/AF)	

The researcher notices how Brennan uses the word "maniac" towards Booth, someone who is lunatic or exceedingly zealous over something. The term is perceived as a bald on record impoliteness strategy because it has an unpleasant meaning and Brennan uses it to attacks his face straightforwardly. The employment of the impoliteness strategy here is also not for showing intimacy between them since it is clear that Booth is displeased with how Brennan insults his way of driving and turning on the siren. The intonation of Brennan also indicates that she is not trying to get close to Booth. Instead, she wants to mock him by saying that turning the siren on is only an act based on his pride as a cop rather than using it as a way to help both of them get into the crime scene faster.

The second type of impoliteness strategies, positive impoliteness, occurs in one of the scenes where Brennan's first meeting with Cam. She did not know that Cam was her new boss and she did not have much respect to her.

Brennan	: **Because I'm not a coroner and I don't work for you?**
Cam	: **You got that half right.**
(MOV/EPS01/01:56-02:01/D.8/PI/CO)	

In the example number, Brennan is asked by Cam to check out the evidence in the scene although the two have just met. Brennan attacks Cam's positive face want in which she actually wants Brennan to be her subordinate. She uses her identity to go against Cam. Brennan is sure that her boss was Goodman and not Cam. She is not told about Goodman hiring Cam. Examining from Brennan's point of view, she has a strong tendency to oppose Cam and she has a strong reason why she does not want to be Cam's subordinate. Therefore, there is no reason for the impoliteness strategy to be employed as a symbol of intimacy.

The third type of impoliteness strategies, negative impoliteness, takes place in a scene where Brennan and Cam decided where to start the investigation.

Brennan	: It's far too early to start narrowing our focus.
Cam	: **Runaways, street kids, foster systems.**
Brennan	: Dr. Saroyan's the boss.
(MOV/EPS03/4:54-05:00/D.71/NI/CO)	

In the dialogues, Brennan wants to start the investigation from all range of field. However, Cam does not take Brennan's idea into account and tells the others to start looking in a more specific focus so that the investigation can take less time. In this way,

Cam does not consider Brennan's negative face wants as she feels the need to act on her own. She does not respond to Brennan's idea deliberately and repeats the previously uttered phrase instead. Therefore, Cam offends Brennan's independent will in an aggressive way, opposing politeness concept of harmony.

The fourth example is from the off-record impoliteness which is uttered by Booth when confronting a suspect who was a drug addict.

Brennan	: He should warn the addicts.
Booth	: **Yeah, like they do on a pack of cigarettes.** (on his phone) When? Thanks.
(MOV/EPS01/25:38-25:41/D.37/OR/ET	

Brennan, in the dialogues, tries to tell the drug addict that consuming drug is dangerous since it contains addictive materials. Booth then utters a sentence in a seemingly affirmative statement, but what he means was to warn the danger to the drug addict is as meaningless as a warning on a pack of cigarettes to people who smoke. He uses analogy in explaining her choice of act to implicitly attack her face. Rather than to lessen the FTA result for showing disagreement with Brennan, Booth states the phrase to mock Brennan for being too naïve.

The last type of impoliteness strategies which is withhold politeness is taken from the dialogue between Brennan and

Booth when they mistaken a couple for selling drugs.

Kevin	: Nope.
Booth	: **They aren't social worker.**
Brennan	: They're good Samaritans.
(MOV/EPS03/15:55-15:58/D.78/WP/AF)	

Semantically, Booth's utterance is a plain declarative sentence; informing the hearer that a certain group of individuals is not working as a social workers. Speaking pragmatically, however, the sentence carries a different meaning. The evidences are provided by Booth's tone and facial appearance. While uttering the sentence, his face shows a clue of embarrassment and his tone is not certain of what he is saying. Albeit the explanation seems that Booth is not performing face threatening act, he is actually employing withhold politeness by not offering remorse for mistaken Kevin and his

Hodgins	: You should be okay with Dr. Saroyan getting the Head of Forensics job.
Brennan	: Why is that?
Hodgins	: Because you're a strictly rubber-to-the-road, hardball scientist. **Not a flesh pressing, ink stained, policy making... wanktard.**
(MOV/EPS01/06:45-06:58/D.11/BR/AF)	

Hodgins expresses his anger and disappointment because Cam is appointed as the head of Forensic Job instead of Brennan. He thinks that Brennan will make a proper leader compared to Cam for she was a

practical scientist, which made the work environment better for them. In the other hand, Cam is a structured person whose policies had to be obeyed. Hodgins delivers the impoliteness strategy as a way to protest against Cam.

The second one is coercive function employed by Booth towards the suspects named Mr. Turco.

Brennan	: Warren Lynch was a heroin addict.
Booth	: I open up a drug investigation on you, Mr. Turco. **Once the press gets wind of that, your high-profile clients find some other unprinciples Mr. Fix-It.**
(MOV/EPS01/13:46-13:55/D.17/PI/CO)	

Booth threatens the witness who has turned into one of the suspect by saying that he would lose his reputation once the FBI leak the news of his participation in drug dealing. Booth utters this impoliteness strategy while hoping that Turco will give them information regarding the death of the senator that they were working with. This happens because Booth and Brennan's position as the investigator is higher than Turco as one of the suspects. They use their authority to gain something from Turco; that is a piece of information.

The last one is entertaining purpose which is uttered by Booth towards Brennan after confronting Eddie, one of the witnesses in their investigation.

Eddie : Hey, where'd you find her?
Booth : **Museum.** (his cell phone rings) Oh!
(MOV/EPS01/25:34-25:36/D.36/OR/ET)

Booth answers to Eddie's question with "museum". Eddie's question "where'd you find her?" is actually asking about how Brennan could be very clueless and strict, which makes her unique, although not in a good way for neither Eddie nor Booth. Brennan's uniqueness startles Eddie so much that he threw such question to Booth. Booth, as he already felt exhausted, replied in an entertaining way by joking that he 'found' Brennan in a museum. He chooses the place museum among other places as museum is usually recognized as a place for unique and antique things.

Brennan : It's far too early to start narrowing our focus.
Cam : Runaways, street kids, foster systems.
Brennan : **Dr. Saroyan's the boss.**
(MOV/EPS03/4:54-05:00/D.72/AR)

Lastly, the discussion is about the responses towards impoliteness strategies. The first one is accepting the face attack. This type of response is carried out by Brennan after Cam attacked her.

Brennan is one of the results of foster system. Brennan and her brother were abandoned by their father as soon as their mother died when they were children. That is the reason she disagrees with Cam since she feels that it is an act of stereotyping foster

children. In the end, however, Brennan agrees with Cam and acknowledges that "Dr. Saroyan's the boss." She finally agrees and also accepts the face attack delivered by Cam which has limited her free will.

The second type of the response which is countering the face attack is portrayed by Cam toward Brennan's face attack.

Brennan : **Because I'm not a coroner, and I don't work for you?**
Cam : **You got that half right**
(MOV/EPS01/01:56-02:01/D.7/CR)

In the scene, there was a sense of competition between Brennan and Cam. Brennan did not acknowledge Cam as her boss and so she uttered the positive impoliteness. Cam, who hates loosing, counters Brennan's utterance by saying that she only gets that half right; she is indeed not a coroner, but she works for her.

The last one to be discussed is choosing not to respond. The example is given from the time when Rebecca wanted to see Booth to talk about their private lives.

Rebecca : Seeley, you son of a bitch.
(Booth turns around, surprised and hangs up his cell phone)
Booth : **Oh, I – Rebecca. Wow. You look great.**
(MOV/EPS02/20:53-20:56/D.63/NR)

Rebecca makes a straightforward opening once he met Booth. She does not give Booth any chance to say anything and to

understand anything. He does not even tell Booth that she is coming.

Booth, on the other hand, also does not know that Rebecca knew he has been following her boyfriend. Booth chooses not to respond to Rebecca's calling "son of a bitch" because he is afraid as well as startled as she shows up suddenly in his office and is yelling. Thus, he does not know what he has to answer and eventually fails to respond to the FTA. In fact, he does not answer Rebecca's utterance and tries to distract her by creating a new topic on how Rebecca looked. He praises her by saying that she is looking great to avoid the first topic.

CONCLUSIONS AND SUGGESTIONS
Conclusions

The conclusion in reference to the finding as shown in chapter IV is oriented to the three objectives. Those three objectives are to identify the types of impoliteness used in "Bones", the purpose, and the responses. The researcher states the conclusion as presented below.

There are five types of impoliteness strategies namely bald on record, positive impoliteness, negative impoliteness, off-record impoliteness, and withhold politeness. Based on the data, the researcher found that all types of impoliteness strategies are performed by the characters in the movie. However, not all characters used all types of impoliteness strategy. There are only few numbers of performers of withhold politeness

while the most common strategy used were off record impoliteness. According to the data, there is a certain relation between the speakers and the impoliteness strategy he or she mostly used with his or her characteristics. In reference to the discussion on chapter IV, Agent Booth was noted for mostly performing off-record strategy. He carried the strategy out by uttering sarcasm. He was portrayed as an FBI member who used to go to battle as a sniper. He was an emotional person and preferred to deliver his messages in an indirect way. That is why he was seen to utter sarcasm almost all the time. The main character, Dr. Brennan Temperance, was someone who liked to use bald on record strategy. In the movie, she was a forensic anthropologist who had a really scientific and empiric thought. She seldom regarded other's face as she speaks; thus, leading her to perform bald on record since she did it in a direct and clear way.

The second objectives of this research are to find out the purpose of each performance of the impoliteness strategies. The results show that all three purposes of employing impoliteness strategy namely affective impoliteness, coercive impoliteness, and entertaining purpose occurred in the movie. The most common purpose was coercive impoliteness since it is generally known that there is a power and status difference in any institution. Moreover, the gap of power and authority in institution like Jeffersonian forensic lab was wide. Therefore,

it allows the coercive impoliteness to emerge in such environment. Cam, as shown in the analysis, is someone who has the most power and someone who had the highest authority in the lab, used impoliteness strategies to gain benefits from the people around her. It means that her purpose fell into coercive impoliteness. She gained most benefit from the team except Dr. Brennan since she did not acknowledge her position. The other members, though reluctantly, did exactly what she wanted them to do. In contrast to coercive purpose, entertaining purpose was the least goal achieved by the characters while carrying the impoliteness strategies.

The last objective of the research is to identify the response to the impoliteness strategy. There are three categories to response to the impoliteness strategy; accepting the face attack, countering the face attack or defending the face, and choosing not to respond. It was very rare to see in the movie someone who accepted the face attack or to choose the last way of responding the impoliteness strategy. Countering the face attack became the most favorite way to respond to the impoliteness strategy a character delivered to him or her. The reason is that everyone in Jeffersonian had a public self-image that they wanted to keep.

Suggestions

After doing the research, the researcher has several suggestions for future researchers as she found that there are some areas that are not yet to be explored and could be a potential topic for those who would like to conduct the same research on impoliteness. The researcher recommends the other researchers explore the relation between the impoliteness strategies and the realization of each type. It is also needed to differentiate the acts of reducing Face Threatening Act and the acts of increasing the effect of the FTA. Hence, there is still room for other researchers to try to elaborate the theory of Face Threatening Act especially its relation with impoliteness strategies.

For readers in general, the researcher suggests people to improve the literacy on impoliteness strategy performed in everyday conversation that might be portrayed in a movie or a drama. This accounts for the importance of identifying kinds of FTA performed by his or her partners. The purpose can be either to lessen the damage or to enhance the effect instead. By learning the types of the impoliteness strategy, the hearer can also determine the real intention of a speaker through his or her facial expression or intonation. Moreover, it is not sufficient to just know the sentence without looking at the social background of the individual and also the context that the conversation takes place.

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