A PRAGMATIC ANALYSIS OF IMPOLITENESS IN *PARANORMAN* MOVIE

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Abstract

The objectives of this research are to describe the types of impoliteness strategies addressed to the main character, to explain the realizations of the impoliteness strategies addressed to the main character, and to describe the main character's responses to the impoliteness strategies addressed to him in *Paranorman* movie. This research used mixed method, a combination of qualitative and quantitative method. The data were in the form of utterances spoken by the characters in *Paranorman* movie, while the contexts of the data were dialogues. The sources of this research were the script of the dialogues spoken by the characters in *Paranorman* movie and the video of the movie. The results of this research are described as follows. First, bald on record impoliteness becomes the most dominant type used by other characters. Meanwhile, withhold politeness does not exist in the other characters' utterances. Second, each type of impoliteness strategy has its particular realization. Bald on record impoliteness is realized in the form of using direct, clear, and unambiguous statement. Positive impoliteness is expressed in the form of disassociating from the other, calling the other names, and utilizing taboo words. Negative impoliteness can be realized in the form of condescending, scorning, or ridiculing, and associating the other with a negative aspect explicitly. Meanwhile, sarcasm or mock politeness is only realized in the form of employing insincere politeness. Using direct, clear, and unambiguous statement becomes the highest realization. However, using inappropriate identity markers, invading the other's space, being silent and failing to thank are not used by the other characters. Third, offensive countering becomes the most frequent choice of responses of impoliteness strategy used by the main character. To sum up, the responses of impolite acts are influenced by the way the face attacks are conveyed and the relationship between the persons doing the face attacks and the addressees.

INTRODUCTION

Every people use language to communicate with each other. Moreover, people usually express their feelings with language that is impolite. People often use linguistic strategies that can attack or threat other people's face. From this point, people can realize that language is very important to be studied. People can study language with pragmatics approach. Hence, this paper uses pragmatic approach to study the phenomena of impoliteness through utterance.

Leech (1983: 6) states that pragmatics is the study of meaning which has connection to conversational circumstances. It means that the situation or condition affects the speaker's meaning in communication.

Within the domain of pragmatics, Bousfield and Locher (2008: 3) also add that impoliteness is a manner which is face-aggravating in a specific situation. It can be defined that impolite act is the behavior which is intended to irritate someone's face.

Moreover, Culpeper et al. (2003: 1564) state that impoliteness intends to damage someone's face and it can make a disagreement between people. The use of impolite language can also make the relationship between people become disharmonious. When someone chooses to perform impoliteness strategy on his or her utterance, he or she has a purpose to damage or attack the hearer's face.

Culpeper (1996: 356-357) further proposes five strategies of impoliteness as in the following. First, bald on record impoliteness is used by the speaker to attack the addressee's face in a straightforward, obvious, unambiguous and brief way in situations where face is at stake (Culpeper, 1996: 356). It can be defined that someone can damage the addressee's face by using direct utterances with the intention of attacking the addressee's face. It can be concluded that bald on record impoliteness can be realized in the form of using direct, clear, and unambiguous statement.

Second, Culpeper (1996: 356) describes positive impoliteness as the strategy which is intended to attack the recipient's positive face. Positive impoliteness strategy is used to attack someone's face who wants to be acknowledged as a part of the society. In positive impoliteness realization, Culpeper (1996: 357) states that the realizations of positive impoliteness are in the form of disassociating from the others, calling the other names, utilizing taboo words, and using inappropriate identity markers.

Third, according to Culpeper (1996: 356), negative impoliteness is the strategy which is intended to attack the recipient's negative face. There are some realizations of negative impoliteness according to Culpeper (1996: 358). They are condescending, scorning or ridiculing, associating the other with a negative aspect explicitly, and invading the other's space.

Fourth, sarcasm is a face threatening act which is performed through the employment of politeness strategy insincerely (Culpeper, 1996: 356). Someone can use sarcasm for expressing his or her opposite feeling which means not the real meaning of what he or she says. It can be concluded that the realization of sarcasm or mock politeness is employing insincere politeness.

Fifth, Culpeper (1996: 357) explains that withhold politeness occurs when someone prefers to keep silent when a polite act is hoped to be performed by the others. The realization of withhold politeness are being silent and failing to thank.

In addition, Culpeper et al. (2003: 1562) describe the choices to face impoliteness strategy. The victims of the impoliteness strategies can give no response (being silent), accept the face attack (agree with the speaker's utterances which perform impoliteness strategy) or counter it (offensive countering and defensive countering).

The phenomenon of impoliteness can be observed through movie. One of the movies showing impolite acts is *Paranorman* movie. It is an American animated comedy horror movie which is written by Chris Butler. In this movie, the main character becomes the victim of the impolite acts of the other characters. *Paranorman* movie is about a boy named Norman who has a sixth sense. He has an ability to talk to dead people. However, people around him even his family, do not believe in him and they often insult and expel him. Therefore, he always tries to make other people believe in his utterances related to his ability.

Paranorman movie gains one award in Alliance of Women Film Journalists for Best Animated Film and two awards in Annie Awards for Character Animation in a Feature Production and Character Design in an Animated Feature Production. Hence, this movie is regarded as a good movie which is worth to be analyzed. Moreover, there is a possibility from other characters in *Paranorman* movie to perform impolite acts to the main character because they do not believe in the main character's ability. The aspect of impolite language which is performed by the other characters is interesting to be analyzed in this research.

There are some problems that are found in *Paranorman* movie related to impoliteness aspect such as the types of impoliteness strategies addressed to the main character, the realizations of impoliteness strategies addressed to the main character, and main character's responses to the impoliteness strategies addressed to him.

The objectives of this research are to describe the types of impoliteness strategies addressed to the main character, to explain the realizations of the impoliteness strategies addressed to the main character, and to describe the main character's responses to the impoliteness strategies addressed to him in *Paranorman* movie.

This research offers some benefits. Firstly, this research is expected to improve the researcher's knowledge to understand impoliteness. Secondly, for the students of English Language and Literature, especially to the students whose major is linguistics, this research hopefully can give more knowledge about impoliteness. Thirdly, this research is expected to give the readers information about impoliteness since not many people know about this phenomenon for readers in general.

RESEARCH METHOD

This research was conducted by using mixed method, a combination of qualitative and quantitative method. Since the objectives of the research were to describe the types, realizations, and responses of impoliteness strategies, this research was included as descriptive qualitative research which the researcher described the phenomena of impoliteness in *Paranorman* movie by interpreting the data.

Vanderstoep and Johnston (2009: 7), state that literal description of the phenomena under study is produced by qualitative research. It means that qualitative research focuses on describing or explaining the phenomenon naturally. The researcher figures out the meaning behind the phenomena by describing it.

Meanwhile, this research also used quantitative data to show the number of the percentage of occurrences of each characteristic. As stated by Vanderstoep and Johnston (2009: 7), quantitative research concerns with statistical assignment in certain phenomena of the study. By using quantitative method, the researcher could gain the detail result in the form of the number of the percentage. The researcher could give her interpretation to the highest and lowest frequency used by the characters in the movie. Hence, it could help the researcher found the conclusion of the data completely.

The data used in this research were in the form of utterances spoken by the characters in *Paranorman* movie, while the contexts of the data were dialogues. The sources of this research were the script of the dialogues spoken by the characters in *Paranorman* movie and the video of the movie.

The primary instrument of this research was the researcher herself. Meanwhile, the secondary instrument of this research was the data sheet which was used to note the conversation uttered by the characters in *Paranorman* movie.

The researcher used analysis of documents by note-taking to collect the data in this research. This technique was appropriate to describe and interpret the data because the researcher analyzed the impoliteness aspect through the script of *Paranorman* movie.

The techniques of collecting data employed by the researcher in this research were as in the following.

1. The researcher watched *Paranorman* movie.
2. The researcher checked the accuracy of the script with the dialogues in the movie.
3. The researcher took notes of the character's utterances from the dialogues of movie which were in accordance with the objectives of the study.
4. The researcher recorded the data into data sheet.

Referential analysis was applied by the researcher to analyze the data in which the researcher analyzed the data based on the theory explored. In details, the researcher took some steps to do the analysis, they are transferring the collected data into a data sheet; classifying the data using a table with three different classifications; identifying the types, realizations, and responses to the impoliteness strategies; applying the trustworthiness of the data by asking friends and lectures to check the data and support data analysis; describing the data in order to answer the formulation of the problems, and drawing conclusion based on the result of the research.

The researcher applied triangulation to gain the trustworthiness of the data. The triangulation was conducted in this research by theories and researcher. The researcher used theory of types, realizations, and responses of impoliteness strategies proposed by Culpeper. Furthermore, the researcher involved two experts and some of her peer reviewers to check the triangulation of the data in this research.

FINDINGS AND DISCUSSION

According to the first objective of the research, the types of the impoliteness strategy are found 52 times in *Paranorman* movie. However, from five types of impoliteness strategy, only four types occur in other character's utterances addressed to the main character. They are bald on record impoliteness,

positive impoliteness, negative impoliteness, and sarcasm or mock impoliteness. Meanwhile, the absent type is withhold politeness.

Bald on record impoliteness occurs 35 times or 67.3% is the first rank. Then, the second rank is negative impoliteness which occurs 8 times or 15.4%. After that, sarcasm or mock politeness comes as the third rank which occurs 5 times or 9.6%. Next, positive impoliteness occurs 4 times with 7.7%. Finally, withhold politeness is not found in this movie.

Following to the second objective of this research, each type of impoliteness strategy is realized in some ways and each type has its specific realization in *Paranorman* movie. Bald on record impoliteness is realized in the form of using direct, clear, and unambiguous statement. However, positive impoliteness is expressed in the form of disassociating from the other, calling the other names, and utilizing taboo words. On the other hand, negative impoliteness has two realizations in the form of condescending, scorning, or ridiculing, and associating the other with a negative aspect explicitly. Meanwhile, sarcasm or mock politeness is only realized in the form of employing insincere politeness.

The form of using direct, clear, and unambiguous statement becomes the highest rank which appears 35 times (67.3%). The second rank is condescending, scorning, or ridiculing which occurs 7 times (13.5%). Meanwhile, employing insincere politeness is in the third position and it appears 5 times with 9.6%. On the other hand, the fourth rank is disassociating from the other which occurs twice with 3.9%. However, calling the other names, utilizing taboo words, and associating the other with a negative aspect explicitly appear 1 time (1.9%) becomes the fifth rank. Then, using inappropriate identity markers, invading the other's space, being silent and failing to thank do not appear in the movie.

Relating to the third objective of the research, all types of responses of impoliteness strategy are found in *Paranorman* movie, but each of them has different frequency. There are three responses: no response, accepting the face attack, and countering the face attack. Countering

the face attack consists of two subcategories: offensive and defensive countering.

The most dominant type used by the main character is offensive countering, which appears 21 times or 40.4%. The second highest frequency is defensive countering and no response in the form of being silent which appear 14 times or 26.9%. The last rank is accepting the face attack which appears 3 times or 5.8%.

For further explanation, an example from each type of impoliteness strategy with its realization and response will be stated one by one.

In *Paranorman* movie, bald on record impoliteness can be realized in the form of using direct, clear, and unambiguous statement, like in the following example.

> Agatha : I don't want to go to sleep, and you can't make me! I burnt the book into dust, and now I don't have to listen to that stupid story anymore! **Leave me alone!**
> Norman : **No. I'm not leaving. Just listen to me.**
>
> (Datum 43)

Agatha's utterance is included as bald on record impoliteness because she attacks Norman's face directly by using the imperative sentence **"Leave me alone!"**. She unambiguously expresses her dislike to Norman by attacking Norman's face. She rejects Norman because she does not want to listen to a story from a book which can make her going to sleep. She sends Norman away from her by using an imperative sentence. The imperative sentence in ordering Norman clearly conveys Agatha's negative attitude toward Norman. However, Norman still does not want to go and force Agatha to listen to him. Meanwhile, Norman gives response to Agatha by offending her. He offends Agatha by saying that he does not want to go and forcing her to listen to him.

In addition, there are several kinds of realization of positive impoliteness which are found in *Paranorman* movie. They are disassociating from the others, calling the other names, utilizing taboo words.

An example of disassociating from the others can be seen in the following.

Perry : **Can't you be like other kids in your age** and pitch a tent in the yard, or have a healthy interest in carpentry?

Norman: **I thought you said kids my age were too busy shoplifting and joyriding?**

(Datum 1)

"**Can't you be like other kids in your age?**" is the example of positive impoliteness because Perry as Norman's father does not accept Norman as the member or part of kids in his age. Perry gives advice to Norman to be a normal kid in his age that pitch a tent or have a healthy interest in carpentry. Moreover, Perry disassociates Norman from the typical kids in his age. He considers that Norman does not act like other kids. Moreover, Norman tries to offend Perry by opposing his previous statement of what normal kids do by reversing that he ever said kids nowadays are too busy shoplifting and joyriding.

The next example is calling the other names that can be described as follows.

KID : Look! It's **AbNorman**!

Norman : **(Silent)**

(Datum 18)

The kid performs positive impoliteness when the kid does not treat Norman as a normal person. Moreover, Norman's friend at school does not want to play with him. The kid even calls the other names for Norman by using the word '**AbNorman**'. This word is included as a derogative word. It is the word play of abnormal; the kid replaces the word normal to 'norman' as the name of Norman. The kid wants to describe Norman as an abnormal kid because he often acts strangely with his sixth sense. However, Norman just keeps silent because he does not want to have fight with the kid.

The next example is utilizing taboo words which can be seen as follows.

Alvin : Hey, **ghost jerk**! You know what?

Norman : **What do you want, Alvin?**

(Datum 10)

Alvin employs positive impoliteness because he does not accept Norman as the part of his group or gang at school. Alvin does not want to be friend with Norman. He often bullies Norman because of his ability. He even uses taboo words '**ghost jerk**' in his utterance to damage Norman's positive face. Alvin's utterance toward Norman is undoubtedly impolite. The taboo words '**ghost jerk**' is a rude or profane word which means stupid person. Alvin wants to insult Norman as a stupid person who can see and talk to ghost. However, Norman offends Alvin by challenging him. He says **What do you want Alvin?**

Moreover, negative impoliteness can be realized in the form of condescending, scorning or ridiculing; and associating the other with a negative aspect explicitly.

An example of condescending, scorning or ridiculing can be seen as follows.

Courtney : O-M-G, **you are such a liar**!

Norman : **I'm not making this up! I swear! She talks to me all the time!**

(Datum 4)

Courtney performs negative impoliteness to Norman because she does not respect Norman and his sixth sense ability. Even though Norman tries to convince his sister if he really can talk to his grandma ghost, his sister still does not believe in him. She even scorns to Norman because she does not has any respect anymore toward Norman. She expresses her disbelief in Norman by using negative word '**liar**' which strongly insults Norman. She thinks that Norman lies about his sixth sense. As Norman's response, he defends himself by convincing his sister that he is not making up his ability and he explains the fact that he can communicate with his grandma ghost.

Another example of condescending, scorning or ridiculing can be described as follows.

Perry : **How many times do we have to go through this, son? Your grandmother is dead!**

Norman: **I know**!

(Datum 2)

Perry employs a negative impoliteness because he does not give respect to Norman when Norman says that he can talk to his grandma ghost. Perry uses condescending as the realization of this strategy by emphasizing his relative power as Norman's father who has an authority to order

him to stop talking about nonsense. As Norman's response, he wants to save his face by accepting the face attack from his father. He accepts it by saying **I know.**

The next example is associating the other with a negative aspect explicitly can be seen in the following.

Courtney : You better not be sneaking out.
You little weirdo!
Norman : **(Silent)**

(Datum 29)

Courtney performs negative impoliteness because she does not respect or believe in Norman's sixth sense. She does not believe in Norman who wants to show his sixth sense to the others. However, she even mocks Norman by saying "**You little weirdo!**" Courtney associates Norman with a negative aspect explicitly by using the pronoun '**You**'. She also uses the words '**little weirdo**' as the negative aspect which is intended to insult Norman. The meaning of the negative aspect is that Norman as a little boy who is weird or strange since he has sixth sense ability. Moreover, Norman gives no response by being silent because he does not want to make the face threatening act from his sister worse.

In addition, sarcasm or mock politeness can be realized in the form of employing insincere politeness. An example of this realization can be seen as follows.

Alvin   : **Why don't you see some more ghosts, goober?**
Norman : **(Silent)**

(Datum 11)

Alvin insincerely asks Norman to see some more ghosts. He actually means the opposite from what he literally says. He intends to insult Norman's ability in seeing ghosts. In fact, Alvin does not believe in Norman's sixth sense. He just wants to insult Norman sarcastically. In addition, Alvin uses the word '**goober**' which means a foolish person. He wants to strengthen his sarcasm by using that impolite word. Meanwhile, Norman gives no response by keeping silent because he does not want to have fight with Alvin.

Furthermore, Norman often experiences many impolite acts from other characters who use some different impoliteness strategies. The other characters often use impolite acts to attack Norman's negative face, although Norman wants the others to believe in his sixth sense. However, Norman has a tendency to prove that his sixth sense is real. He wants to show that he does not lie and he has a firm or strong conviction character by countering the others' face attack. Norman often argues with the other characters who do not believe in his sixth sense by replying their face attack with a face attack also. He would directly reply the others' face attack when they humiliate him directly. Meanwhile, if the impolite acts are not shown directly, Norman tends to reply the face attack in an indirect way. In fact, Norman frequently offends the other characters that have the same age with him. In contrast, he often keeps silent or defends himself when the other characters that are older than him have mocked him.

In other words, in a communication, when people are mocked by other people and their face is at stake, they would counter the other's face attack. It is in order to defend their argument toward the others. Moreover, people would reply the face attack from the others in the same way, using a similar face attack. In addition, people have a tendency to counter the others who have the same age with them rather than people who are older than them.

CONCLUSIONS AND SUGGESTIONS
Conclusions

First, from five types of impoliteness strategy, only four types occur in other character's utterances addressed to the main character. They are bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm or mock impoliteness. On the other hand, withhold politeness does not appear in the movie.

Bald on record impoliteness becomes the most dominant type used by other characters addressed to the main character because they directly and clearly want to convey their disbelief in Norman's sixth sense. Moreover, by using straightforward utterance, Norman would understand the impolite meaning from the others. Meanwhile, withhold politeness is not found in this movie because the other characters want to

stress their disbelief of Norman's ability directly by using utterances rather than being silent. It would have an ambiguous meaning if the other characters prefer to keep silent.

Second, each type of impoliteness strategy has its specific realization. Bald on record impoliteness is realized in the form of using direct, clear, and unambiguous statement. Positive impoliteness is expressed in the form of disassociating from the other, calling the other names, and utilizing taboo words. However, negative impoliteness has two realizations in the form of condescending, scorning, or ridiculing, and associating the other with a negative aspect explicitly. Meanwhile, sarcasm or mock politeness is only realized in the form of employing insincere politeness.

Using direct, clear, and unambiguous statement becomes the highest rank because other characters in this movie want to express their feeling to Norman directly, clearly, and unambiguously. By using this realization, they think that Norman would clearly understand if they do not believe in his ability.

Meanwhile, using inappropriate identity marker does not appear in the movie because the other characters in this movie have close relationship with Norman, thus it does not matter if they call Norman's nickname. Moreover, invading the other's space is not used by the other characters because they have a close relationship with Norman. Hence, they can talk or ask Norman about something which is intimate or personal. In addition, being silent is not used by the other characters because they want to express their feelings directly to Norman through utterances in order to make Norman understand their feelings. It would have an ambiguous meaning if the other characters prefer to keep silent. Finally, failing to thank also does not appear in the movie because when Norman talks to the other characters, Norman does not perform the utterances that need to be replied by thanking.

Third, there are three responses which occur in the movie. They are accepting the face attack, countering the face attack, and no response. Countering the face attack is divided into two subcategories; they are offensive countering and defensive countering.

Offensive countering becomes the most frequent choice of responses of impoliteness strategy in the movie because Norman does not want other characters belittle him with their impoliteness strategies and he wants the others believe in his sixth sense. On the other hand, accepting the face attack becomes the less chosen response of impoliteness strategy in the movie because if he does it by admitting that his sixth sense ability is not real, he would be considered weak.

Suggestions

The researcher gives some suggestions based on the conclusions. It is suggested for the students of linguistics to learn more about pragmatics, especially in impoliteness. There have not been many students who conduct research with impoliteness topic. Therefore, the researcher suggests that more students conduct research in pragmatics, especially in impoliteness.

Moreover, for the future researchers who want to investigate on impoliteness topic would better find another type of data source, e.g. other movies, novels, and plays. In addition, there are many aspects of impoliteness which can be analyzed besides the types, realizations, and responses of the strategy, such as its functions and triggering factors.

The last but not least, for readers in general, the researcher suggests that the readers learn more about the aspect of impoliteness through this research. When the readers know and understand impoliteness, they can control their impolite utterances and behavior.

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