

**ANALYZING IMPOLITENESS STRATEGIES IN YOUTUBE
COMMENTS: BRITISH PEOPLE'S PERSPECTIVE ON
BREXIT**

THESIS

By:

Maulida Pratiwi

NIM 16320192



**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM
MALANG
2023**

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THESIS

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Universitas Islam Negeri Maulana Malik Ibrahim Malang

in Partial Fulfilment of the Requirements for the Degree of *Sarjana Sastra* (S.S.)

By:

Maulida Pratiwi

NIM 16320192

Advisor:

Mazroatul Ishlahiyah, M.Pd.

NIDT 19910722201802012181



**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM
MALANG
2023**

STATEMENT OF AUTHORSHIP

I declare that the thesis “**Analyzing Impoliteness Strategies on YouTube comments: British People’s Perspective on Brexit**” is my original work. I do not have or include in any works, except what is specified as a reference or stated in the bibliography. I am the only responsible for any objection or claim of this thesis.

Malang, 14 June 2023

The researcher,



Maulida Pratiwi

16320192

APPROVAL SHEET

This is to certify that Maulida Pratiwi's thesis entitled **Analyzing Impoliteness Strategies on YouTube comments: British People's Perspective on Brexit** has been approved for thesis examination at Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of *Sarjana Sastra* (S.S.).

Malang, 14 June 2023

Approved by

Advisor,



Mazroatul Ishlahiyah, M.Pd.

NIDT 19910722201802012181

Head of Department of English Literature,

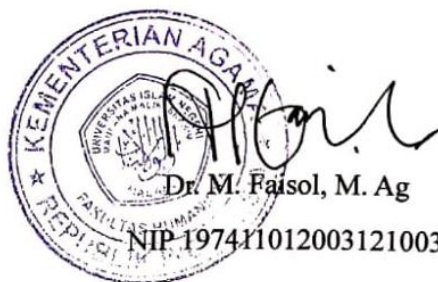


Ribut Wahyudi, M.Ed., Ph.D.

NIP 198112052011011007

Acknowledged by

Dean,



Dr. M. Faisol, M. Ag
NIP 197411012003121003

LEGITIMATION SHEET

This is to certify that Maulida Pratiwi's thesis entitled **Analyzing Impoliteness Strategies on YouTube comments: British People's Perspective on Brexit** has been approved by the Board of Examiners as one of the requirements for the degree of *Sarjana Sastra (S.S.)* in Department of English Literature.

Malang, 30 June 2023

Board of Examiners

1. Dr. Agwin Degaf, M.A. (Chair)
NIP 198805232015031004
2. Mazroatul Ishlahiyah, M. Pd. (First Examiner)
NIDT 19910722201802012181
3. Nur Latifah, M.A. (Second Examiner)
NIDT 19770625201802012178

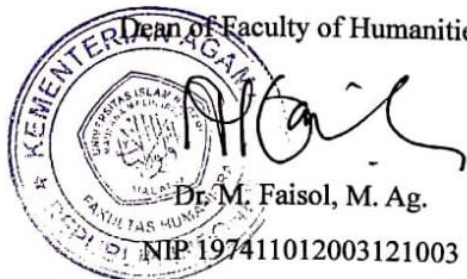
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Dean of Faculty of Humanities



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Dr. M. Faisol, M. Ag.

NIP 197411012003121003

MOTTO

“Effort won’t betray the result. Keep try until you make it”

DEDICATION

*My beloved family,
My lovely friends,
My honoured lectures,
and for Myself, Maulida Pratiwi*

ACKNOWLEDGEMENT

I would like to begin by expressing my deepest gratitude to Allah, the Lord of all Creation (*Alhamdulillah Rabbil 'alamin*), and offer constant *salawat* and *salaam* upon the Prophet Muhammad (*Salla Allahu Alayhi Wasallam*) and his noble descendants.

I extend my heartfelt appreciation to the individuals who have played a significant role in the completion of this thesis. First and foremost, I am profoundly thankful to my parents and sister for their unwavering support and encouragement throughout this journey. Their belief in me and constant encouragement have been my guiding light. I would like to express my sincere gratitude to my advisor, Mazroatul Ishlahiyah, M.Pd, for her invaluable guidance and mentorship. Her expertise, patience, and constructive feedback have immensely contributed to the quality of this research. I am truly grateful for her support and guidance. I am also indebted to Dr. Agwin Degaf, M.A., for generously dedicating his time to proofread my thesis. His insightful feedback, valuable suggestions, and meticulous corrections have greatly improved the clarity and coherence of my work. I am truly grateful for his assistance.

I would like to extend my appreciation to my friends for their unwavering support, understanding, and encouragement throughout this research endeavor. Their presence and camaraderie have been a constant source of motivation for me. Lastly, I would like to express my gratitude to all those who have supported me along this journey, even if I cannot mention them individually. Your encouragement, prayers, and positive energy have been instrumental in keeping me motivated and focused. I am sincerely grateful for your support.

I am well aware that this thesis is not without its imperfections. Therefore, I humbly welcome any criticism, recommendations, or suggestions that can help enhance the quality of this work. I hope that this thesis, through the collective efforts and contributions of all involved, proves to be a valuable resource for those who read it, particularly fellow scholars.

Once again, I extend my deepest gratitude to everyone who has been a part of this journey. May Allah bless you all abundantly.

Malang, July, 5th 2023

A handwritten signature in black ink, appearing to read 'Maulida Pratiwi'.

Maulida Pratiwi

16320192

ABSTRACT

Pratiwi, Maulida (2023) *Analyzing Impoliteness Strategies on YouTube comments: British People's Perspective on Brexit*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor Mazroatul Ishlahiyah, M.Pd.

Key words: Impoliteness Strategies, YouTube video, YouTube commenters, pragmatics

In the contemporary era, numerous individuals utilized social media platforms such as YouTube, Twitter, and Instagram to express their thoughts and opinions on a wide range of topics. This study aimed to examine the impoliteness strategies employed by YouTube commenters who discussed Brexit in a BBC News video. The objective was to identify the different types of impoliteness strategies that were evident and analyzed the resulting consequences. Culpeper's (1996) concept of Impoliteness Strategies, which differed from Brown and Levinson's Politeness Strategies, served as the primary theoretical framework for this research. This study employed qualitative methods that were firmly grounded in theory. The data were collected from comments posted on a BBC News video that was uploaded on February 1st, 2023. A total of 42 comments were carefully analyzed, revealing the existence of four distinct types of impoliteness strategies and yielding eleven specific outcomes, and three functions of impoliteness. The observed types of Impoliteness Strategies encompassed Bald on Record, Positive Impoliteness, Negative Impoliteness, and Sarcasm or Mock Politeness. The resulting manifestations of impoliteness included direct confrontations, the use of exclusionary language, disassociation from others, displays of disinterest, employment of secretive language, actively seeking disagreements, utilization of taboo words, resorting to name-calling, instances of intimidation, explicit association of others with negative attributes, highlighting others' indebtedness, and employing insincere politeness. Meanwhile the three functions that the researcher found are Affective Impoliteness, Coercive Impoliteness, and Entertaining Impoliteness.

ABSTRAK

Pratiwi, Maulida (2023) *Menganalisis Strategi Ketidaksopanan di komentar YouTube: Perspektif Rakyat Inggris tentang Brexit*. Skripsi. Program Studi Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing Mazroatul Ishlahiyah, M.Pd.

Kata kunci: Strategi Ketidaksantunan, video YouTube, komentator YouTube, Pragmatik

Di era modern ini, banyak orang menggunakan platform media sosial seperti YouTube, Twitter, dan Instagram untuk mengungkapkan pemikiran dan pendapat mereka tentang berbagai topik. Penelitian ini bertujuan untuk mengkaji strategi ketidaksopanan yang digunakan oleh para komentator YouTube yang membahas Brexit dalam video BBC News. Tujuannya adalah untuk mengidentifikasi berbagai jenis strategi ketidaksopanan yang terbukti dan menganalisis konsekuensi yang dihasilkan. Konsep Strategi Ketidaksopanan Culpeper (1996), yang berbeda dari Strategi Kesopanan Brown dan Levinson, berfungsi sebagai kerangka teoritis utama untuk penelitian ini. Studi ini menggunakan metode kualitatif yang berlandaskan teori. Data dikumpulkan dari komentar yang diposting di video BBC News yang diunggah pada tanggal 1 Februari 2023. Sebanyak 42 komentar dianalisis dengan cermat, mengungkapkan adanya empat jenis strategi ketidaksopanan yang berbeda dan menghasilkan sebelas hasil spesifik, dan tiga fungsi dari ketidaksopanan. Jenis Strategi Ketidaksantunan yang diamati meliputi Bald on Record, Ketidaksantunan Positif, Ketidaksantunan Negatif, dan Sarkasme atau Kesopanan Mock. Manifestasi ketidaksopanan yang dihasilkan termasuk konfrontasi langsung, penggunaan bahasa eksklusif, disosiasi dari orang lain, menunjukkan ketidaktertarikan, penggunaan bahasa rahasia, secara aktif mencari ketidaksepakatan, penggunaan kata-kata tabu, beralih ke panggilan nama, contoh intimidasi, asosiasi eksplisit dari orang lain dengan atribut negatif, menonjolkan hutang orang lain, dan menggunakan kesopanan yang tidak tulus. Sedangkan tiga fungsi yang peneliti temukan adalah Ketidaksantunan Afektif, Ketidaksantunan Koersif, dan Ketidaksantunan Menghibur.

مستخلص البحث

براتيوي ، موليدا (2023) تحليل استراتيجيات عدم الأدب على تعليقات YouTube منظور الشعب البريطاني بشأن خروج بريطانيا من الاتحاد الأوروبي. أطروحة البكالوريوس. قسم الأدب الإنجليزي ، كلية العلوم الإنسانية ، جامعة الإسلام نيغري مولانا مالك إبراهيم مالانج. المستشار مزارات الاشلاهيّة، عضو البرلمان

الكلمات المفتاحية: استراتيجيات اللامبالاة ، فيديو يوتيوب ، المعلقين على

في العصر المعاصر ، استخدم العديد من الأفراد منصات التواصل الاجتماعي مثل YouTube و Instagram و Twitter للتعبير عن أفكارهم وآرائهم حول مجموعة واسعة من الموضوعات. تهدف هذه الدراسة إلى فحص استراتيجيات عدم اللياقة التي يستخدمها معلقو YouTube الذين ناقشوا خروج بريطانيا من الاتحاد الأوروبي في فيديو بي بي سي نيوز. كان الهدف هو تحديد الأنواع المختلفة من استراتيجيات عدم التأمل التي كانت واضحة وتحليل النتائج الناتجة. كان مفهوم كولبر (1996) لاستراتيجيات عدم التأدب ، والذي يختلف عن استراتيجيات التأدب لدى براون وليفينسون ، بمثابة الإطار النظري الأساسي لهذا البحث. استخدمت الدراسة أساليب نوعية كانت راسخة في النظرية. تم جمع البيانات من التعليقات المنشورة على فيديو بي بي سي نيوز الذي تم تحميله في الأول من شباط (فبراير) 2023. تم تحليل ما مجموعه 42 تعليقًا بعناية ، وكشف عن وجود أربعة أنواع مختلفة من استراتيجيات عدم الأدب وأسفر عن 11 نتيجة محددة ، وثلاث وظائف من وقاحة. وشملت الأنواع الملحوظة من استراتيجيات عدم الأدب الصلح في السجل ، وقلة الأدب الإيجابية ، وقلة الأدب السلبية ، والسخرية أو الأدب الوهمي. تضمنت المظاهر الناتجة عن اللامبالاة المواجهات المباشرة ، واستخدام اللغة الإقصائية ، والانفصال عن الآخرين ، وإظهار عدم الاهتمام ، واستخدام لغة سرية ، والبحث النشط عن الخلافات ، واستخدام الكلمات المحظورة ، واللجوء إلى الشتائم ، وحالات التخويف ، والارتباط الصريح بـ الآخرين ذوو الصفات السلبية ، وإبراز مديونية الآخرين ، والتأدب غير الصادق. وفي الوقت نفسه ، فإن الوظائف الثلاث التي وجدها الباحث هي عدم الأدب العاطفي ، وقلة الأدب القسري ، والافتقار إلى الترفيه.

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CHAPTER I

INTRODUCTION

In this chapter, the researcher conducted an examination of the Introduction section, which encompasses various aspects such as the Background of the Study, Problems of the Study, Significance of the Study, Scope of Limitations, and Definition of Key Terms.

A. Background of the Study

In our everyday interactions, the utilization of Impoliteness Strategies is prevalent among many individuals, and it manifests through linguistic expressions across different languages. Culpeper asserts that the primary objective of Impoliteness Strategies is to counteract the effects of Politeness Strategies by targeting the emotionally sensitive self-concept of one's face. In contrast to Brown and Levinson's theory of Politeness, Culpeper has developed a comprehensive framework for understanding impoliteness. He emphasizes that impoliteness is not merely a sporadic occurrence in specific situations but rather necessitates a suitable framework to comprehend its complexities and dynamics.

There are numerous academic disciplines that delve into the study of Impoliteness Strategies. This encompasses areas such as Social Psychology, which examines verbal aggression; Sociology, which focuses on verbal abuse; Conflict Studies, particularly in the context of verbal conflict resolution; History, with an emphasis on social history; Business Studies, which explores workplace interactions; Media Studies, specifically analyzing exploitative

television and entertainment; and Literary Studies, as highlighted by Culpeper (2011).

Impoliteness Strategies can manifest in various contexts and situations. This paper aims to investigate how impoliteness strategies are observed in Social Media, particularly focusing on YouTube as the chosen platform. In today's digital age, people extensively utilize the internet to connect with others, with Social Media platforms being a primary means of interaction. These platforms have disrupted traditional infrastructures and introduced innovative paradigms that address cultural diversity (e.g., free speech), sociological aspects (e.g., public opinion), and technological advancements (e.g., media recommendations and popularity predictions), which are challenging to tackle using traditional approaches (Roy, Mei, & Zeng, 2014). Social networking platforms like Twitter, Facebook, and YouTube have become central to our daily communication (Porta, 2015).

According to Burgess and Green (2018), YouTube underwent significant transformations in recent years. The platform experienced rapid growth and evolved in terms of its business structure, interface, features, cultural significance, and content and behavior regulations. YouTube became a popular platform for individuals to upload and share videos and photos, while users engaged by commenting on the content created by YouTube's content creators. This widespread usage of YouTube as a daily consumption habit led to a vast array of videos, posts, and comments, including those employing Impoliteness Strategies.

Based on these observations, the researcher aims to analyze the Impoliteness Strategies employed by YouTube users in the comments section. Specifically, the researcher chose to focus on YouTube comments related to Brexit responses by British people, as these videos provide a diversity of opinions. The hypothesis is that the discourse in the comments section will encompass a wide variety of impolite utterances attacking others' opinions. The study finds the Impoliteness Strategies employed in YouTube video comments particularly interesting, as they often create disharmony and conflicts between individual opinions and collective opinions.

Revealing Impoliteness Strategies in the YouTube comment section is crucial to understanding the meaning behind these comments, as interpretations may vary among individuals. It is important to note that people may employ Impoliteness Strategies consciously or unconsciously. The research focuses on the YouTube Video Comments Section as the subject of analysis. The researcher collected data from a single video published by BBC News on February 1st, 2023, titled "How do people feel about Brexit three years on?" This specific video was chosen due to its relevance to the current opinions of British people following Brexit in 2020, as well as the abundance of comments available for examination. Both the video and comments are in English, making it easily accessible to English-speaking individuals.

Several previous studies have explored related topics. Elaf & Hussien (2020) identified four types of Impoliteness Strategies in Donald Trump's tweets. Ranti (2019) discovered four types of Impoliteness Strategies in the

comment section of an entertainer's life on MailOnline. Akmal (2021) found four types of Impoliteness Strategies in comments on Billie Eilish's Instagram account. Furthermore, a previous study focused on a different topic but related to the research subject. Sitou (2021) revealed that some commenters chose to post rude remarks, verbally abusing or mocking individuals who claimed a video clip was sexist. Those who disagreed with the sexism claim employed both positive and negative Impoliteness Strategies.

What sets this research apart from previous studies is the rare choice of the object and subject. The research focuses on YouTube video comments as the object of analysis, with YouTube users as the subject. Additionally, the selected video provides the most up-to-date insights into the current situation in the United Kingdom, enhancing the relevance and timeliness of the research findings.

B. Research Questions

1. What are the types of Impoliteness Strategies used by netizens in video comments?
2. What are the underlying functions or purposes served by impoliteness strategies observed in the comments?

C. Significance of the Study

This research holds several practical implications that can be valuable for various stakeholders. Firstly, it can serve as a useful reference for individuals or organizations facing similar issues related to Impoliteness Strategies. By understanding the types of impolite behaviors observed in video comments,

they can develop strategies to address and mitigate such behaviors, creating a more positive and respectful online environment.

Moreover, the findings of this study highlight the pervasive nature of Impoliteness Strategies, which can appear in various contexts, including social media platforms that are widely used on a daily basis. This knowledge can raise awareness among users about the potential presence of impolite language or behavior in online interactions, encouraging them to exercise caution and promoting more considerate communication practices.

Additionally, the research is expected to have broader societal implications. By identifying which sentences or comments contain Impoliteness Strategies, individuals can gain a deeper understanding of the underlying meaning behind such statements. This knowledge can help individuals interpret and navigate online discussions more effectively, avoiding misunderstandings or unnecessary conflicts. It also contributes to the overall improvement of communication skills and promotes more constructive dialogues within society.

Overall, this research has practical implications for individuals, organizations, and society as a whole by providing insights into Impoliteness Strategies and their significance in online interactions. It empowers users to make informed decisions about their own communication and contributes to fostering a more respectful and meaningful online discourse.

D. Scope of Limitations

The scope of limitations in this research encompasses several aspects. Firstly, the researcher adopts a Pragmatic Approach to analyze the sentences, specifically focusing on the categorization of pragmatic structures and their pragmatic use. This approach provides valuable insights into understanding the effectiveness of sarcasm and its impact on evaluating communication skills, as highlighted by Camp (2012). However, it is important to note that the research is limited to the application of this specific approach, and other theoretical frameworks or perspectives may provide alternative insights into Impoliteness Strategies.

Secondly, this research is specifically centered around Impoliteness Strategies observed in the comments section of YouTube videos. It concentrates on videos uploaded during a specific time period, particularly on February 1st, 2023, with the title "How do people feel about Brexit three years on?". The choice of this specific video allows for the examination of recent opinions and discussions related to Brexit. However, it is crucial to acknowledge that the findings may not be representative of all Impoliteness Strategies used on YouTube or in other contexts, as the focus is limited to a specific video and time frame.

Additionally, the research primarily focuses on the analysis of Impoliteness Strategies, such as their types and functions in the YouTube video comments. While this provides valuable insights into understanding the impolite behaviors employed by netizens, it may not capture the complete

context or motivations behind these strategies. Factors such as individual backgrounds, cultural differences, and personal experiences can influence the usage of Impoliteness Strategies but are not extensively explored in this research.

Lastly, it is important to acknowledge that this research is conducted within the English language context. The analysis and interpretation of Impoliteness Strategies are based on English-language comments. Therefore, the findings may not be directly applicable or generalizable to other languages or cultural contexts, as linguistic and cultural variations can significantly impact the manifestation and interpretation of impolite behaviors.

Despite these limitations, this research provides valuable insights into the specific scope of Impoliteness Strategies within the context of YouTube video comments, contributing to our understanding of impolite behaviors in online discourse.

E. Definition of Key Terms

1. Impoliteness Strategies

Impoliteness strategies refer to communication behaviors aimed at attacking the face or emotional sensitivity of the target (hearer) or causing the target to feel discomfort or offense. It involves utterances that create disharmony or conflict between the speaker and others in social interactions. While politeness strategies prioritize maintaining positive

social relationships, there are instances where speakers intentionally deviate from politeness and employ impoliteness strategies.

2. Netizen's comment

Netizen's comment refers to the comments or feedback posted by individuals who actively participate in online platforms, such as social media, forums, or online communities. These comments can vary in content, tone, and style, encompassing opinions, experiences, information sharing, and engaging in discussions or debates. Netizens' comments reflect their thoughts, perspectives, and reactions to specific topics, posts, or videos. In the context of this research, the focus is on analyzing the types and outcomes of impoliteness strategies used by netizens in video comments on platforms like YouTube.

3. Brexit

Brexit is a term coined as a shortened form of "British Exit." It originated from a referendum held in the United Kingdom in 2016, in which the majority voted in favor of the UK leaving the European Union (EU). The term gained prominence as a political and social phenomenon, representing a significant decision and process of the UK disengaging from the EU. It carries various implications, including economic, political, and social consequences, and has sparked discussions and debates on the future relationship between the UK and the EU.

4. YouTube

YouTube is a dominant media platform used worldwide. It has evolved into a larger media industry characterized by digital distribution, multi-platform accessibility, and diversification. YouTube has become a significant player in the media landscape, challenging traditional notions of "mainstream media." It allows individuals to upload, share, and consume a wide range of video content, making it a popular platform for entertainment, education, and information sharing.

5. BBC News

BBC News refers to the news division of the British Broadcasting Corporation (BBC), which is a renowned public service broadcaster. BBC News is responsible for delivering news content across various platforms, including television, radio, and online channels. Its primary objective is to provide impartial and unbiased news coverage to audiences throughout the United Kingdom, including the Channel Islands and the Isle of Man. BBC News plays a significant role in informing the public about current events, both domestically and internationally, and is recognized for its journalistic standards and commitment to delivering accurate and reliable news reporting.

CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, the researcher conducted an examination of the theoretical frameworks relevant to the study. The discussions included the following:

A. Pragmatics

The study of pragmatics is intriguing because it offers insights into how people use language to achieve specific communicative goals and navigate social interactions effectively. However, it is a complex area of research as it requires a deep understanding of the nuances of language use, the cultural and social contexts in which communication occurs, and the intentions and expectations of the participants involved.

Pragmatic approaches offer valuable tools for examining the relationship between language and its contextual background elements. These approaches focus on the meaning of words in the context of interaction and go beyond their dictionary definitions. They explore how speakers strategically select and use words, taking into account the social norms, shared knowledge, and situational factors that influence communication. By examining how individuals convey additional meaning through language beyond the literal interpretation of words, pragmatic analysis provides insights into the rich and dynamic nature of human communication.

Within the realm of pragmatics, one area of interest is the study of impoliteness. Impoliteness refers to communicative behavior that deviates from the norms of politeness and aims to attack the face or provoke negative reactions

in the interlocutor. Impoliteness strategies, also known as impoliteness pragmatic strategies, are specific ways in which speakers employ language to convey their intentions in an impolite manner. Understanding impoliteness strategies is crucial for comprehending the complexity of interpersonal communication and the potential impact of negative language use on social interactions.

While the study of impoliteness has gained attention within pragmatics, it primarily focuses on impoliteness in everyday speech. Exploring the various forms and manifestations of impoliteness in different contexts and considering its underlying motivations and consequences contribute to a deeper understanding of how language is used to manage social relationships and negotiate power dynamics.

By examining the theoretical foundations of pragmatics and impoliteness strategies, this chapter sets the stage for the subsequent analysis of the impoliteness strategies employed by YouTube commenters in the context of discussing Brexit in a BBC News video. It provides a framework for understanding the intricate ways in which language is used, interpreted, and experienced in real-life communication settings.

B. Face

In this section, the concept of "face" is explored, drawing on the work of Goffman (1955) and other scholars. Face refers to the positive public reputation that individuals seek to establish and maintain in social interactions. It is not to be confused with the physical features of the human body, but rather pertains to one's

identity, character, and image that they strive to protect and uphold in their interactions with others.

The term "face" carries a technical meaning, referring to an individual's public self-image and the emotional and social perception they have of themselves, which they expect others to acknowledge. As Yule (1996) suggests, face represents each person's public image and encompasses their emotional and social sense of self, with the expectation that others will recognize and acknowledge it.

The study of face can be categorized into four main aspects: positive face, negative face, face-saving acts, and face-threatening acts. Brown and Levinson (1987) propose that individuals possess two distinct faces: a positive face and a negative face. Positive face relates to the desire for acceptance, recognition, and approval from others. It entails being treated as a valued member of a group and knowing that others share similar desires and perspectives. On the other hand, negative face involves the need for independence, freedom of action, and the avoidance of being imposed upon by others.

According to Brown and Levinson (1987:61), face-threatening acts (FTAs) are strategies employed by a speaker to potentially harm or threaten someone's positive or negative face. These acts can challenge the positive or negative self-image of the individual involved. In contrast, face-saving acts (FSAs) are techniques used to protect or preserve someone's face. In general, people engage in cooperative behavior to maintain face during discussions, as this cooperation is

based on the mutual vulnerability of face, as described by Brown and Levinson (1987).

Understanding the concept of face and its various dimensions is crucial when examining impoliteness strategies, as they often involve threats to one's face. By exploring the notions of positive face, negative face, face-saving acts, and face-threatening acts, researchers can gain insights into how individuals manage their self-image and engage in communicative behaviors aimed at preserving or challenging face in different social interactions. This understanding provides a foundation for analyzing the impoliteness strategies used by netizens in video comments and their effects on face-related concerns.

C. Politeness Strategies

In this section, the focus shifts to the concept of politeness strategies, as outlined by Brown and Levinson (1987). Politeness is not conveyed solely through explicit markers or mitigators in communication, but is instead implied by the overall semantic structure of the sentence, making it a more complex and nuanced aspect of language use.

According to Brown and Levinson (1987), there are five main types of politeness strategies that individuals employ in their interactions. The first strategy is known as "Bald on Record." This approach involves being straightforward, explicit, unambiguous, and brief in one's communication. It prioritizes directness and brevity without employing additional politeness markers or mitigators. The

speaker chooses to convey their message without any attempts to soften or mitigate its impact.

The second strategy, called "Positive Politeness," aims to fulfill the addressee's desires for positive face. It involves using strategies that create a sense of affiliation, solidarity, and friendliness with the addressee. The speaker emphasizes the addressee's importance and positive qualities, seeking to establish a positive rapport.

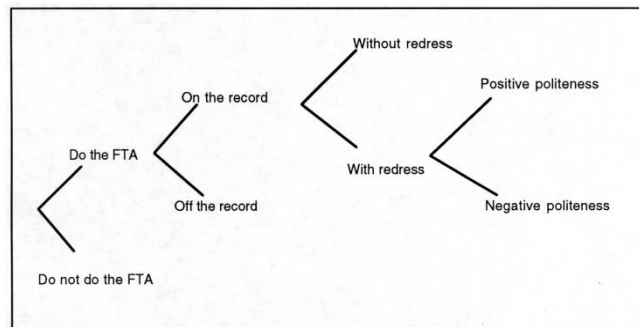
On the other hand, "Negative Politeness" strategies address the addressee's negative face needs. These strategies focus on respecting the addressee's autonomy, avoiding imposition, and offering deference. The speaker employs language and actions that acknowledge the addressee's potential discomfort or desire for independence, aiming to avoid imposing on them.

Another strategy is the "Off-Record" approach. This involves conveying a face-threatening act (FTA) indirectly, using ambiguous language or indirect hints. The speaker does not explicitly state their intention but relies on the addressee's ability to infer the underlying meaning. By using this strategy, the speaker maintains some plausible deniability while still conveying their intended message.

Lastly, speakers may choose to "Withhold the FTA" altogether. In some situations, it is deemed more appropriate to refrain from conveying a face-threatening act explicitly. This strategy involves consciously avoiding the communication of the intended message, often out of concern for the potential

negative impact it may have on the addressee's face. By withholding the FTA, the speaker aims to prevent potential conflict or offense.

These different politeness strategies provide individuals with a range of options for managing face-related concerns in their communicative interactions. By understanding and analyzing these strategies, researchers can gain insights into how individuals navigate social norms, interpersonal dynamics, and the preservation of face in their language use.



D. Impoliteness

Impoliteness can be understood as the opposite of politeness, characterized by negative attitudes and behaviors in specific contexts. According to Culpeper (2011), impoliteness arises from expectations, desires, or beliefs about social organization, particularly when identities of individuals or groups are influenced by others during interactions. Behaviors that deviate from these expectations are perceived as "impolite" and are considered to have emotional effects, potentially causing offense to at least one person involved. The offensiveness of impolite behavior can be intensified by factors such as the intentionality behind the behavior.

Furthermore, Culpeper (1996) suggests that power dynamics play a significant role in impoliteness. In situations where there is an imbalance of power, impoliteness is more likely to occur. The speaker, who holds more power, may employ impoliteness strategies to undermine the less powerful person's ability to retaliate with impoliteness. This power asymmetry also leads to a higher likelihood of severe retaliation when the less powerful person does exhibit impoliteness. Lakoff (1989) supports this perspective and highlights that impoliteness is frequently observed in contexts characterized by power imbalances, such as courtroom discourse.

Understanding the concept of impoliteness allows us to explore how individuals employ strategies to challenge or disrupt social norms and power dynamics through their communication. By examining impoliteness in various contexts, including online interactions, courtroom discourse, or other social settings, researchers can gain insights into the intricacies of power dynamics, social expectations, and the emotional impact of impolite behavior.

E. Impoliteness Strategies

Impoliteness strategies, as conceptualized by Culpeper (1996), offer a contrasting perspective to the notion of politeness presented by Brown and Levinson. These strategies are employed with the intention of attacking face and, as a result, create social conflict and disharmony. Culpeper (1996) categorizes impoliteness strategies into five types, each serving a distinct purpose in communication.

1. Bald on Record

The first type, Bald on Record Impoliteness, is employed when the notion of face is not deemed irrelevant or minimized. In such situations, individuals engage in Face Threatening Acts (FTAs) using a direct, clear, unambiguous, and straightforward approach. This type of impoliteness involves intentionally threatening a person by directly attacking their face, disregarding the potential negative consequences it may have on the relationship or interaction.

2. Positive Impoliteness

Positive Impoliteness, the second type, aims to undermine the addressee's positive face desires. It involves a range of output strategies that intentionally cause damage to the other person's positive face. Examples include ignoring or snubbing their presence, excluding them from activities, dissociating oneself from others, showing disinterest or lack of sympathy, using inappropriate identity markers, employing obscure or secretive language, seeking disagreement, making the other person feel uncomfortable, using taboo language, and resorting to name-calling. These strategies are designed to challenge the addressee's positive face and may create discomfort, offense, or social tension within the interaction.

3. Negative Impoliteness

Negative Impoliteness, the third type, encompasses strategies that harm the addressee's negative face wants. This includes attempts to frighten the other person, condescend or ridicule them, invade their

personal space (either literally or metaphorically), explicitly associate them with negative aspects, and emphasize their indebtedness or past record. Negative impoliteness aims to undermine the addressee's autonomy, freedom, and independence, disregarding their negative face needs.

4. Sarcasm or Mock Politeness

Sarcasm or Mock Politeness represents the fourth type of impoliteness strategy. It involves conducting Face Threatening Acts using seemingly polite language or gestures that convey a meaning opposite to the intended message. Sarcasm is characterized by the use of language to express contempt, irony, or mockery. While sarcasm may not be conventionalized to the extent of being arbitrary, it remains a prevalent cross-cultural phenomenon, employed for various communicative purposes.

5. Withhold Impoliteness

The final type, Withhold Politeness, involves the absence of expected politeness in certain contexts. This strategy is enacted by staying silent or responding in a manner contrary to the anticipated polite behavior. By deviating from the expected social norms of politeness, this strategy aims to challenge or provoke a reaction from the other person, thus potentially damaging their face.

Studying impoliteness strategies provides valuable insights into the intentional violations of social norms that individuals employ to express disagreement, assert power, or provoke conflict. By analyzing these strategies, researchers gain a deeper understanding of the dynamics of communication and the impact of impoliteness on social interactions. Recognizing the nuances of impoliteness enhances our comprehension of how individuals navigate and negotiate face-threatening situations, contributing to a more comprehensive understanding of human communication.

F. YouTube and Impoliteness Strategies

YouTube, as one of the largest and most popular online video-sharing platforms, has become a space where impoliteness is frequently observed. The nature of the platform, with its vast user base and relative anonymity, has contributed to the proliferation of impolite behavior and comments. This phenomenon can be attributed to several factors.

The sheer volume of content uploaded to YouTube on a daily basis makes it challenging for the platform to effectively moderate and filter all comments. This creates an environment where individuals feel emboldened to express their opinions, including impolite and offensive remarks, without immediate consequences. The lack of real-time moderation or limitations on the content creator's ability to manage comments allows impolite comments to go unchecked, leading to an accumulation of negative interactions.

The anonymity provided by YouTube allows users to detach themselves from their real-life identities, enabling them to engage in impolite behavior without fear of personal repercussions. This anonymity can fuel a sense of detachment and disinhibition, leading to an increase in impoliteness within the platform. Users may feel more inclined to express their opinions in a confrontational or disrespectful manner, as they are shielded from the social consequences that would typically arise from such behavior in face-to-face interactions.

Additionally, the divisive and contentious nature of certain topics discussed on YouTube, such as political debates or controversial events, further contribute to impoliteness. These discussions often elicit strong emotions and polarized viewpoints, leading individuals to employ impoliteness strategies as a means of asserting their position or attacking opposing viewpoints. The relative anonymity and distance afforded by the platform can exacerbate these tendencies, as users may feel less inclined to engage in respectful and constructive dialogue.

It is worth noting that YouTube has taken steps to address the issue of impoliteness on its platform. The implementation of community guidelines and reporting mechanisms allows users to flag inappropriate content and report instances of impolite behavior. However, given the scale and complexity of the platform, effectively managing and moderating user interactions remains an ongoing challenge.

In the context of British people responding to Brexit, the comments section of YouTube videos became a space where impoliteness strategies were prevalent. Both British and non-British individuals contributed to the discussions, expressing their views through comments that employed various impoliteness strategies. The contentious nature of the Brexit topic, coupled with the anonymity and freedom of expression offered by the platform, created an environment where impolite comments flourished.

The challenges faced by YouTube in managing impoliteness and maintaining a respectful online community highlight the complexities of moderating user-generated content on a global scale. The platform continues to grapple with finding effective solutions to address these issues and foster a more civil discourse among its users. YouTube has undergone significant changes since its initial launch, transitioning from a technology-driven platform for video sharing to a multifaceted cultural phenomenon. Initially designed to simplify the process of sharing videos online, YouTube provided a user-friendly interface that allowed individuals to upload, publish, and view streaming videos without extensive technical knowledge. Over time, however, YouTube's evolution encompassed various aspects, including its business approach, interface and features, cultural significance, and its role in governing content and user behavior.

Different genres of content gained popularity on YouTube, including informational content like news footage, political debates, celebrity gossip, and interviews. Live broadcasts such as sports events and musical performances also

found a place on the platform, as well as scripted programming featuring clips from television series, soap operas, dramas, animations, and sketch comedy.

However, the controversies and issues surrounding YouTube extend beyond the relationships between the user community, the platform itself, and large media companies. They also encompass the norms of behavior within the YouTube community and its political divisions. One prominent concern has been the prevalence of abusive comments on the platform. The relative anonymity afforded to users can exacerbate the problem, making it challenging for content creators to effectively police and filter comments. The volume of abusive comments can be overwhelming, making it difficult to maintain a healthy and respectful online environment.

In conclusion, YouTube's open and expansive nature, coupled with the anonymity it provides, has made it a breeding ground for impoliteness. The volume of content, lack of real-time moderation, and contentious subject matter contribute to an environment where impolite behavior and comments flourish. Addressing these issues requires a multifaceted approach, including robust moderation systems, community engagement, and user education on respectful online interactions.

G. Functions of Impoliteness Strategies

Impoliteness strategies serve distinct functions in communication, each with its own characteristics and consequences. One such function is affective impoliteness, which involves the intentional display of intense emotions, such as

anger, with the aim of holding the recipient responsible for causing negative emotions. In affective impoliteness, the speaker expresses their anger and frustration towards the listener through the use of aggressive language, tone, or gestures. The purpose is to create a hostile and confrontational atmosphere, emphasizing the speaker's displeasure and attributing the negative emotional state to the listener. Affective impoliteness seeks to provoke a response from the listener or establish dominance in a conflict situation.

However, it is important to note that the excessive use of affective impoliteness can have negative consequences. It often leads to escalating tensions, breakdown in communication, and damaged relationships. When anger and blame dominate the interaction, it becomes challenging to address the underlying issues constructively. Therefore, it is essential to exercise caution and find healthier ways to express and manage emotions in communication.

Coercive impoliteness, as identified by Culpeper (2011), is particularly prevalent in situations characterized by social structural power imbalances or differences in social rank. Its primary objective is to manipulate the values between the person exhibiting impoliteness (the producer) and the target, in a manner that benefits or reinforces the current benefits of the producer. By employing coercive impoliteness, the person in a higher social position aims to assert their dominance and protect their privileges.

However, it is crucial to recognize that while coercive impoliteness may lead to short-term compliance, it can have severe long-term repercussions on

various aspects of interpersonal relationships. One of the significant consequences is the erosion of trust between individuals. When one party employs coercive impoliteness to control or manipulate others, it creates an environment of fear, resentment, and suspicion. This undermines the foundation of trust necessary for healthy communication and collaboration.

Moreover, coercive impoliteness hampers the establishment of open communication. When individuals feel intimidated or belittled due to the power dynamics at play, they may be hesitant to express their opinions, ideas, or concerns freely. This lack of open communication stifles the exchange of diverse perspectives, inhibits innovation, and hinders problem-solving within the relationship or group.

Additionally, coercive impoliteness undermines the autonomy and self-worth of the target. When individuals are subjected to derogatory remarks, condescending attitudes, or threats, it diminishes their sense of self and worth. This can lead to feelings of powerlessness, lowered self-esteem, and diminished motivation to contribute or participate actively. Over time, these effects can erode the overall quality of the relationship, impacting the emotional well-being and engagement of the target.

In order to foster healthy and productive interactions, it is essential to prioritize respect, dignity, and egalitarianism. Recognizing the negative consequences of coercive impoliteness highlights the need for mutual understanding, empathy, and valuing the opinions and contributions of all

individuals involved. Promoting a culture of respect and egalitarianism allows for more inclusive and constructive communication, fostering stronger relationships and facilitating collaborative problem-solving.

In addition to affective and coercive impoliteness, there is entertaining impoliteness, which serves the purpose of amusement or entertainment. Entertaining impoliteness is another function of impoliteness strategies that aims to provide amusement or entertainment. This form of impoliteness is commonly observed in comedic performances like roasts or satirical shows. In entertaining impoliteness, the speaker deliberately exploits the target or potential target of impoliteness for the amusement of an audience.

The speaker utilizes various techniques such as sarcasm, insults, offensive jokes, or playful banter to generate laughter and engage the audience. The impoliteness is orchestrated with the understanding that it is all in good fun, and the audience participates willingly in this exchange. The target of impoliteness becomes the focal point of amusement, with the audience finding entertainment in the witty and humorous aspects of the interaction.

However, it is crucial to establish clear boundaries and ensure that the impoliteness does not cross into malicious or hurtful territory. The intention should be to provide lighthearted entertainment rather than causing genuine harm or distress. It is essential to consider the sensitivity and consent of all parties involved, respecting the limits and comfort levels of both the target and the audience.

Culpeper (2011) emphasizes that in the realm of pragmatics, impoliteness can serve a dual role. While impoliteness is commonly associated with harming others, it can also elicit pleasure or amusement. In the context of entertaining impoliteness, the impoliteness is arranged and performed with the purpose of entertaining the target audience. The audience derives enjoyment from witnessing the humorous and playful aspects of the impoliteness, creating a shared experience of amusement.

It is important to approach entertaining impoliteness with sensitivity and ethical considerations. While it may be acceptable within the context of certain performances or comedic events, it is crucial to ensure that it remains within the boundaries of good-natured humor and does not result in genuine harm or distress for any party involved. Respecting the dignity and well-being of both the target and the audience is paramount in maintaining a healthy and ethical approach to entertaining impoliteness.

Overall, while impoliteness strategies can serve specific functions in communication, it is crucial to remember that politeness and respectful communication are generally preferred in most social contexts (Degaf, 2020). Impoliteness should be used sparingly and thoughtfully, considering its potential impact on relationships, trust, and the overall quality of interactions. Striving for open and constructive dialogue, where differing opinions are expressed respectfully, can lead to more positive outcomes and healthier relationships.

CHAPTER III

RESEARCH METHODS

The researcher examined the research methodology employed in this study to address the research questions outlined in this chapter. This chapter encompassed five key areas, namely research design, data and data sources, research instrument, data collection, and data analysis.

A. Research Design

This study adopts a qualitative research method to investigate Impoliteness Strategies in the comments section of YouTube videos. According to Anas and Ishaq (2022), qualitative research is characterized as an approach that takes a humanistic or idealistic perspective to understand research problems. Bryman and Burgess (1994) further emphasized that qualitative research emphasizes the research process and demonstrates that it cannot be constrained by specific techniques or steps, but rather involves a dynamic process that connects issues, theories, and methods.

The use of qualitative research in this study is intended to gain a deeper understanding of how individuals perceive the world. While there are various approaches to qualitative research, they share the common characteristic of allowing for flexible interpretation of the data while retaining its rich meaning. Commonly used qualitative methods include Grounded Theory, Ethnography, Phenomenological Research, Action Research, and Narrative Research. Although

these approaches have similarities, they emphasize different goals and perspectives (Bhandari, 2023).

The decision to employ a qualitative method in this research is driven by the aim of uncovering and analyzing the underlying meaning conveyed by users in the YouTube video comment section. The study seeks to gain an in-depth understanding of the significance behind the statements made by YouTube users. Additionally, the study utilizes the Grounded Theory approach to facilitate a more comprehensive discussion. The Grounded Theory (GT) approach focuses on systematically collecting and examining data to develop theories that are grounded in empirical evidence. This approach is particularly suitable for exploring social relationships and behaviors within groups, often referred to as social processes (Noble and Mitchell, 2016).

B. Data and Data Sources

In this study, the data used consists of comments extracted from YouTube videos related to the opinions of British people about Brexit after three years. The data primarily include comments in the form of words, phrases, and sentences. The researcher specifically selected a video from the BBC News channel as the data source due to its high viewership and extensive comment section. Moreover, this particular video was chosen because it appears as the top result when searching for "British People feel about Brexit." Additionally, the video was selected for its up-to-date nature, having been uploaded in the current year.

C. Research Instrument

In this study, the main instrument employed was the researcher. The researcher utilized various reputable internet sources, such as journals, YouTube videos, and books, to gather the necessary information for the investigation. In terms of tools, a laptop was utilized to organize and manage the research process. Additionally, a notebook was used to take notes and make memos, including writing down and sketching relevant materials. The researcher's understanding and analytical skills were essential for data analysis. The structures and types of sentences found in the comments were also taken into consideration during the data analysis phase.

D. Data Collection

The data in this study was collected through qualitative methods, employing comparisons and contrasts that could be identified throughout each step of the project. The data collection process involved several stages. Firstly, the researcher selected a video with the highest number of views, which featured an interview discussing how British people feel about Brexit after three years. Secondly, the researcher thoroughly reviewed the comments section of the video and sorted the comments based on popularity. Specifically, comments with a minimum of 100 likes were considered, as this indicated widespread agreement among viewers. Thirdly, the researcher analyzed and categorized the collected data based on the impoliteness strategies observed in the comments. Finally, the researcher further analyzed and classified the data based on the patterns and outputs that emerged from the comments.

E. Data Analysis

Upon collecting the data from the YouTube video comment section, the researcher proceeded with a systematic analysis comprising several key steps. These steps aimed to examine and understand the impoliteness strategies present in the comments. The analysis process involved the following:

Firstly, the researcher carefully reviewed and documented the sentences that showed indications of containing impoliteness strategies. This step ensured that relevant data was extracted from the comments and included in the analysis. Next, the identified sentences were categorized based on the specific impoliteness strategies they exhibited. This categorization process allowed for the labeling and grouping of sentences according to the underlying impolite behaviors they conveyed. Furthermore, the impoliteness strategies were further classified into different types, taking into account their distinct characteristics and patterns. This classification process facilitated the identification of the most prevalent impoliteness strategies observed within the comments. After categorization and classification, the researcher proceeded to analyze the overall outputs and outcomes of the identified impoliteness strategies. This analysis aimed to gain insights into the impact and implications of these strategies within the context of the YouTube video and its comment section. Finally, based on the findings obtained through the analysis, the researcher drew conclusions regarding the prevalent impoliteness strategies, their types, and the functions they had within the YouTube video comment section. These conclusions provided valuable

insights into the impolite behavior exhibited by commenters in response to the discussed topic.

By following this systematic analysis approach, the researcher was able to effectively examine and understand the impoliteness strategies present in the YouTube video comments. This process allowed for a comprehensive exploration of the data and contributed to a deeper understanding of the dynamics of impolite behavior within the online platform.

CHAPTER IV

FINDINGS AND DISCUSSIONS

In this chapter, the researcher outlined the findings and discussion of the study, which highlighted the results of what had been studied. The chapter served as a platform to showcase the outcomes of the study and delve into the implications and significance of the findings. By providing a comprehensive overview of the research findings and engaging in in-depth discussions, the researcher aimed to offer insights and contribute to the existing body of knowledge in the field. The chapter explored the key findings, examined their relevance to the research questions, and provided interpretations and explanations for the observed results.

A. Findings

The findings of the study revealed the presence of various impoliteness strategies and function of the types of the impoliteness strategies in the YouTube video comments. There are four main categories of impoliteness strategies were identified, each with its own set of output strategies and there are 3 functions of impoliteness strategies were identified.

1. Types of Impoliteness Strategies Found in YouTube Commentary

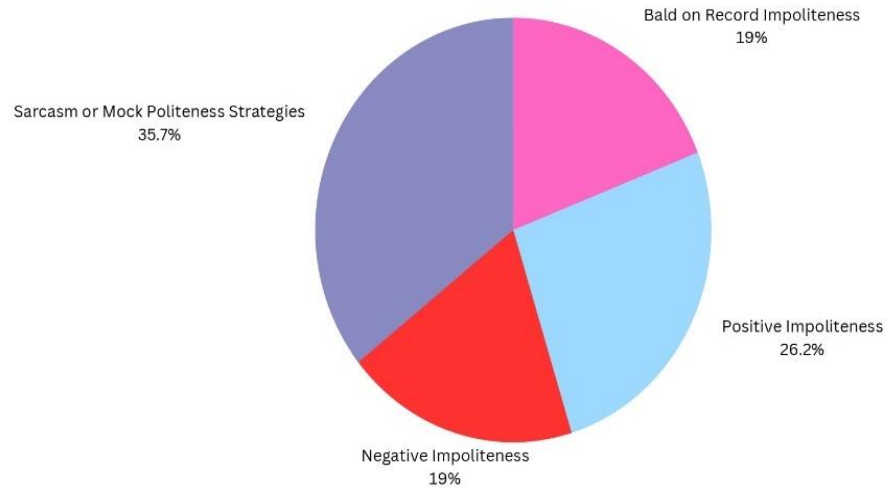
Column

There are five types of impoliteness strategies identified by Culpeper (1996, 2016): Bald on Record Impoliteness, Positive Impoliteness, Negative Impoliteness, Sarcasm and Mock Politeness, and

Withhold Politeness. Each strategy is associated with specific output or behaviors. Bald on Record Impoliteness involves direct and unambiguous language, typically used in situations where saving face is not a concern or is intentionally minimized. Positive Impoliteness employs tactics such as using taboo words or calling someone names to create a sense of exclusion or superiority. Negative Impoliteness includes behaviors such as frightening, condescending, or ridiculing the other person, as well as violating conversational norms. Sarcasm and Mock Politeness involve using insincere language to convey negative or mocking sentiments. Finally, Withhold Politeness refers to the absence of politeness work altogether (Culpeper, 1996, 2016).

In this paper, the researcher found there are four types of impoliteness strategies such as Bald on Record, Positive Impoliteness, Negative Impoliteness, and Sarcasm or Mock Politeness. On the other hand, there are no comments were classified under the category of “Withhold Politeness”, which encompassed output strategies of being silent or failing to thank. The researcher will explain more about four types of impoliteness strategies in the below:

Figure 1: Types of Impoliteness Strategies



a. Bald on Record Impoliteness

Bald on Record Impoliteness is a type where the Face Threatening Act (FTA) is conducted in a direct, clear, unambiguous and simple way. This type usually has an intention to threaten a person right on their face. In this paper, the researcher found 8 comments that indicate Bald on Record Impoliteness.

Example 1

"...no thought put into it, no reasons given, just a decision made on a whim."

This example is categorized as bald on-record impoliteness strategy because this data is direct and unambiguous, highlighting the lack of

consideration and rationale behind the decision to the lady by using **no thought put into it, no reasons given, just a decision made on a whim.**

Example 1 highlights the lack of thought and reasoning behind a decision made on a whim. The comment directly criticizes the decision-making process, employing direct and unambiguous language to convey the lack of consideration.

Example 2

"Honestly, the woman with the dog's response has become the standard of many modern conservatives... No sense of broader country or community, simply, me and my family are fine, and that's all I really care about at the end."

This bald on-record impoliteness strategy presents a direct criticism of modern conservatives, accusing them of lacking concern for the larger community and focusing only on personal interests. The sentence **"No sense of broader country or community, simply, me and my family are fine, and that's all I really care about at the end."** is showing how the commenter is directly attack the woman in the comment. Example 2 targets modern conservatives, accusing them of prioritizing personal interests over the broader country or community. The commenter expresses their disapproval by suggesting that conservatives lack a sense of the larger community.

Example 3

"How shameful and disgusting it is to see people celebrating..."

This bald on-record impoliteness strategy is direct and unambiguous, expressing strong disapproval of people celebrating Brexit. The phrase **How shameful and disgusting** showed how the commenters directly attack the Brexiteers on the comment. In Example 3, the commenter expresses strong disapproval of people celebrating Brexit, using direct and unambiguous language to convey their sentiment. The comment directly attacks those celebrating by labeling their actions as shameful and disgusting.

Example 4

"This is what happens when you make the public vote on a decision that takes economists and policy analysts years to understand the consequences of."

This bald on-record impoliteness strategy is direct and unambiguous, criticizing the decision to involve the public in a complex matter that requires expert understanding. The sentence **This is what happens when you make the public vote on a decision** is showed how the commenter directly attacked the public. Example 4 criticizes the decision to involve the public in complex matters that require expertise. The commenter asserts that negative consequences arise when the public is allowed to vote on decisions they may not fully understand.

Example 5

"People need to be educated, not just drive decisions based on pride and ego."

This bald on-record impoliteness strategy is direct and unambiguous, emphasizing the need for education and criticizing decisions based on pride and ego. The sentence **People need to be educated** showed how commenter directly attack the uneducated people for choosing Brexit. In Examples 5, the commenters criticize the decision-making process and the voters who prioritize emotion over reality. The examples utilize direct language to express disapproval and directly attack those who made the decisions.

Example 6

"That is what happens when your vote is based on emotion rather than reality."

This bald on-record impoliteness strategy is direct and unambiguous, criticizing the decision-making process that prioritized emotion over reality. The sentence **That is what happens when your vote is based on emotion rather than reality** showed how commenter directly attacked Brexiteers. In Examples 6, the commenters criticize the decision-making process and the voters who prioritize emotion over reality. the examples utilize direct language to express disapproval and directly attack those who made the decisions.

Example 7

"Leadsom being made a Dame after what she and her party have done to the country is utterly disgraceful."

This bald on-record impoliteness strategy is direct and unambiguous, criticizing the decision to honor Andrea Leadsom despite the perceived negative impact of her and her party's actions on the country. The sentence **she and her party have done to the country is utterly disgraceful** showed how the commenter directly attacked Leadsom and her party. Example 7 criticizes the decision to honor Andrea Leadsom despite the perceived negative impact of her and her party's actions. The comment directly attacks Leadsom and her party, expressing their strong disapproval.

Example 8

"...Too complex for the public to understand the implications, especially when the vote was overwhelmingly based on emotion and not what was right for the country."

This bald on-record impoliteness strategy is direct and unambiguous, criticizing the public's lack of understanding and decision-making based on emotion rather than the country's best interests. The sentence **Too complex for the public to understand the implications** showed the commenter directly attack Britain's vote on Brexit. Example 8 highlights the complexity of the issue and criticizes the public's lack of understanding and decision-making based on emotion rather than the best interests of the

country. The commenter directly attacks the public's understanding and decision-making process.

b. Positive Impoliteness

Positive Impoliteness is a type that cause damage to other person's positive face wants. In this paper, the researcher found there are 11 comments that indicate Positive Impoliteness.

Example 1

"...you can only laugh at the idiots who persuaded their citizens to commit financial and business suicide."

As an example, the provided comment showcases the use of positive impoliteness. The phrase "...you can only laugh at the idiots who persuaded their citizens to commit financial and business suicide" contains the taboo word "idiot," which serves as a derogatory term aimed at demeaning and ridiculing those who supported Brexit. The purpose of employing such language is to belittle and mock the individuals, undermining their positive face wants by suggesting that their decisions or actions were foolish or irrational.

Positive impoliteness strategies often involve the use of derogatory language, insults, or sarcasm to highlight perceived flaws or shortcomings in others. By targeting a person's positive face wants, the speaker aims to

diminish their social standing or credibility and assert their own perspective or superiority. These strategies can be employed in various contexts, including political debates, social commentary, or personal disputes.

It is important to note that positive impoliteness can be highly subjective and context-dependent. What may be considered positive impoliteness in one situation may not hold the same interpretation in another. Additionally, the impact and acceptability of positive impoliteness can vary among individuals and cultural contexts. It is crucial to consider the potential harm or offense caused by such strategies and approach communication with respect and empathy.

Example 2

"...but we don't want you back in the EU..."

This positive impoliteness strategy excludes the UK from the desired activity, expressing a lack of interest in having them return to the EU. The sentence **we don't want you** showed how commenter commented that the EU did not want the UK back to EU.

Example 3

"...And you know when things are going to go bad when the Crème de la Crème starts to leave. It is an indicator that works everywhere."

This positive impoliteness strategy uses obscure or secretive language to allude to the departure of influential or successful individuals as a sign of negative consequences. The phrase **Crème de la Crème** showed how the commenter tell other language with the same meaning best of best.

Example 4

"...Today's example is Liz Truss's delusional account of her downfall."

This positive impoliteness strategy involves calling the other names, specifically referring to Liz Truss's account as delusional. The sentence **Today's example is Liz Truss's delusional account of her downfall** showed Liz Truss's delusional account as an example to attack Brexiteers.

Example 5

"As a remain voter, I think being a part of the EU is a damn sight safer and more beneficial than being apart from it..."

This positive impoliteness strategy involves disassociating from the other and emphasizing the speaker's belief in the safety and benefits of EU membership. The sentence **I think being a part of the EU is a damn sight safer and more beneficial than being apart from it** showed how the commenter attacked the Brexiteers for voting Brexit.

Example 6

"...but obviously Farage, Johnson, and the other charlatans didn't have a clue."

This positive impoliteness strategy aims to disassociate from the other, suggesting that Brexit supporters, such as Farage and Johnson, lacked knowledge or understanding. The sentence **Farage, Johnson, and the other charlatans didn't have a clue** showed the commenter attacked Farage and Johnson to have lack knowledge about Brexit future.

Example 7

"...I know everyone in my year at school was wanting to stay. Definitely the youth getting mugged by the elderly..."

This positive impoliteness strategy involves disassociating from the other and suggesting that the older generation took advantage of the younger generation's interests or well-being. The sentence **the youth getting mugged by the elderly** showed how the commenter wanted to disassociate the youth with the elderly.

Example 8

"It's almost as if Boris was lying, and the experts knew what they were talking about."

This positive impoliteness strategy aims to exclude the other from an activity, suggesting that Boris Johnson lied while the experts had accurate

knowledge regarding Brexit. The sentence **Boris was lying, and the experts knew what they were talking about** showed how the commenter excluded Boris because Boris talking nonsense about the beneficial of Brexit.

Example 9

"...there's Brexit logic for you. Meanwhile, the country crumbles, and anyone who traded anywhere further afield than a miserable beach in Sunderland has seen their businesses adversely impacted. ☹️"

This positive impoliteness strategy involves disassociating from the other and highlighting the negative consequences of Brexit, sarcastically referring to it as "**Brexit logic.**"

Example 10

"...it was backed by the big wigs so they wouldn't have to deal with the EU financially..."

This positive impoliteness strategy involves calling the other names by referring to influential or powerful individuals as "**big wigs**" and suggesting that they supported Brexit to avoid financial dealings with the EU.

Example 11

"If you are reading this, know that you are worthy of anything you desire... the only thing is to know where to invest."

This positive impoliteness strategy aims to be disinterested, unconcerned, and unsympathetic by providing a seemingly positive message that encourages self-worth but ultimately suggests that knowing where to invest is the key, implying a lack of support or assistance for the reader's desires. The sentence **If you are reading this, know that you are worthy of anything you desire... the only thing is to know where to invest** showed how disinterested the commenter about Brexit.

c. Negative Impoliteness

This type of impoliteness strategies is used to harm or attack other person's face wants. In this paper, the researcher found 8 comments that indicate negative impoliteness.

Example 1

"It's like when you leave your partner thinking you can do better only to realize you were wrong, but now you are too embarrassed to beg them to take you back, so you can start pretending it's all good."

This negative impoliteness strategy explicitly associates Brexit supporters with a negative aspect, comparing their decision to leaving a partner and subsequently regretting it. The sentence **thinking you can do better only to realize you were wrong, but now you are too embarrassed to beg**

them to take you back, so you can start pretending it's all good showed how the commenter explicitly attack the Brexiteers for regretting after leaving the EU.

Example 2

"...it's been a shitstorm, but I still think it was a good idea because I have no brain and admitting that I was wrong hurts me more than my worsening economic situation."

This negative impoliteness strategy explicitly associates Brexit supporters with negative attributes, suggesting their lack of intelligence and their reluctance to admit mistakes. The sentence **but I still think it was a good idea because I have no brain and admitting that I was wrong hurts me more than my worsening economic situation** showed how the commenter explicitly attack the interviewees and the Brexiteers for choosing wrong decision.

Example 3

"I felt devastated by the result in 2016, and everything since has reinforced every single misgiving I had then..."

This negative impoliteness strategy explicitly associates Brexit with negative aspects, expressing the speaker's ongoing disappointment and reinforced concerns. The sentence **I felt devastated by the result in 2016, and everything since has reinforced every single misgiving I had then**

showed how the commenter explicitly associate himself with the Brexit misfortune.

Example 4

"...Almost everybody here that I talked to about Brexit thought that it was financial and business suicide for the British..."

This negative impoliteness strategy explicitly associates Brexit supporters with a negative aspect, indicating that most people believe it was detrimental to the UK's financial and business interests. The sentence **Almost everybody here that I talked to about Brexit thought that it was financial and business suicide for the British** showed how the commenter associated herself to Brexit's misfortune.

Example 5

"...I was horrified at Britain's decision to leave the EU..."

This negative impoliteness strategy explicitly associates Brexit with negative aspects, expressing the speaker's horror at the decision. The sentence **I was horrified at Britain's decision to leave the EU** showed how the commenter explicitly associate himself to Brexit's misfortune.

Example 6

"...and hopefully people will go to jail."

This negative impoliteness strategy aims to frighten, expressing a desire for individuals involved in Brexit to face legal consequences. The sentence **hopefully people will go to jail** showed how the commenter hope for the Brexiteers.

Example 7

"When the remain lost the vote, I desperately hoped that fears around Brexit would be proven wrong..."

This negative impoliteness strategy puts the other's indebtedness on record, highlighting **I desperately hoped that fears around Brexit would be proven wrong** the speaker's disappointment and the worsening situation after Brexit.

Example 8

"Three years after Brexit, the British are still waiting for the benefits..."

This negative impoliteness strategy puts the other's indebtedness on record, highlighting **the British are still waiting for the benefits** showed the delayed or nonexistent benefits experienced by the British since Brexit

d. Sarcasm or Mock Politeness

This type usually appears when someone says politeness strategies that are clearly insincere. It means the sentence could have different

meaning and intention. In this paper, the researcher found 15 comments that indicate sarcasm and mock politeness.

Example 1

"I think it's funny that the UK thought they could keep all the benefits of the EU..."

This sarcastic and mock polite utterance employs insincere politeness to express amusement at the unrealistic expectations of the UK regarding retaining EU benefits by highlighting the sentence **it's funny that the UK thought they could keep all the benefits of the EU**

Example 2

"...since Brexit, everything works better in the European Union and even the extreme right parties no longer talk about leaving. Farage, Johnson, and others have done the European Union a great favor."

This sarcastic and mock polite statement employs insincere politeness to ironically credit **Farage, Johnson, and other** Brexit supporters for supposedly improving the European Union

Example 3

"I like how the Brexiteers describe it as 'the best decision we ever made' but still aren't able to describe a single tangible benefit from leaving the EU."

This sarcastic and mock polite utterance uses insincere politeness to point out the inconsistency between Brexiteers' claims and their inability to provide concrete benefits of leaving the EU by highlighting the sentence **I like how the Brexiteers describe it as 'the best decision we ever made' but still aren't able to describe a single tangible benefit from leaving the EU.**

Example 4

"I feel sorry for the youth in Britain. They've lost numerous opportunities that other countries in the EU have."

This sarcastic and mock polite statement employs insincere politeness to express pity for the British youth by highlighting **I feel sorry for the youth in Britain** suggesting that they have missed out on opportunities compared to other EU countries.

Example 5

"...these people are adults, right?"

This sarcastic and mock polite utterance employs insincere politeness to express disbelief or skepticism regarding the maturity or intelligence of Brexit supporters by highlighting the sentence with a question mark at the end **these people are adults, right?**

Example 6

"...they look like they're lying and act like people in an abusive relationship who think it will be better tomorrow!"

This sarcastic and mock polite statement employs insincere politeness to compare Brexit supporters to individuals in abusive relationships, suggesting their delusion and misplaced hope by highlighting **look like they're lying and act like people in an abusive relationship who think it will be better tomorrow!**

Example 7

"As a German, I find this very amusing to watch."

This sarcastic and mock polite utterance employs insincere politeness to express amusement from the perspective of a German observer by highlighting **I find this very amusing to watch.**

Example 8

"Let's not understate the benefits of Brexit: blue passports and more opportunities for the British at airports and ports to show how good they are at queuing."

This sarcastic and mock polite statement employs insincere politeness to ironically highlight trivial or insignificant benefits of Brexit by highlighting **blue passports and more opportunities for the British at airports and ports to show how good they are at queuing**

Example 9

"She really said with a whole chest 'I'm so happy I lied to people about Brexit, and I'm still happy about it.'"

This sarcastic and mock polite utterance employs insincere politeness to express disbelief or ridicule towards an individual who admitted to lying about Brexit by highlighting **She really said with a whole chest 'I'm so happy I lied to people about Brexit, and I'm still happy about it.**

Example 10

"Well, they believed Johnson, that paragon of honesty and truth 🙄🙄🙄"

This sarcastic and mock polite statement employs insincere politeness to sarcastically refer to Boris Johnson as a paragon of honesty and truth, indicating disbelief or ridicule by highlighting **paragon of honesty and truth 🙄🙄🙄**

Example 11

"I find it amusing that the UK thinks that the EU would welcome them back with open arms..."

This sarcastic and mock polite utterance employs insincere politeness to express amusement and skepticism regarding the UK's expectations of

rejoining the EU by highlighting **I find it amusing that the UK thinks that the EU would welcome them back with open arms.**

Example 12

"I hope future generations see Andrea Leadsom in this video. Her explanation of her support for Brexit reminds me of Neville Chamberlain waving a piece of paper."

This sarcastic and mock polite utterance employs insincere politeness to compare Andrea Leadsom's explanation to Neville Chamberlain's ineffective appeasement strategy, suggesting incompetence or ineffectiveness by highlighting **Her explanation of her support for Brexit reminds me of Neville Chamberlain waving a piece of paper.**

Example 13

"...what planet is he on?"

This sarcastic and mock polite statement employs insincere politeness to express disbelief or ridicule towards an individual's perspective or understanding by highlighting **what planet is he on?**

Example 14

"Who would've thought leaving the biggest trading block would be bad? Our biggest single trading partner. Our nearest neighbours."

This sarcastic and mock polite utterance employs insincere politeness to express disbelief or ridicule towards those who failed to anticipate the negative consequences of leaving the EU by highlighting **Our biggest single trading partner. Our nearest neighbours**

Example 15

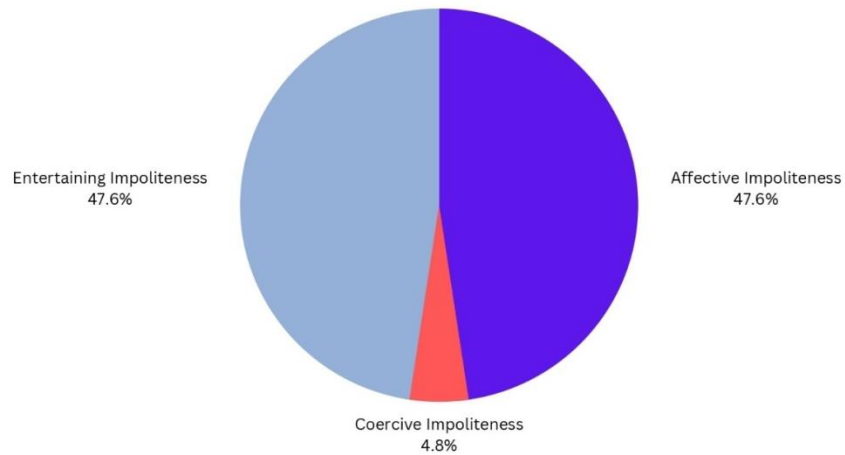
"What? Losing your biggest trading partner was a bad idea? Who would've thought 😏"

This sarcastic and mock polite utterance employs insincere politeness to express disbelief or ridicule towards the notion that losing the UK's biggest trading partner (referring to the EU) could be seen as anything other than a bad idea by highlighting **Losing your biggest trading partner was a bad idea? Who would've thought**

2. Functions of Impoliteness Found in YouTube Commentary Column

Impoliteness has a common function that contradicts some identities, social norms, and ideologies. There have been a few people identify the function of impoliteness and one of them is Jonathan Culpeper. According to Culpeper (2005), impoliteness has three functions, such as affective impoliteness, coercive impoliteness, and entertaining impoliteness. In this paper, the researcher found all of the functions. The researcher found 20 affective impoliteness, 2 coercive impoliteness, and 20 entertaining impoliteness, more details below:

Figure 2: Functions of Impoliteness



a. Affective Impoliteness

Affective Impoliteness is a function that targeted the display of intensely increase emotions, such as anger, which implies that the target is responsible for negative emotions, Culpeper (2011). In this paper the researcher found 20 comments that indicate affective impoliteness

Example 1

"...no thought put into it, no reasons given, just a decision made on a whim."

This sentence can be categorised as affective impoliteness because the commenter express his anger and frustration toward the Brexiters to make a decision without any consideration.

Example 2

"Honestly, the woman with the dog's response has become the standard of many modern conservatives... No sense of broader country or community, simply, me and my family are fine, and that's all I really care about at the end."

This sentence can be categorised as affective impoliteness because the commenter was mad of the woman for only thinking about herself and her family. She did not care other people who suffered from Brexit.

Example 3

"...but we don't want you back in the EU..."

This sentence can be categorised as affective impoliteness because the commenter had done with the Brexiters. The Brexiters chose the wrong decision and expected to be back to the EU but the commenter as a citizen of EU country, did not want to accept the UK again.

Example 4

"I feel sorry for the youth in Britain. They've lost numerous opportunities that other countries in the EU have."

This comment can be categorised as affective impoliteness because the commenter was mad of the Brexiters for choosing Brexit and ruining Britain's youth's future

Example 5

"I felt devastated by the result in 2016, and everything since has reinforced every single misgiving I had then..."

This comment can be categorised as affective impoliteness because the commenter was mad of the Brexit.

Example 6

"How shameful and disgusting it is to see people celebrating..."

This comment can be categorised as affective impoliteness because the commenter was so angry to Brexiters for celebrating their fault's decision to leave the EU.

Example 7

"...Almost everybody here that I talked to about Brexit thought that it was financial and business suicide for the British..."

This comment can be categorised as affective impoliteness because the commenter was angry of the Brexiters for ruining the whole country.

Example 8

"...I was horrified at Britain's decision to leave the EU..."

This comment can be categorised as affective impoliteness because the commenter was angry at the result of the Brexit.

Example 9

"This is what happens when you make the public vote on a decision that takes economists and policy analysts years to understand the consequences of."

This comment can be categorised as affective impoliteness because the commenter was mad at the Britain's citizens for voting Brexit without knowing the proper knowledge of the Brexit.

Example 10

"...and hopefully people will go to jail."

This comment can be categorised as affective impoliteness because the commenter was angry to the Brexiters and wish the those people go to jail.

Example 11

"As a remain voter, I think being a part of the EU is a damn sight safer and more beneficial than being apart from it..."

This comment can be categorised as affective impoliteness because the commenter as the remain voter was angry at the Brexiters for choosing to leave the EU.

Example 12

"...but obviously Farage, Johnson, and the other charlatans didn't have a clue."

This comment can be categorised as affective impoliteness because the commenter was mad at the Farage, Johnson and other charlatans for deciding Brexit, which they did not have enough knowledge about the UK's future.

Example 13

"People need to be educated, not just drive decisions based on pride and ego."

This comment can be categorised as affective impoliteness because the commenter was mad at the Brexiters for deciding to leave the EU just because of their own self-pride.

Example 14

"...I know everyone in my year at school was wanting to stay. Definitely the youth getting mugged by the elderly..."

This comment can be categorised as affective impoliteness because the commenter was angry at the Brexiters, at that time, the commenter still a minor so he can not vote to remain be a part of the EU.

Example 15

"It's almost as if Boris was lying, and the experts knew what they were talking about."

This comment can be categorised as affective impoliteness because the commenter was angry at how Boris lying to the Britain about the benefits of the Brexit.

Example 16

"That is what happens when your vote is based on emotion rather than reality."

This comment can be categorised as affective impoliteness because the commenter was angry at how Brexiters voted Brexit only based on their ego.

Example 17

"...there's Brexit logic for you. Meanwhile, the country crumbles, and anyone who traded anywhere further afield than a miserable beach in Sunderland has seen their businesses adversely impacted. ☹️"

This comment can be categorised as affective impoliteness because the commenter was angry at how irresponsible the Brexiters of their weong decision.

Example 18

"Leadsom being made a Dame after what she and her party have done to the country is utterly disgraceful."

This comment can be categorised as affective impoliteness because the commenter was angry at the Dame and her party for ruining the whole country.

Example 19

"...Too complex for the public to understand the implications, especially when the vote was overwhelmingly based on emotion and not what was right for the country."

This comment can be categorised as affective impoliteness because the commenter thought the Brexiters choose to leave the EU recklessly. They only think about their ego and emotion.

Example 20

"...it was backed by the big wigs so they wouldn't have to deal with the EU financially..."

This comment can be categorised as affective impoliteness because the commenter was angry at how Brexiters have their biggest backing.

b. Coercive Impoliteness

This function seeks a value reorganisations between the producer and the target. The producer receives additional benefits of their intention, Culpeper (2011). In this paper, the researcher found 2 comments that indicated Coercive Impoliteness.

Example 1

"When the remain lost the vote, I desperately hoped that fears around Brexit would be proven wrong..."

The comment "When the remain lost the vote, I desperately hoped that fears around Brexit would be proven wrong..." can be categorized as coercive impoliteness. The commenter expresses their disappointment or frustration with the outcome of the Brexit vote, suggesting that they had hoped the negative consequences predicted by the "Remain" side would be proven wrong. The intention is to coerce or pressure the Brexiters to acknowledge the negative outcomes and take responsibility for their decision.

Example 2

"Three years after Brexit, the British are still waiting for the benefits..."

The comment "Three years after Brexit, the British are still waiting for the benefits..." can be categorized as coercive impoliteness. The commenter highlights the delayed or unfulfilled promises of Brexit, suggesting that the British people are still waiting for the benefits that were claimed to result from leaving the EU. The intention is to coerce or pressure the government or Brexit supporters to address the lack of tangible benefits and fulfill their promises.

c. Entertaining Impoliteness

Entertaining Impoliteness occurs when the speaker makes fun of other person and exploits the target's emotions for amusement, Culpeper

(2011). In this paper, the researcher found 20 comments that indicated Entertaining Impoliteness.

Example 1

"...you can only laugh at the idiots who persuaded their citizens to commit financial and business suicide."

The comment "...you can only laugh at the idiots who persuaded their citizens to commit financial and business suicide" can be categorized as entertaining impoliteness. The commenter uses sarcasm and humor to mock the citizens who supported Brexit, referring to them as "idiots" and suggesting that their decision was foolish and harmful. The intention is to entertain or amuse the audience while expressing criticism or disagreement with the Brexit supporters.

Example 2

"I think it's funny that the UK thought they could keep all the benefits of the EU..."

The comment "I think it's funny that the UK thought they could keep all the benefits of the EU..." can be categorized as entertaining impoliteness. The commenter finds amusement or irony in the UK's belief that they could retain the benefits of EU membership after leaving. The comment uses humor to highlight what the commenter perceives as unrealistic expectations or misplaced optimism on the part of the UK.

Example 3

"...since Brexit, everything works better in the European Union and even the extreme right parties no longer talk about leaving. Farage, Johnson, and others have done the European Union a great favor."

The comment "...since Brexit, everything works better in the European Union and even the extreme right parties no longer talk about leaving. Farage, Johnson, and others have done the European Union a great favor" can be categorized as entertaining impoliteness. The commenter sarcastically suggests that Brexit has improved the functioning of the European Union and that even extreme right parties have changed their stance on leaving. The intention is to entertain or amuse the audience while mocking the perceived positive outcomes of Brexit.

Example 4

"It's like when you leave your partner thinking you can do better only to realize you were wrong, but now you are too embarrassed to beg them to take you back, so you can start pretending it's all good."

The comment "It's like when you leave your partner thinking you can do better only to realize you were wrong, but now you are too embarrassed to beg them to take you back, so you can start pretending it's all good" can be categorized as entertaining impoliteness. The commenter uses a metaphorical comparison to a failed romantic relationship to ridicule the Brexiters. The intention is to entertain or amuse the audience while

portraying the Brexiters as having made a regrettable decision and being unable to admit their mistake.

Example 5

"I like how the Brexiters describe it as 'the best decision we ever made' but still aren't able to describe a single tangible benefit from leaving the EU."

The comment "I like how the Brexiters describe it as 'the best decision we ever made' but still aren't able to describe a single tangible benefit from leaving the EU" can be categorized as entertaining impoliteness. The commenter sarcastically points out the contradiction between the Brexiters' claim that leaving the EU was the best decision and their inability to provide concrete benefits resulting from Brexit. The intention is to entertain or amuse the audience while highlighting what the commenter perceives as a lack of evidence or justification for the Brexiters' stance.

Example 6

"...it's been a shitstorm, but I still think it was a good idea because I have no brain and admitting that I was wrong hurts me more than my worsening economic situation."

The comment "...it's been a shitstorm, but I still think it was a good idea because I have no brain and admitting that I was wrong hurts me more than my worsening economic situation" can be categorized as entertaining

impoliteness. The commenter uses self-deprecating humor and sarcasm to mock their own support for Brexit. The intention is to entertain or amuse the audience while expressing criticism of their own decision and acknowledging the negative consequences.

Example 7

"...And you know when things are going to go bad when the Crème de la Crème starts to leave. It is an indicator that works everywhere."

The comment "...And you know when things are going to go bad when the Crème de la Crème starts to leave. It is an indicator that works everywhere" can be categorized as entertaining impoliteness. The commenter sarcastically suggests that the departure of influential or successful individuals is a sign of negative outcomes, using the phrase "Crème de la Crème" to add a touch of irony. The intention is to entertain or amuse the audience while ridiculing the consequences of Brexit.

Example 8

"...Today's example is Liz Truss's delusional account of her downfall."

The comment "...Today's example is Liz Truss's delusional account of her downfall" can be categorized as entertaining impoliteness. The commenter uses sarcasm and humor to mock Liz Truss's explanation of her support for Brexit, suggesting that it is delusional or misguided. The intention is to entertain or amuse the audience by highlighting what the commenter perceives as a lack of credibility or rationality in Truss's account.

Example 9

"...these people are adults, right?"

The comment "...these people are adults, right?" can be categorized as entertaining impoliteness. The commenter uses sarcasm to question the maturity or intelligence of the Brexiters, implying that their views or actions are foolish or misguided. The intention is to entertain or amuse the audience while expressing a dismissive attitude towards the Brexiters.

Example 10

"...they look like they're lying and act like people in an abusive relationship who think it will be better tomorrow!"

The comment "...they look like they're lying and act like people in an abusive relationship who think it will be better tomorrow!" can be categorized as entertaining impoliteness. The commenter uses sarcasm and humor to ridicule the interviewees and Brexiters for their perceived deception or denial. The intention is to entertain or amuse the audience while expressing criticism or disagreement with their perspectives.

Example 11

"As a German, I find this very amusing to watch."

The comment "As a German, I find this very amusing to watch" can be categorized as entertaining impoliteness. The commenter, as a citizen of Germany, expresses amusement or enjoyment in observing the Brexit

situation. The intention is to entertain or amuse the audience while indirectly mocking or ridiculing the Brexiters for their decision to leave the EU.

Example 12

"Let's not understate the benefits of Brexit: blue passports and more opportunities for the British at airports and ports to show how good they are at queuing."

The comment "Let's not understate the benefits of Brexit: blue passports and more opportunities for the British at airports and ports to show how good they are at queuing" can be categorized as entertaining impoliteness. The commenter uses sarcasm and humor to downplay the perceived benefits of Brexit, suggesting that the advantages are trivial or insignificant. The intention is to entertain or amuse the audience while expressing a dismissive attitude towards the Brexiters' claims.

Example 13

"She really said with a whole chest 'I'm so happy I lied to people about Brexit, and I'm still happy about it.'"

The comment "She really said with a whole chest 'I'm so happy I lied to people about Brexit, and I'm still happy about it'" can be categorized as entertaining impoliteness. The commenter uses sarcasm and humor to mock the interviewee, who expresses happiness about deceiving others regarding Brexit. The intention is to entertain or amuse the audience while

highlighting what the commenter perceives as the absurdity or unethical nature of the interviewee's statement.

Example 14

"Well, they believed Johnson, that paragon of honesty and truth

🙄🙄🙄"

The comment "Well, they believed Johnson, that paragon of honesty and truth 🙄🙄🙄" can be categorized as entertaining impoliteness. The commenter uses sarcasm and humor to mock Boris Johnson, portraying him sarcastically as a model of honesty and truthfulness. The intention is to entertain or amuse the audience while expressing a critical or skeptical view of Johnson and the Brexiters who believed him.

Example 15

"I find it amusing that the UK thinks that the EU would welcome them back with open arms..."

The comment "I find it amusing that the UK thinks that the EU would welcome them back with open arms..." can be categorized as entertaining impoliteness. The commenter expresses a sense of amusement or irony regarding the UK's belief that the EU would be eager to welcome them back after Brexit. The comment uses sarcasm and humor to mock the UK's perspective, suggesting that it is unrealistic or misguided. The intention is to entertain or amuse the audience by pointing out what the commenter

perceives as a humorous contradiction. However, it is important to note that this comment can also be seen as dismissive or condescending toward the UK's position, and it may contribute to further polarization or disagreement in the discussion.

Example 16

"I hope future generations see Andrea Leadsom in this video. Her explanation of her support for Brexit reminds me of Neville Chamberlain waving a piece of paper."

The comment "I hope future generations see Andrea Leadsom in this video. Her explanation of her support for Brexit reminds me of Neville Chamberlain waving a piece of paper" can be categorized as entertaining impoliteness. The commenter makes a comparison between Andrea Leadsom's explanation of her support for Brexit and Neville Chamberlain's infamous appeasement policy. The intention is to mock or ridicule Leadsom's position and draw a parallel between her perceived incompetence or misguided reasoning and Chamberlain's actions prior to World War II. The comment employs sarcasm and humor to entertain the audience while expressing criticism or disagreement. However, it is important to consider the potential impact of such comparisons and whether they contribute constructively to the discussion.

Example 17

"...what planet is he on?"

The comment "...what planet is he on?" can be categorized as entertaining impoliteness. The commenter uses sarcasm and irony to mock the interviewees and Brexiters, suggesting that their perspectives or decisions are so out of touch with reality that they must be from another planet. The intention is to entertain or amuse the audience by highlighting what the commenter perceives as absurdity or disconnect. However, it is important to recognize that this type of comment can be dismissive or derogatory, potentially undermining constructive dialogue or understanding between different viewpoints.

Example 18

"Who would've thought leaving the biggest trading block would be bad? Our biggest single trading partner. Our nearest neighbours."

The comment "Who would've thought leaving the biggest trading block would be bad? Our biggest single trading partner. Our nearest neighbors" can be categorized as entertaining impoliteness. The commenter sarcastically expresses surprise or disbelief at the idea that leaving the EU, the largest trading block, could have negative consequences. By emphasizing the importance of the EU as the UK's biggest trading partner and closest neighbors, the commenter aims to entertain or amuse the audience while indirectly criticizing the decision to leave. However, it is important to consider that such comments may contribute to polarization or further disagreement in the discussion.

Example 19

"What? Losing your biggest trading partner was a bad idea? Who would've thought 😏"

The comment "What? Losing your biggest trading partner was a bad idea? Who would've thought 😏" can be categorized as entertaining impoliteness. The commenter employs sarcasm and humor to mock the British people for the perceived negative consequences of losing their biggest trading partner due to Brexit. The use of the laughing emoji indicates the intention to entertain or amuse the audience by making light of the situation. However, it is important to note that while this comment may be seen as humorous by some, it can also be interpreted as disrespectful or insensitive by those who are directly affected by the economic implications of Brexit.

Example 20

"If you are reading this, know that you are worthy of anything you desire... the only thing is to know where to invest."

The comment "If you are reading this, know that you are worthy of anything you desire... the only thing is to know where to invest" can also be categorized as entertaining impoliteness. The commenter appears to offer a positive and supportive message, suggesting that the reader is capable of achieving their desires. However, the underlying intention of the comment is to mock or make fun of the other commenters for engaging

in irrelevant or nonsensical discussions. By emphasizing the need to know where to invest, the commenter implies that the other commenters are wasting their time or lacking direction. This type of entertaining impoliteness uses irony and subtle mockery to entertain the audience, while indirectly criticizing the behavior of others.

B. Discussion

Based on the findings, it is revealed that out of the 42 comments analyzed, several impoliteness strategies were identified. Sarcasm and mock politeness were the most prevalent, followed by positive impoliteness and negative impoliteness. However, withhold impoliteness was not observed in the comments.

The predominance of sarcasm and mock politeness in the comments can be attributed to the nature of the paper, where the comments aimed to mock the interviewees and Brexit supporters. This finding contrasts with previous studies conducted by Akmal (2021) and Harahap (2021), where positive impoliteness was found to be the dominant strategy in their respective research on Instagram comments. On the other hand, Andela (2019) identified bald on-record impoliteness as the most frequently used strategy in online media attacks. These variations in findings highlight the influence of the object and subject of the research on the types of impoliteness strategies observed.

The absence of withhold impoliteness in the comments can be attributed to the nature of the platform (YouTube) and the lack of situations where expressing gratitude or thanks is necessary. This aligns with the findings of previous studies

by Harahap (2021), Andela (2019), Zhong (2018), and Shinta, Hamzah, and Wahyuni (2018), which also did not find withhold impoliteness in their analyses of Instagram, online news comments, Sina Weibo, and Facebook comments, respectively. Rheem and Ahmed (2022) were an exception, as they found withhold impoliteness in their analysis of Joe Biden's speech, which involved direct communication.

Regarding the functions of impoliteness, affective impoliteness and entertaining impoliteness were the most prevalent in the comments analyzed. Affective impoliteness reflects commenters expressing anger towards the interviewees and Brexit supporters, while entertaining impoliteness indicates an intention to mock and make fun of these individuals for their decisions. This finding aligns with the research conducted by Harahap (2021), Akmal (2021), and Andela (2019), where affective impoliteness was found to be the dominant function in Instagram and online news comments.

On the other hand, coercive impoliteness was the least prevalent function in the analyzed comments. This suggests that commenters did not aim to challenge or align the values of Brexit in their comments. Similar findings were observed by Harahap (2021) and Akmal (2021), who also reported a low occurrence of coercive impoliteness in their research on Instagram comments.

Overall, the findings highlight the prevalence of sarcasm and mock politeness as impoliteness strategies in the analyzed YouTube comments. Affective impoliteness and entertaining impoliteness were the most common

functions observed, while withhold impoliteness and coercive impoliteness were less prevalent. These results underscore the importance of considering the context, platform, and subject matter when studying impoliteness strategies, as they can significantly influence the types and functions observed in communication.

CHAPTER V

CONCLUSION

In this chapter, the researcher presented the conclusion and offered suggestions for future research based on the findings. The conclusion encompasses the key findings and insights gathered from the research, while the suggestions put forth new avenues for further investigation that remain pertinent to this study.

A. Conclusion

The conclusion of the study highlights the main findings regarding the impoliteness strategies used in the YouTube comments analyzed. The study identified four types of impoliteness strategies: Bald on Record Impoliteness, Positive Impoliteness, Negative Impoliteness, and Sarcasm and Mock Politeness. These types encompassed various communication approaches and behaviors, such as direct criticism, exclusion, disassociation, disinterest, and the use of taboo words or insults. The functions of impoliteness identified in the study were Affective Impoliteness, Coercive Impoliteness, and Entertaining Impoliteness.

The findings demonstrate the diversity of linguistic devices and behaviors employed by commenters to express their dissatisfaction, criticism, and mockery regarding Brexit. The identification and classification of these impoliteness strategies contribute to our understanding of communication patterns and dynamics in online discussions on controversial topics.

The study's findings have implications for future research in impoliteness analysis, providing insights into the range of strategies used in online discourse. This opens up avenues for further investigation into the role of impoliteness in shaping public opinion and political discussions, particularly in the context of Brexit.

In conclusion, this study enhances our understanding of impoliteness strategies used in online discussions about Brexit, contributing to the broader field of impoliteness analysis and providing valuable insights for future research. It emphasizes the importance of considering linguistic devices and functions employed in online discourse, shedding light on communication patterns and dynamics surrounding contentious topics like Brexit.

B. Suggestion

After completing this study, it is notable that withhold impoliteness was not observed in the analyzed comments, and the presence of coercive impoliteness was limited to only two comments. Based on these findings, several suggestions can be made for future research.

Firstly, researchers may consider using a different object and subject to explore impoliteness strategies. The current study focused on YouTube comments related to Brexit, but expanding the research to different topics or contexts could provide a broader understanding of impoliteness strategies employed in various online discussions. Additionally, researchers could consider utilizing different media platforms to examine impoliteness strategies. This would help capture the

nuances and tendencies specific to each platform, as different platforms may have distinct communication norms and expectations.

Furthermore, incorporating live conversations or direct communication in future studies could provide valuable insights into impoliteness strategies in real-time interactions. This would allow researchers to observe impoliteness as it unfolds and explore the dynamic nature of impolite behaviors. To enrich the data, researchers can also explore alternative theories or frameworks related to impoliteness. This could offer different perspectives and shed new light on the motivations and effects of impolite language in communication.

Lastly, it is advisable not to limit the data too much, as having a larger dataset enables more comprehensive analysis and allows for a better understanding of impoliteness strategies in diverse contexts. Researchers can consider collecting a wider range of comments or incorporating multiple sources of data to increase the richness and diversity of the findings. By implementing these suggestions, future research can further contribute to the field of impoliteness analysis, providing a more comprehensive understanding of impoliteness strategies and their implications in various communication contexts.

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CURRICULUM VITAE



Maulida Pratiwi was born in Gresik on July, 15th 1998. She graduated from SMA Muhammadiyah 1 Gresik in 2016. She began her higher education just right after she graduated from Senior High School, which in 2016 at the Department of English Literature of UIN Maulana Malik Ibrahim Malang. Finally, in 2023, she obtained her Bachelor's Degree with this thesis