IMPOLITENESS STRATEGIES USED BY NETIZENS IN THE POLITICAL CONTEXT ON JOE BIDEN'S SOCIAL MEDIA

THESIS

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UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM

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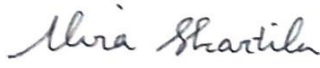NIM 18320148

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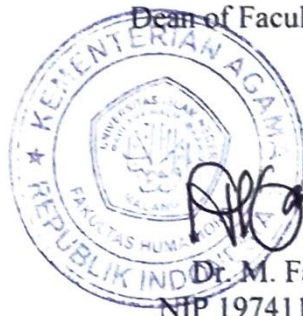Head of Department of English Literature,

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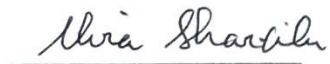
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MOTTO

"Language is power... and impoliteness is its sharpest blade."

- Michel Foucault

DEDICATION

This thesis is proudly present to:

My husband, for always being by my side, patient and sincere in accompanying and supporting all my activities.

My parents, my father who has passed away and my mother, who I love so much, thank you for always giving prayers, sincerity, priceless sacrifices, and support for me.

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This thesis is intended to fulfillment the requirements in completing *Sarjana Sastra (S.S)* at department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, and as a manifestation and participation of the researcher in developing and actualizing the knowledge that has obtained while in college.

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I realize this thesis may has drawbacks and far for the perfection. For this reason, through this preface, I am highly interested in receiving constructive criticism and suggestions so that I could be gradually develop. At last, I genuinely hope and expect for this thesis to provide beneficial information and contributions for the next generations in general.

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ABSTRACT

This study investigates how impoliteness strategies manifest in netizens' comments within political discourse on Joe Biden's social media accounts, specifically Instagram and X (formerly Twitter). The research is grounded on Culpeper's (2011) impoliteness theory, which identifies several face-threatening strategies such as bald-on-record, positive impoliteness, negative impoliteness, and sarcasm or mock impoliteness. Employing **a** descriptive qualitative design, this study aims to analyze how political polarization influences online communicative behavior. The research instrument is the researcher herself, who plays a central role in data selection, interpretation, and categorization. Data were collected from the comment sections of Biden's posts related to Donald Trump during June to July 2024, with a focus on posts that generated high engagement. A total of 27 instances of impolite comments were analyzed. These data consist of words, phrases, clauses, and sentences categorized according to Culpeper's strategies. The data analysis involved identifying types of impoliteness, classifying them based on theoretical criteria, and interpreting their pragmatic and ideological implications. The findings show that bald-on-record impoliteness was the most frequent, followed by sarcasm, negative impoliteness, and positive impoliteness. The study concludes that digital political discourse often reflects heightened aggression due to ideological conflict and the affordances of anonymity in online platforms. This research contributes to the understanding of digital communication ethics and the dynamics of language aggression in polarized sociopolitical contexts.

ABSTRAK

Muawanah, Siti (2025) *Strategi Ketidaksopanan yang Digunakan Netizen dalam Konteks Politik di Media Sosial Joe Biden*. Skripsi. Program Studi Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Dosem pembimbing, Mira Shartika, MA.

Kata Kunci : *Ketidaksantunan, Media Sosial, Netizen, Instagram, X, Kolom Komenta*r

Penelitian ini mengkaji bagaimana strategi ketidaksantunan muncul dalam komentar netizen pada wacana politik di akun media sosial Joe Biden, khususnya Instagram dan X (sebelumnya Twitter). Penelitian ini mengacu pada teori ketidaksantunan dari Culpeper (2011), yang mencakup strategi ancaman muka seperti bald-on-record, ketidaksantunan positif, ketidaksantunan negatif, serta sarkasme atau ketidaksantunan pura-pura. Dengan menggunakan desain kualitatif deskriptif, penelitian ini bertujuan untuk menganalisis bagaimana polarisasi politik memengaruhi perilaku komunikasi daring. Instrumen penelitian adalah peneliti sendiri, yang berperan dalam pemilihan, interpretasi, dan kategorisasi data. Data dikumpulkan dari kolom komentar pada unggahan Biden yang berkaitan dengan Donald Trump selama Juni hingga Juli 2024, dengan fokus pada unggahan yang memiliki interaksi tinggi. Sebanyak 27 data komentar tidak santun dianalisis. Data tersebut berupa kata, frasa, klausa, dan kalimat yang diklasifikasikan berdasarkan strategi Culpeper. Analisis data dilakukan dengan mengidentifikasi jenis ketidaksantunan, mengklasifikasikannya berdasarkan teori, serta menginterpretasikan implikasi pragmatis dan ideologisnya. Hasil temuan menunjukkan bahwa ketidaksantunan bald-on-record merupakan yang paling dominan, diikuti oleh sarkasme, ketidaksantunan negatif, dan ketidaksantunan positif. Studi ini menyimpulkan bahwa wacana politik digital seringkali mencerminkan agresivitas tinggi akibat konflik ideologis dan adanya anonimitas yang difasilitasi oleh media daring. Penelitian ini berkontribusi dalam pemahaman tentang etika komunikasi digital dan dinamika agresi bahasa dalam konteks politik yang terpolarisasi.

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الملخص

معاونة، ستي (2025). رسالة البكالوريوس. قسم الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية بمالانج. المشرفة: ميرا شارتيكا، ماجستير.

الكلمات المفتاحية:
عدم اللياقة، وسائل التواصل الاجتماعي، مستخدمو الإنترنت، إنستغرام، إكس (تويتر)، قسم التعليقات

تتناول هذه الدراسة كيفية تجلي استراتيجيات عدم اللياقة في تعليقات مستخدمي الإنترنت في الخطاب السياسي على حسابات تويتر سابقًا). تستند الدراسة إلى نظرية عدم اللياقة (X وسائل التواصل الاجتماعي الخاصة بجو بايدن، ولا سيما على إنستغرام و وعدم (bald-on-record) لجوناثان كولبير (2011)، والتي تشمل استراتيجيات تهديد الصورة مثل: عدم اللياقة المباشرة اللياقة الإيجابية، وعدم اللياقة السلبية، والسخرية أو عدم اللياقة الزائفة. اعتمدت الدراسة على **تصميم نوعي وصفي**، وهدفت إلى تحليل تأثير الاستقطاب السياسي على سلوك التواصل الإلكتروني. أداة البحث هي **الباحثة نفسها**، حيث لعبت دورًا أساسيًا في اختيار البيانات وتفسيرها وتصنيفها. تم جمع **البيانات** من قسم التعليقات في منشورات بايدن المتعلقة بدونالد ترامب خلال **يونيو ويوليو 2024**،مع التركيز على المنشورات التي حظيت بتفاعل كبير. تم تحليل 27 تعليقًا غير مهذب، تتألف من كلمات وعبارات وجمل، وصُنفت حسب استراتيجيات كولبير. شمل **تحليل البيانات** التعرف على أنواع عدم اللياقة، وتصنيفها نظريًا، كان الأكثر شيوعًا، يليه (bald-on-record) وتفسير آثارها التداولية والأيديولوجية. أظهرت النتائج أن **عدم اللياقة المباشرة** السخرية، وعدم اللياقة السلبية، وعدم اللياقة الإيجابية. وخلصت الدراسة إلى أن الخطاب السياسي الرقمي يعكس غالبًا عدوانية مرتفعة بسبب النزاع الأيديولوجي وإمكانية إخفاء الهوية التي توفرها المنصات الإلكترونية. تسهم هذه الدراسة في فهم أخلاقيات التواصل الرقمي وديناميكيات العنف اللفظي في سياقات سياسية متوترة.

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CHAPTER I

INTRODUCTION

In this chapter, the researcher describes the background of the study, research question, significance of the study, scope and limitation, and definition the key terms.

A. Background of the Study

The advancement of technology in this modern era facilitates various human activities. Particularly, the presence of social media has bridged and facilitated communication. Social media has transformed the way people communicate; through it, individuals can quickly access news, share experiences, promote businesses, obtain information, and express opinions. Moreover, social media has democratized communication by breaking down geographical and socio-economic barriers, allowing people from diverse backgrounds to connect and engage in meaningful dialogues. Platforms such as Facebook, Twitter, and Instagram facilitate real-time interactions, fostering global communities where ideas and cultures are exchanged effortlessly. Research indicates that these digital spaces enhance civic participation, as users can advocate for social causes, mobilize support, and hold institutions accountable (Smith & Anderson, 2021). This accessibility highlights social media's pivotal role in modern society as both a tool for empowerment and a catalyst for change. Social media offers several types of applications that serve as communication tools, such as Telegram, Facebook (FB),

WhatsApp, X (Twitter), Line, Instagram, and other platforms. Through these platforms, people can communicate with each other anytime and anywhere.

In this study, the researcher chose Instagram and X (Twitter) as a research object. Instagram is a social media created by Kevin Systrom and Mike Krieger, launched in October 2010. In this social media the users can share their photo or video, repost from other people's uploads, direct message and give feedback in the commentary column. Besides sending a message, this is a way to interact with other Instagram users. Instagram not only used to share a personal moment but also used to share various information from certain institutions, including politics. Little bit different with Instagram, X (Twitter) is social media that the users allow to send, receive, and read text based on messages also known as tweets. In this platform people like to share anything around them or give some perception about something news and sometimes their followers will give some comments on that tweet. Both of them have positive impact but those also have negative impact for people who use it. For example the negative impacts are people using Instagram or X to undermine their political opponents by shared hoaxes , spreading hate speech, and etc.

However, the misuse of social media platforms like Instagram and X (formerly Twitter) has raised significant concerns regarding their role in amplifying misinformation and societal division. Studies have found that the rapid spread of hoaxes and hate speech on these platforms can fuel political polarization, incite violence, and erode public trust in democratic institutions (Allcott & Gentzkow, 2017). The algorithmic design of social media, which

prioritizes engagement over accuracy, often exacerbates these issues by promoting sensational or divisive content (Tufekci, 2018). Consequently, while social media enhances connectivity, its unregulated use poses serious risks to social cohesion and informed public discourse.

Additionally, by the ease and the freedom of communication and expressing opinions on social media, impoliteness strategies also become common on social media. This phenomenon also occurred between Joe Biden versus Donald Trump. Reported from Biden's Instagram account, he continuously attacks Trump through his posts. This can be considered as a unique phenomena because Trump actually no longer serves as American President. The position of President has been occupied by Biden. However, Biden still talks about Trump in his post. This phenomenon occurs because there is a possibility for Trump to serve as American President for the second time, but Biden disagrees with this. This phenomenon is not the first in this world. Along with the advancement of technology political issues are widely spread on social media. This phenomenon can be categorized as an act of impoliteness. A study of impoliteness in social media contexts during the mediates interview, highlighting how face attacks on political figures are produced and circulated using various linguistic resources. Impoliteness in social media occurs in freedom of speech about "...disaffiliation, debate, disagreement, conflict, mocking, impoliteness, and often cyber-hate and abuse against lay participants, but also targeting public political figures" (Vladimirou and House, 2018, p.2).

According to Culpeper's (2005) in Vladimirou and House,(2018), "Impoliteness comes about when the speaker communicates face-attack intentionally or the hearer perceives and/ or constructs behavior as intentionally face-attacking or a combination both". In this study, the researcher analyzes impoliteness in globalized social media contexts through tweets and captions on instagram on highlighting how face attacks on political figures are produced and circulated using various linguistic resources. Research on YouTube-based ideological discussions found that impoliteness serves to consolidate and homogenize views among like-minded individuals, contributing to social identification within groups (Anderson, (2021). In this era, people use social media to express their ideas and opinions. But sometimes their expression on social media causes some pro-contra and impoliteness which influence others. An analysis of Twitter interactions revealed that impoliteness is often used strategically to communicate disagreements and discredit ideological opponents, linking it to group identity and ideological positions (Upadhyay, 2010). In this study, the researcher also analyzed the impoliteness tweets as an effect of political context in Joe Biden's post on Instagram.

Ease of access on social media produces some reactions from the netizens, especially on public figures posts. It causes impoliteness on their posts. A study on impoliteness in the context of the Greek economic crisis explored language aggression in social media comments on parliamentary discourse, showing how impoliteness and abusive language reflect political and ideological polarizations Georgalidou, Frantzi, and Giakoumakis, (2020). This study will analyze the

reaction of netizens toward Joe Biden's posts on Instagram and X (tweet) which bring about an impolite reaction to Trump.

In this section the researcher elaborates several previous studies in evidence related to previous studies about impoliteness analysis. The researcher also explains about the differences and the similarities between the previous studies with this research. First, the research by Ibrahim (2020) explains about impolite expression used by Twitter users, and the effect of the variables such as age and sex of the use of impoliteness related to political issues. This research also shows that such variables explain how different strategies of impoliteness are used by male and females in tweets. The researcher used the theory by Culpeper (1996). The findings of the research are the use of impoliteness expressions in political posts in twitter that are classified by age, according to the age, the middle age (23-35) users as the highest percentage. In addition, male users recorded the highest percentage of using impoliteness expressions from different impoliteness strategies. Additionally, Negative and Bald on-record are mostly used, while the least use is withholding off-record. While, the old years (55-65) male and female are recorded as the lowest users of impoliteness expression. From the result the research showed the effect of using impoliteness in both variables.

Second, the research from Salimi and Mortazavi (2023) pragmatic study, explains how netizens respond to Elom Musk's controversial tweets. This research used Culpeper's (2011) model, and used qualitative and thematic analysis methods. The research only focuses on 126 that are replies to Elon Musk's controversial tweets. The results of this study show how forms of incivility, and

various friends of the moral order become the basis inherent in online exchanges. In addition, this study also focuses on incivility in the digital era where a number of public figures have caused various reactions from the online community.

Third, the research from Koike et al., (2021) studies how the twitter users express impoliteness toward the Real Academia Espanola (RAE) which is the official institution that regulates Spanish Language. The researcher believes that impoliteness should be seen from the perspectives of the individual reflected by their knowledge and experiences. The researcher collected 56 reactives tweets from different users that obtain the different disagreement opinion. This research uses qualitative methods and combines theories from Bousfield (2008) and Culpeper (1996). Findings from this research shows several similarities among subgroups in politeness norms such as insult, but also shows differences in expectations. The findings of the study revealed a decrease in the amount of time spent working on previous projects, which was primarily used for interpersonal interactions. Our research highlights the need to increase the complexity of interactions in social media and conduct individual and group analysis.

Fourth, the research from Rabab'ah and Alali (2020) studies about types of impolite actions that occur in the comment section of Arabic news websites on Al Jazeera. This research used two different theories such as, first from Neurauter-Kessels' theory (2011) to identify the types of face attacks, second theory from Culpeper's (2011,2016) to identify impoliteness triggers to classified impolite acts. The result from this research is indicate that various distinctive features in Arabic impoliteness discourse, such as colloquial language, proverbs and idioms,

religious expressions, and interjections. The analysis also reveals that anonymity and asynchronicity play an important role in explaining the emergence of impoliteness.

Fifth, the research from Bjorkenfeldt and Gustafsson (2023) studies about online harassment, and interaction between morality, impoliteness, and moral order in online harassment toward Swedish Journalists on Twitter. This research reveals how the lack of politeness functions as a tool to undermine the epistemic credibility of the media, rooted in anti-press rhetoric and populist rhetoric, and exercising harmful informal social control. There are 555 tweets that are investigated in this research. This research used a theory about impoliteness by Culpeper (2005, 2011).

Sixth, the research from Kapoor (2022) about impoliteness strategies used in column comments in two Indian Youtube videos that have differences in controversial level. The researcher chose 199 comments that were written in English. Findings from the research are found that the impoliteness strategies used by participants were influenced by the level of controversy. Additionally, in the comments section, the strategy on record is used to insult, challenge, or make inappropriate statements related to gender, which is a strategy more frequently employed than other controversial topics. This research used a combination of theories from Goffman (1967) and Brown and Levinson (1987).

Seventh, the research from Gao and Liu (2023) investigated the impoliteness strategy used in passenger disputes from short videos and the comments from netizens posted on Douyin. Douyin is a social media platform that is popular in

China. From the videos that go viral on Douyin, the researchers are examining 2181 netizens' comments from two videos. From the comments posted by netizens, the researcher confirms that their research has implications for understanding how society views impoliteness. Additionally, the researcher also suggested ways for the public to reduce and avoid impoliteness on social media. This research uses a combined theory from Bousfield (2008), Dobs and Garces-Conejos Blitvich (2013) and Limberg (2009).

Eighth, the research from Garre-Leon (2025), this research examines the perspective of impoliteness by Spanish Heritage Speakers interactions on social media especially Twitter. In this study, the author uses 28 reactive tweets related to impoliteness strategies as the object. The researcher here uses a quantitative research method evidenced by the presence of 20 evaluators who assess the impoliteness in each tweet using metapragmatic comments to support their evaluations. This research uses a pragmatic approach and employs the theory from Bousfield (2008), adding Koike, Garre-Leon, and Peres-Cejudo (2022) as references in the same study. Findings from this study are analysis of politeness norms in social media interactions must combine public understanding and researchers' conceptualisation to reflect expectations of rudeness at the individual level, potentially influenced by community norms.

Ninth, the research from Anderson (2024), examines the formal, conceptual, and functional characteristics of social media interaction. As a result, it can be said that FTa can be seen as an effective manifestation of social media if it is presented in a way that has the potential to provide users with differences in the

Maya world. This process hinders the work of some groups and the work of others. In order to explain the complexity and intertextual nature of creative reluctance in social media, this study introduces the concept of "e-mpoliteness," which is not limited to the examples presented but also includes numerous examples and references that emphasize the habit of being bold. This research uses Culpeper's theory (2005, 2011) as a reference to complete its study.

Finally, the research conducted by Laili (2019) which analyzes impoliteness strategies in netizen comments about the 2019 presidential election vote counting system (SITUNG) on the official KPU Twitter account. From the results of this research, the researcher assumes that netizens who comment on the KPU's Twitter account are implementing a strategy of language impoliteness because their expectations, desires and beliefs do not match, resulting in an element of intentionality in impolite communication. The similarities between previous research with current research is used by netizens' comments on social media. Therefore, the difference is previous research used twitter and current research used Instagram.

From several previous studies above, the researcher identified some similarities and differences between this study and the previous ones. The similarity of this research with several previous studies is that the theory used is the same as Culpeper's theory (1996), and the objects used are social media such as Instagram and X (Twitter). Whereas the difference is that previous research only used one social media as the object, but in this study, the researcher used two social media. While studies have investigated impoliteness in various social media

contexts, there is a lack of research on impoliteness in the specific context of political discourse on social media platforms, such as Joe Biden's Instagram, which could inform the research gap in the study of Netizens' impoliteness on this platform.

Additionally, this study occupies a distinctive position by not only comparing two major social media platforms Instagram and X (formerly Twitter) but also by extending the scope of investigation to an area that has been largely overlooked in previous research. While most prior studies have primarily focused on analyzing main content elements such as posts or captions, this research specifically examines user comments as a form of audience response. By focusing on comments, the study offers a novel perspective on the dynamics of digital interaction and public perception as reflected in spontaneous user reactions. This approach contributes significantly to a deeper understanding of communicative differences across platforms and enriches the discourse in social media studies.

B. Research Question

Based on the background of study above, the researcher proposes the main core of research question as follows: "How are impoliteness strategies used and manifested in political discussion on social media platforms such as Instagram and X?"

C. Significance of the Study

This research contributes to theoretical knowledge by expanding the understanding of pragmatic approaches and Culpeper's theory in analyzing

linguistic phenomena. Practically, it demonstrates how Culpeper's framework can be systematically applied, providing clear methodological insights for future studies in pragmatics and discourse analysis. The significance of this study lies in its dual role: (1) enriching academic discourse on impoliteness strategies and pragmatic analysis, and (2) serving as a reference for researchers examining similar phenomena in digital or offline communication contexts. By bridging theory and application, this work encourages replicable methodologies and inspires further exploration of Culpeper's model across diverse sociolinguistic settings.

D. Scope and Limitation

Based on the identification, the researcher analyzed a pragmatic approach analysis especially in impoliteness used by netizen in comment columns on Biden's posts about Trump. The Impoliteness theory categorized according to Culpeper's theory. Meanwhile, the research limitations are limited merely on all of Biden's posts about Trump on Instagram and X (Twitter) during June until July 2024. Additionally, in this research only explain about the type of impoliteness without explain about the function of impoliteness.

E. Definition of the Key Terms

In this part the researcher explains the definition of key terms.

1. **Impoliteness:** an example of negative attitude toward specific behavior occurring in a specific context. Essentially, it's the opposite from

politeness displaying a disregard for the sentiment and expectation of others.

2. **Social Media:** platforms that enable to create and share content in social networking.

3. **Netizens**: people who are active in using the internet for socializing.

4. **Instagram**: one of social media services for taking, and sharing photos or videos owned by Meta, and launched in Oktober 2012.

5. **X**: an application that used to be called Twitter, and changed to X in 2023.Almost the same as other applications, but most X users share their stories through posts usually called Tweets and Threads.

6. **Comment Column**: one of the features in social media that allows users to provide feedback, reactions, or opinions on someone's post.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter contains the related research theory that was used by the researcher. The theories referred to include Pragmatic, impoliteness theory, and social media.

A. Pragmatics

Pragmatics is a subfield of linguistics that examines how context influences the interpretation of meaning in communication. Unlike syntax and semantics, which focus on sentence structure and literal meaning, pragmatics explores how speakers use language in social interactions and how listeners infer intended meaning (Yule, 1996).

One of the foundational theories in pragmatics is Speech Act Theory (Austin, 1962; Searle, 1969), which classifies utterances into locutionary, illocutionary, and perlocutionary acts. This theory demonstrates that language is not only about conveying information but also performing actions, such as requesting, promising, or apologizing.

Another key concept is Grice's Cooperative Principle (1975), which suggests that communication relies on implicit norms, such as the maxims of quantity, quality, relation, and manner. When these maxims are flouted, conversational implicatures arise, requiring listeners to interpret deeper meanings (Grice, 1975).

Politeness theory (Brown & Levinson, 1987) further expands pragmatics by analyzing how people use language to maintain social harmony. Strategies such as

indirect requests and hedging reflect cultural and situational norms in communication.

Recent studies in pragmatics explore cross-cultural communication (Kecskes, 2014), emphasizing how cultural backgrounds shape pragmatic competence. Misunderstandings often occur when speakers apply different pragmatic rules, highlighting the importance of context in intercultural interactions.

In conclusion, pragmatics bridges the gap between linguistic form and communicative function, emphasizing the role of context, speaker intention, and cultural norms in shaping meaning. In addition, pragmatics continues to be a vibrant and evolving field, providing essential insights into the dynamic interplay between language, context, and human cognition. From Grice's maxims to speech act theory and intercultural pragmatics, the literature consistently highlights the complex and often implicit mechanisms through which meaning is generated and interpreted in human communication. Understanding these pragmatic principles is crucial for effective communication and for a comprehensive appreciation of language in its natural use.

B. Impoliteness Theory

The impoliteness theory proposed by Jonathan Culpeper in 2011 is a framework for pragmatic linguistic analysis that focuses on the offensive use of language to attack, belittle, or provoke conflict in social interactions. Unlike Brown and Levinson's (1987) politeness theory, which emphasises strategies for maintaining "face" (social image), Culpeper instead examines how speakers

deliberately damage their interlocutors' face through various verbal strategies. Furthermore, Culpeper also emphasizes that impoliteness is not always universal, but rather influenced by contextual factors such as cultural norms, power relations, and communication goals. For example, rude words in the context of friendship might be considered a joke, while in a formal situation they could be seen as an insult. This theory provides a new perspective in understanding the dynamics of conflictual communication, including in social media, politics, or even entertainment, where rudeness is often strategically used to achieve certain goals. Thus, Culpeper's theory not only complements traditional politeness studies but also opens up broader research avenues on how language functions as a tool of social aggression.

In his theory building upon Brown and Levinson's (1987) politeness theory, Culpeper identifies five key impoliteness strategies used to attack or undermine a hearer's "face" (social identity and emotional well-being). Below are the strategies along with examples from Culpeper's work:

1. **Bald-on-record Impoliteness**

This strategy involves performing a face-threatening act (FTA) directly and explicitly in situations where maintaining face is either irrelevant or not a priority. It is commonly used in urgent scenarios (e.g., *a police officer yelling "Move away!" during a chase*), where the threat to face is minimal, or when the speaker holds significant power over the listener (e.g., *a teacher ordering a student, "Be quiet!"*).

2. Positive Impoliteness

This approach aims to undermine the listener's desire for positive face by employing tactics such as ignoring them, excluding them from activities, showing disinterest or indifference, using inappropriate labels, speaking vaguely, or deliberately provoking disagreement. While speakers may still acknowledge some positive face needs such as treating the listener as part of a group or expressing sympathy the overall intent is to inflict social damage. Culpeper (2011) notes that proactive politeness as a defense mechanism can sometimes be exaggerated. According to Ervin-Tripp et al. (1987, p. 103), this strategy can act as a *"social accelerator"* by signaling a desire for closer interaction, even if the immediate effect is impolite. For example calling someone by saying "*Mr. Know it all"* in a demeaning tone (Culpeper, 2011,p.135).

3. Negative Impoliteness

This strategy deliberately attacks the recipient's negative face through actions like intimidation, mockery, belittling, dismissiveness, disrespect, invading personal space, or associating them with negative traits (Culpeper, 2005). Unlike positive politeness, which mitigates face threats indirectly, negative politeness directly addresses the imposition caused by an FTA. Additionally, negative politeness techniques often function as a *"social brake,"* creating emotional or social distance between interlocutors. The example of this type is "Shut up and sit down—nobody asked for your opinion" (Culpeper, 2011, p.149).

4. **Sarcasm or Mock Politeness**

The FTA is superficially acknowledged but executed through insincere politeness. In other words, the speaker implies the FTA indirectly, allowing them to deny any offensive intent if challenged (Culpeper, 2011). For example, saying *"I'm thirsty"* to subtly request tea lets the listener infer the request, but the speaker can always deny that interpretation if questioned. Another example "Oh, brilliant move! Now we're all screwed, thanks to you" (Culpeper, 2011, p. 165).

5. **Withholding Politeness**

This occurs when expected politeness is deliberately omitted, creating an impression of rudeness. While the behavior may not be overtly offensive, its absence in a context where politeness is anticipated can be interpreted as intentional impoliteness (Culpeper, 2011). For example, failing to thank someone for a gift may be seen as a deliberate snub. Another example: A customer service agent refusing to apologize despite a clear mistake (Culpeper, 2011, p:178).

Culpeper emphasizes that impoliteness is context-dependent—what is offensive in one setting (e.g., a workplace) may be acceptable banter among friends. His work also explores how power dynamics (e.g., boss-employee relationships) amplify impoliteness effects.

C. **Social Media**

Social media is an internet-based digital platform that facilitates interaction, collaboration, and content exchange among users in real-time, whether in the form of text, images, audio, or video. According to Kaplan & Haenlein (2010), social

media is defined as "a group of web-based applications that allow the creation and exchange of user-generated content," which includes social networks (such as Facebook and LinkedIn), microblogging (Twitter/X), visual sharing platforms (Instagram, TikTok), and discussion forums (Reddit). Its main characteristics include user participation, open access, network connectivity, and content virality, which distinguish it from traditional media (Siapera, 2018). Its development is driven by Web 2.0 technology, where users are not only consumers but also content producers (Obar & Wildman, 2015). Social media has changed human communication patterns, influencing various aspects such as politics, economy, and culture, while also posing challenges such as the spread of misinformation and privacy violations (Boyd & Ellison, 2007).

One of the social media platforms used as an object in this research is Instagram. Instagram is a visual-based social media platform that allows users to share photos and short videos, both publicly and privately, as well as interact through features like likes, comments, and direct messages. Launched in 2010 and acquired by Facebook (now Meta) in 2012, Instagram has evolved into one of the most popular platforms with over 1 billion monthly active users (Statista, 2023). According to Hu et al. (2014), Instagram not only serves as a social communication tool but also as a space for identity expression, personal branding, and digital marketing, especially through features like Stories, Reels, and IGTV. This platform prioritises an intuitive design centred around visual content, facilitating interest-based communities (such as photography, culinary, or fashion) and influencing trends in popular culture and lifestyle (Sheldon & Bryant, 2016).

However, Instagram has also been criticised for its impact on mental health, such as triggering social anxiety and body image distortion (Fardouly et al., 2015). By continuously updating its features (such as the explore page algorithm and targeted ads), Instagram remains an interesting case study in the dynamics of contemporary social media.

Additionally, X (Twitter) also became an object in this research. X (formerly known as Twitter) is a microblogging and social networking platform that allows users to share short text-based messages (called tweets) with a maximum length of 280 characters, as well as multimedia content such as images, videos, and links. Launched in 2006 by Jack Dorsey, X serves as a real-time communication space used for various purposes, ranging from public discussions, news dissemination, to political campaigns and digital marketing (boyd et al., 2010). This platform is known for features such as retweets (resharing content), hashtags (topic categorisation), and trending topics (popular trends), which facilitate the virality of information and participation in global discourse (Bruns & Burgess, 2011). After being acquired by Elon Musk in 2022 and renamed X, the platform underwent various policy changes, including a content monetization model and relaxed content moderation, sparking debates about freedom of expression versus misinformation (Roth, 2023). As one of the most influential social media platforms, X often serves as a tool for social mobilization such as the #BlackLivesMatter movement but is also criticized for exacerbating polarization and the spread of hoaxes (Tufecki, 2017).

CHAPTER III

RESEARCH METHOD

In this chapter, the researcher will describe the research methodology which consists of research design, data and data source, data collection, and data analysis conducted by the researcher.

A. Research Design

This research used descriptive qualitative method because the data are words, phrases, clauses and sentences in comment columns on Biden's post and tweet. The purpose is to understand impoliteness shown in Joe Biden's post on Instagram and X comment columns. This research analyzes impoliteness strategies based on theoretical frameworks strategies and off-record impoliteness by Culpeper's has been employed to analyze impoliteness strategies used by political parties in debates. This theory is suitable with the aim of the researcher.

B. Research Instrument

The instrument of this research is the researcher herself. She had an important role in collecting and analyzing the data to get the conclusions of the result from the research. She took comments in Biden's post on Instagram and X and analyzed the data to get the answer for the research question of this study.

C. Data and Data Source

The data source of this research was taken from netizen's comments on Joe Biden's post on Instagram and X. The researcher focuses on Biden's post during June until July which contains satire for Donald Trump. The data of this research are impolite strategies used by netizens in giving comments taken from Biden's social media posts. In addition, the data consist of words, phrases, clauses, and sentences from impolite netizen's comments on Biden's social media posts.

These data are collected from impolite netizen's comments in selected Biden's posts on Instagram and X (Twitter), namely: (1Biden's Instagram Post on 27th June 2024 https://www.instagram.com/reel/C8ub1N8pk5f/?igsh=OXo3Yjk5Y2s1d2E2 ;(2). Biden's Instagram Post on 28th June 2024 https://www.instagram.com/reel/C8wmElZh_vy/?igsh=MWM2MW8xMmFsODFnNA; (3). Biden 's Instagram Post on 18th July 2024https://www.instagram.com/p/C9iIR5fumpU/?igsh=MXNkaHU3M3pnaTM1ZA.; (4) Biden X (Twitter) post on 29th June 2024 ;https://x.com/JoeBiden/status/1806744833803092067?t=e8Urbet71scZeZqAT3n77Q&s=19; (5) Biden X (Twitter) post on 13th July 2024 https://x.com/JoeBiden/status/1811909207429399000?t=sxLcEzuJnX1w4CKNCC8Z9g&s=19; (6) Biden X (Twitter) post on 13th July 2024 https://x.com/JoeBiden/status/1811909733495754972?t=VVjsdn2dJJm28aWMmluKFg&s=19; and (7) Biden X(Twitter) post on 13th July 2024

https://x.com/JoeBiden/status/1811906196414046244?t=EyOOmBsXb8I_AxUDz
upvMQ&s=19

D. Data Collection

The data were collected through several steps. First, the researcher observed Biden's Instagram and X (Twitter) posts that were uploaded from June to July 2024 and selected posts that contained hate speech towards Trump. Second, the researcher selected the top 100 comments on Instagram and X Biden's post which contained hate speech towards Trump. The researcher focused on top 100 comments because on Instagram and X comments that have the highest like and reply will be at the top. Then, the researcher captured the comments that contained impolite writing. Finally, the data found from both Biden's social media were grouped into the same categories according to Culpeper's (2011).

E. Data Analysis

The last step in this research is data analysis. This data analysis is divided into several steps. Firstly, the obtained data were classified into types of impoliteness by Culpeper (2011). The types of impoliteness are bald-on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock impoliteness, and whiteholding politeness. The next step is classifying the data. The data were analyzed by applying the theory of impoliteness by Culpeper. Third, describing the data in detail to get the conclusion from the conducted research to answer the research question. Last, the researcher drew conclusions from the results of data analysis.

CHAPTER IV

FINDING AND DISCUSSION

In this part, the researcher presents the results of the data findings and discussion. The data come from netizen's comments on Joe Biden's Instagram and X (Twitter) account.

A. Findings

The findings of this research are focused on the impoliteness strategies used in political discussion on social media. According to Culpeper (2011), there are five types of Impoliteness strategies. However, in this research the researcher only found 4 types of impoliteness strategies. Moreover, after collecting data, the researcher found numerous samples that are classified into the following criteria type of impoliteness strategies. The following data are taken from first and second objects which are classified by the section category. The researcher analyzed the categories of impoliteness type by Culpeper (2011). In this part, the researcher also includes the selected posts in the form of captured. However, in this study, only netizen's comments are used as data for the research. The researcher found numerous data types of impoliteness by Culpeper.

Table of Impoliteness strategies used by netizen in the political context on Joe Biden's social media

No	Type of Impoliteness	Quantity
1	Bald-on Record Impoliteness	12
2	Positive Impoliteness	2
3	Negative Impoliteness	5
4	Sarcasm or Mock Impoliteness	8
5	Whiteholding politeness	0
	Total	27

1. Bald-on Record Impoliteness

According to Culpeper's (2011) theory, Bald-on record is a basic impoliteness that is delivered directly without any preamble. Furthermore, both in Instagram or X (twitter), the researcher found 12 data for this type of impoliteness strategies.

Datum 1:

He's more fit than u, lol

This datum is collected from Biden's post in Intagram uploaded on 27 June 2024. This post consists of clips of videos from close associates or people who have worked with Trump, highlighting Trump's shortcomings.

Additionally, this post is accompanied by a caption from Biden which sounds "Take it from the people who know Donald Trump best-he is unfit to be president." This is the picture of Biden's posted on his Instagram account in 27 June 2024. From this video Biden takes Trump's communications director speech as a caption on his post. From this post, the researcher found netizen's comment that can be mention as data in **Bald on record impoliteness.**
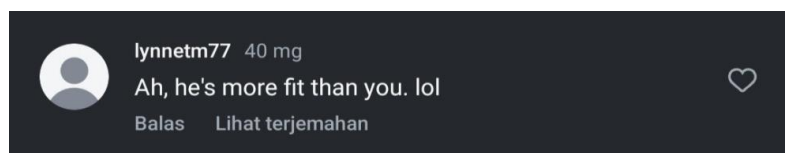
From the comments written by an account named @lynnetm77, this sentence is categorized as a bald-on record impoliteness because it is written directly without any preamble, and deliberately attacking the self-esteem of the comment writer. This expression seen as confrontational and disregards the feeling of the person

being addressed. And the phrase "**lol**" is used to make this sentences sound dismissive. According to Culpeper (1996, 2011), Bald-On Record Impoliteness occurs when someone blatantly violates politeness norms in an explicit manner, usually to demonstrate dominance, insult, or provoke conflict. In this example, Biden explicitly declares that Trump's is not fit to be President, thereby directly damaging their face or self-esteem.

Datum 2:

If your're unfit for president then step down.

This datum is collected from the first video post by Biden in Instagram on 27^t June 2024 as shown in datum 1. This datum is also collected from the Biden's Instagram posted on 27 June 2024. Based on this post the researcher found netizen's comment which can be categorized as a bald on record impoliteness, as follows.

bro_da_ddy_ 40 mg
IF YOU'RE UNFIT FOR PRESIDENT THEN STEP DOWN
Balas   Lihat terjemahan
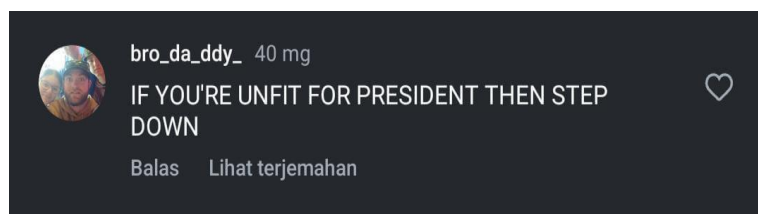
The sentence above is categorized as a bald on record impoliteness because of the use of the phrase "STEP DOWN" explicitly demands Biden to resign from his position as President, without any room for negotiation. Moreover, the phrase "UNFIT FOR PRESIDENT" is a direct accusation that damages Biden's reputation, implicitly conveying his incompetence o unworthiness on a public platform. According to Culpeper (2011), bald-on record is a politeness technique used to convey something directly and harshly. With that, the above

sentence not only attacks verbally but is also used to force the recipient to take certain actions, which is a strong characteristic of this strategy.

Datum 3:

biggest disgrace

This datum is also collected from Biden's post in Instagram that uploaded on 27 June 2024 as explained and shown in Datum 1. Based on that post, the researcher found one more comments that can be categorized as a bald on record impoliteness as below.
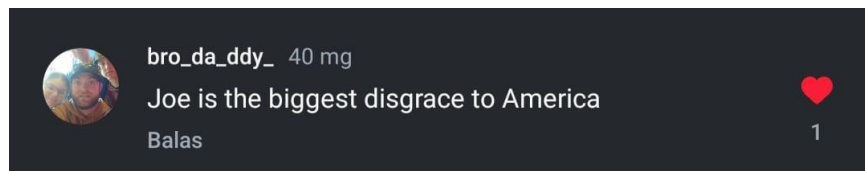
This comment is the biggest disgrace to America by @bro_da_ddy_ and is categorized as a bald-on record impoliteness because it contains the phrase "**biggest disgrace**" which is a heavy insult and is delivered openly without any attempt to soften the statement. This makes the sentence appears to intentionally damage someone else's reputation by stating that Biden is a national disgrace, thereby causing public accusations and belittling others. In this case the one being belittled is Joe Biden.

Datum 4:

Absolutely failure!

This datum is collected from Biden's post in Instagram uploaded on 27 June 2024 as explained and shown in Datum 1. Based on that post, the researcher found netizen's comment, which can be categorized as a bald on record impoliteness, as below.
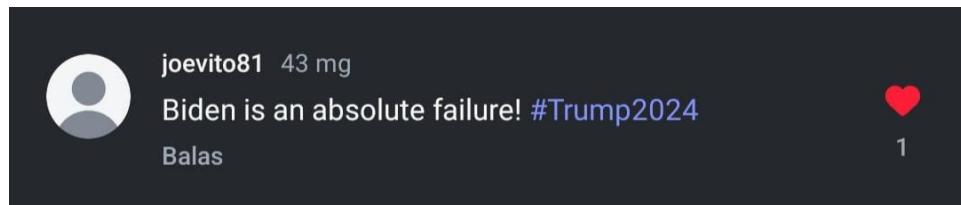
The comment from @joevito81 is categorized as a bald on record impoliteness because it clearly states that Biden is absolutely a failed leader. According to Culpeper (2011), bald on record impoliteness is a form of impoliteness that conveyed directly and assertively. In the sentence above, the word "absolutely" is represented a form of assertiveness in conveying his opinion.

Datum 9:

If Trump opens his mouth – he lies!

This datum is collected from the Instagram posted by Biden in 28 June 2024. This datum consists of a clip of Trump's debate performance in a Nutshell. Biden also put a caption sounds "This guy just can't stop lying". From this post the researcher found an example of bald-on record impoliteness.

This is the picture of Biden's Instagram post on 28 June 2024 that shared about Trump's debate performance in nutshell. Biden also mentioned the caption sound "This guy just can't stop lying". From this post, the researcher found netizens comment such as below.
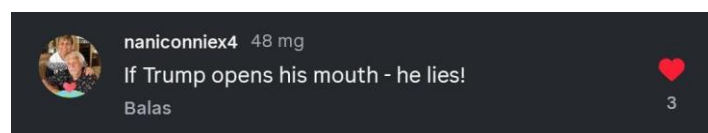
The comment from @naniconniex4 above is categorized as a bald-on record impoliteness according to Culpeper's (2011) theory. The comments above falls into the bald on record category because @naniconniex4 clearly and openly states that Trumps lies whenever he opens his mouth.

Datum 10:

Biden is ruining our country!

This datum is also collected from the Instagram Post by Biden on 28 June 2024 as explained and shown in datum 9. Based on that post, the researcher found netizen's comments, which can be categorized as bald on record impoliteness as follows.
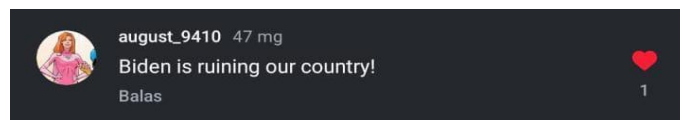
The comment by @august_9410 is categorized as a bald on record impoliteness because @august_9410 clearly and openly declare that Biden has ruining their country. Additionally, she also included an exclamation mark (!) which represented a feeling of assertiveness in the sentence.

Datum 11:

How do we Know tRump is lying? When he opens his mouth.

This datum is also collected from the Instagram post by Biden on 28 June 2024 as explained and shown in Datum 9. Based on that post, the researcher found netizen's comment, which can be categorized as bald on record impoliteness, as follows.
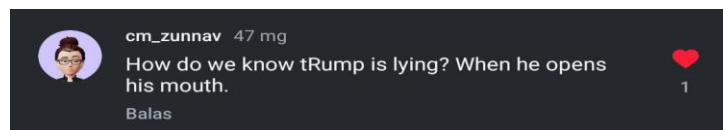
This comment is a prime example of bald on record impoliteness due to its direct and unequivocal nature, which overtly attacks the face of the addressee, in case of implying a negative assessment of Donald Trump. According to Culpeper

(2011), bald on record impoliteness occurs when an impolite act is performed directly, clearly, and without any mitigating devices. The statement "When he opens his mouth" is a direct and unambiguous accusation of lying. There are no hedges or softeners, and it represented about directness, which are one of the characteristic of bald on record impoliteness. In essence, the comment from @cm_zunnav uses a straightforward and unvarnished linguistic strategy to convey a negative assessment, aligning perfectly with Culpeper's definition of bald on record impoliteness.

Datum 12:

Everyone knows, you work for isra-hell. You're a war crim-nal

This datum is also collected from the Instagram posted by Biden in 18 July 2024. This post contains an image with text sounds ""Unlike Donald Trump, I don't work for Big Oil. I don't work for big pharma. I work for you—the American people." Besides, the posts comes with caption "Donald Trump works for special interests. I work for the American People." From this post, the researcher found an example of positive impoliteness. This is the picture of Biden's post
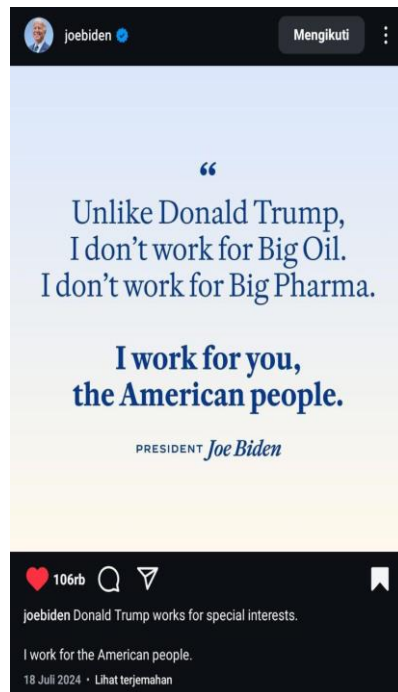
Based on this post, the researcher found netizen's comment, which can categorized as bald on record impoliteness as below.
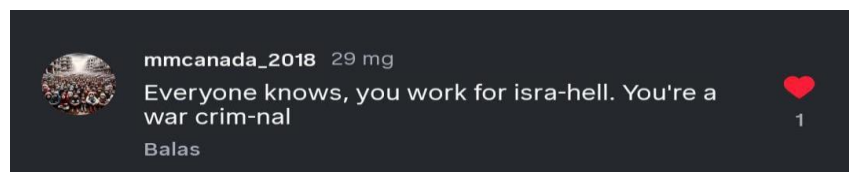
The comment "Everyone knows, you work for isra-hell. You're a war crim-nal," exemplifies bald on record impoliteness per Culpeper (2011). Its direct, unmitigated accusations ("Everyone knows," "You're a war crim-nal") and the derogatory term "isra-hell" clearly attack the addressee's public image and Biden personality. This aggressive, unsoftened language leaves no room for alternative interpretations, prioritizing offense over any attempt at politeness. That is the reason this sentence above categorized as bald on record.

Datum 16:

He wants to reverse your disaster of a presidency

This datum is collected in Biden uploaded on his X (twitter) account on 29th June 2024. This post consists of message such as :

This statement delivers sharp criticism of Donald Trump's motivations. Biden claims that Trump is driven by a desire for revenge and punishing his political opponents (revenge and retribution). However, Biden rejects this approach with his argument that 'Revenge and retribution never built a damn thing.' What he means is that politics fueled by vengeance will only create division and destruction, not real progress. Instead of focusing on getting even with others, it's better to build something beneficial for society. The core message is clear: revenge politics is a dead end that won't bring positive change, just an endless cycle of bitterness. From this posted, the researcher found netizen's comment that can be classified as a bald-on record impoliteness as below.

The sentence "He wants to reverse your disaster of a presidency" in the tweet falls under the category of "bald on record impoliteness" according to Culpeper (2011). This is because it is delivered **directly** and without any softening (bald) on a public platform (on record), clearly attacking Joe Biden's reputation as president through the use of the distinctly harsh and demeaning word "disaster," with no attempt made to maintain politeness or a positive relationship.

Datum 20:

You're unconvicted criminal.

This datum is collected from a post on Biden's X (twitter) account uploaded on 13th July 2024. In this post Biden wrote a message like

Joe Biden's post is a direct criticism of Donald Trump. Biden wants to emphasize that Trump should no longer be given leniency or considered ordinary, especially due to his status as someone who has been legally convicted. Biden plans to continue revealing who Trump really is and what his goals are, which Biden believes could be dangerous or harmful to society. The purpose of this post is for Biden to remind people about Trump's negative side and encourage them

not to ignore it. From this Biden's posted, the researcher found comments from @AllBiteNoBark88 that can be classified into a negative impoliteness, as below.

According to Culpeper's (2011) theory, bald on record impoliteness is represented in the statement "You're an unconvicted criminal" it clearly meets the criteria. Additionally, the assertion is delivered directly and bluntly (bald) without any attempt to soften the criticism, and it is also publicly disseminated on Twitter (on record). The core of the impoliteness is located on the direct attack to Joe Biden's reputation and integrity with labelling him as "unconvicted criminal". Those are a serious and demeaning accusation.

Datum 21:

And you're known pedophile and the worst president in the history of our country

The datum is collected from a post on Biden's X (twitter) account uploaded on 13 July 2024. In this post Biden Wrote a message like
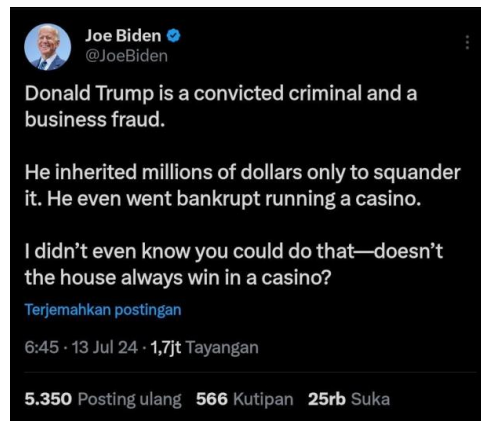
These statements are sharp criticism and personal attacks against Donald Trump. Biden Strategically highlights Trump's controversial business and legal history to weaken his public image. Form the tweet, researcher identified impoliteness that falls into the category of bald on record impoliteness. Here is the example

The statement "And you're a known pedophile and the worst president in the history of our country!" unequivocally exemplifies "bald on record impoliteness" as per Culpeper's (2011) framework. This is due to its direct and unmitigated delivery (bald), where the speaker presents highly damaging accusations without any softening or indirectness. Furthermore, the statement is publicly disseminated on Twitter (on record), making the impoliteness open and traceable. The core of its impoliteness lies in the severe "face attack" it inflicts upon Joe Biden, leveling two profoundly offensive labels "known pedophile" and "the worst president in the history of our country" which are designed to deeply wound his reputation,

integrity, and competence, and are made without any attempt to mitigate the aggressive nature of the claims.

Datum 24:

You didn't beat him, you cheated.

The datum is collected from a post on Biden's X (twitter) account uploaded on 13 July 2024. The tweet contains the following message

This sentence was published by Biden to build a narrative of strength while constantly undermining Trump. From this statement, it implicitly suggests that only he is capable of defeating Trump again. In this post above the researcher found an example of bald-on record as follow:

The tweet by TaraBull (@TaraBull808) falls under the category of **"bald on record"** in Culpeper's (2011) theory of impoliteness because it directly and unequivocally accuses Joe Biden of cheating without any mitigation or politeness strategies. According to Culpeper (2011), "bald on record" impoliteness occurs when a speaker delivers a face-threatening act (FTA) in a straightforward,

unambiguous manner, without softening the impact (Culpeper, 2011, p. 121). In this case, the statement **"You didn't beat him, you cheated"** is a clear, unmitigated attack on Biden's credibility, leaving no room for politeness or ambiguity. The lack of hedging (e.g., "I think," "maybe") or indirectness (e.g., "Some people say...") makes it a textbook example of bald-on-record impoliteness.

2. **Negative Impoliteness**

This type of impoliteness is when someone deliberately restricts your freedom and make others feel powerless. Such as they are ignoring your right to make choices. According to Culpeper (2011) the researcher 5 data related to this type of impoliteness.

Datum 5:

Biden is talking about himself.

This datum is collected from Biden post in Instagram uploaded on 27 June 2024 as explained and shown in Datum 1. Based on that post, researcher found netizen's comment, which can be categorized as a negative impoliteness, as below.
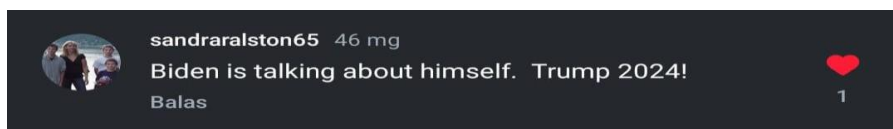
The statement "Biden is talking about himself. Trump 2024!" effectively demonstrates **negative impoliteness** according to Culpeper's (2011) theory. The initial clause, "Biden is talking about himself," functions as a critical assessment that implicitly **condescends** to the addressee by suggesting self-centeredness or a deviation from appropriate presidential conduct. This subtly impinges on Joe

Biden's positive face by questioning his professionalism and dedication to public service. This rhetorical move serves to undermine Biden's position by openly endorsing his political rival, thereby implicitly **ridiculing** his legitimacy and effectively imposing a negative judgment on his entire political endeavor without resorting to explicit expletives or direct, unmitigated insults. The impoliteness lies in this subtle, dismissive undermining and condescending evaluation.

Datum 7:

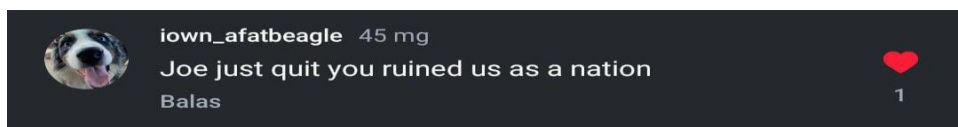**Joe just quit you ruinned us as a nation**

This datum is collected from the instagram posted by Biden in 28th June 2024, as explained and shown on datum 9. Based on that post, the researcher found netizen's comments that can be categorized as a negative impoliteness as follows.

The comment from @iown_afatbeagle above is categorized as a negative impoliteness according to Culpeper's (2011) theory. This is evident from it's direct, unmitigated, and openly confrontational nature, which attacks Biden's face, which is a public image. From the phrase **"…you ruined us as a nation"** is a blunt accusation that blames Biden for national decline without any softening strategies, such as hedging (e.g., "**maybe**" or "**I think**"). The imperative "**just quit**" is also authoritarian and leaves no room for rebuttal, a hallmark of a bald-on record strategies.

Datum 15:

Bro shut up ad work for people who voted you.

This datum is collected in Biden uploaded on his X(twitter) account on 29 June 2024 as explain and shown on datum 16. Based on this post, the researcher found netizen's comment that can be classified as a negative impoliteness as below.

The comment is written by @iam_iguira and it is categorized as a negative impoliteness because the phrase *"***Bro shut up and work for the people who voted for you***"* is a clear example of **negative impoliteness** in communication. This type of rudeness happens when someone intentionally uses harsh and disrespectful language to attack the listener's dignity or "face." In communication theory, everyone has a basic need to be respected and acknowledged, but this statement completely disregards. The words *"***shut up***"* are a blunt, forceful command with no politeness, while *"***Bro***"* here isn't a friendly term—it's used mockingly to belittle the other persons. The line *"***work for the people who voted for you***"* also carries an implied accusation, suggesting the listener isn't doing their job, which attacks their reputation. What makes this **negative impoliteness** is the complete lack of effort to soften the tone or show respect—it's direct, crude, and insulting. This kind of language threatens both *"***negative**

face*"* (a person's freedom from being imposed on) and *"positive face"* (their need to be valued), making the conversation unpleasant and damaging the interaction.

Datum 23:

Just stop, you sound so desperate.

This datum is collected a post on Biden's X (twitter) account uploaded on 13 July 2024 as explained and shown on datum 21. Based on this post, the researcher found netizen's comment as below.

The sentence "**Just stop, you sound so desperate**" is an example of **negative impoliteness** because it uses harsh, dismissive, and disrespectful language toward the listener. **Negative impoliteness** happens when someone intentionally speaks in a way that offends or hurts the other person's feelings.

In this case, "**Just stop**" comes across as a rude and impatient command, while "**you sound so desperate**" is a personal attack, implying that the listener appears pathetic or overly eager. The word "**desperate**" itself has a negative connotation and is often used to belittle someone. Additionally, there's no effort to soften the tone or show politeness, making the remark even more disrespectful. This kind of communication can easily create conflict or discomfort because it's insulting and disregards the other person's emotions.

Datum 26:

Look in the mirror and you'll see the loser

This datum is also collected from a post on Biden's X (twitter) account uploaded on 13 July 2024 as explain and shown on datum 24. From this statement, it implicitly suggests that only he is capable of defeating Trump again. In this post the researcher found an example of negative impoliteness.

The statement "Look in the mirror and you'll see the loser" clearly falls under the category of **negative impoliteness** according to Culpeper's (2011) theory. This is because the utterance directly aims to damage the addressee's negative face—their desire for autonomy and freedom from imposition. The phrase begins with a direct imperative, "Look in the mirror," which serves as an **imposition** by commanding a specific action. The subsequent clause, "and you'll see the loser," then reveals the intended outcome of this compelled action: the addressee will confront a deeply demeaning self-image. This construction functions as a potent form of **ridicule and scorn**, forcing the individual to internalize a negative label and experience humiliation. The impoliteness here goes beyond a mere insult by dictating an action that leads to self-degradation, thus infringing upon the addressee's dignity and control over their own perception.

3. Positive impoliteness

Moving on to the third type, positive impoliteness refers to intentionally rude behavior that damages the listener's 'positive face'. In this part the researcher 2 data.

Datum 6:

and you can't stop fighting to kill innocent babies!

This datum is collected from the Instagram posted by Biden in 28 June 2024, as explained and shown on datum 9. Based on that post, the researcher found netizen's comments that can be categorized as a negative impoliteness as follows.
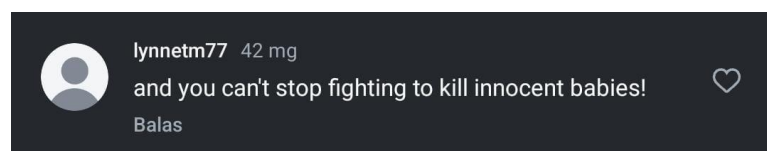
The statement "and you can't stop fighting to kill innocent babies!" unequivocally exemplifies **positive impoliteness** according to Culpeper's (2011) theory, as it directly aims to damage the addressee's positive face—their desire to be liked, approved of, and seen as a morally upright individual. The phrase profoundly **belittles and scorns** the addressee by accusing them of relentlessly advocating for actions perceived as abhorrent ("killing innocent babies"). This highly emotive and morally charged accusation functions as a severe form of **character assassination**, implicitly labeling the individual as morally reprehensible and stripping away any claim to positive social worth or ethical standing. By leveling such an extreme charge, the speaker actively **disassociates** from any common ground or shared values, explicitly demonstrating contempt and a complete lack of respect for the addressee's public image and actions. The

impoliteness here is rooted in its direct assault on the target's very identity and moral integrity.

Datum 25:

You are going to lose because you deserve to lose.

This datum is collected from a post on Biden's X (twitter) account uploaded on 13 July 2024 as explained and shown on datum 24. From this statement, it implicitly suggests that only he is capable of defeating Trump again. In this post researcher found an example of positive impoliteness.

This datum is collected from @VoteHarrisOut account. This sentence become a positive impoliteness because this sentence is complemented by the phrase "You deserve to lose," which directly attacks the positive facade with the implied meaning that Biden deserves to fail. This sentence primarily focusses on making Biden feel worthless and unworthy of winning. This sentence is not just rude but is deliberately made to make the interlocutor feel inferior because of the statement "deserves to lose" which is delivered directly and impolitely.

4. **Sarcasm or Mock Impoliteness**

According to Culpeper (2011), this type of impoliteness is one of the type of impoliteness strategies. *Mock impoliteness* is a form of verbal rudeness that

appears sarcastic or offensive on the surface but is actually intended as playful banter typically used in close relationships. From the both of social media the researcher 8 data of this type.

Datum 8:

The question is, how many truths did Biden tell. Answer: Zero

This datum is also collected from the Instagram posted by Biden in 28 June 2024 as explained and shown on Datum 9. Based on this post, the researcher found netizen's comments which can be categorized as a sarcasm or mock impoliteness, as follows.
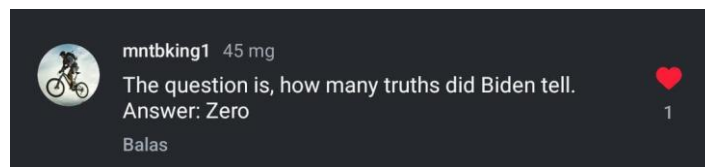
The statement "The question is, how many truths did Biden tell. Answer: Zero" falls into the category of "mock impoliteness" because it is not merely a direct insult, but rather conveyed with **irony and rhetorical flair**. Its aim is to **mock or satirize** Joe Biden's perceived absolute dishonesty, while simultaneously fostering **humorous solidarity** among an audience sharing similar views, leveraging a context of sarcasm rather than pure aggression.

Datum 13:

Hilarious! Biden works for his own pocket!

This datum is also collected from the Instagram posted by Biden in 18 July 2024 as explained and shown on datum 12. Based on this post, the researcher found an example of sarcasm or Mock Impoliteness as below.
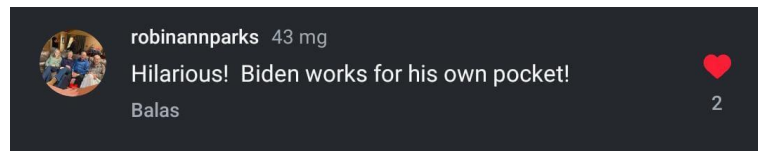
The statement "Hilarious! Biden works for his own pocket!" unequivocally falls under **mock impoliteness** according to Culpeper's (2011) theory, primarily due to the strategic use of the preceding interjection. While the accusation "Biden works for his own pocket!" constitutes a direct and serious attack on his integrity and positive face, implying corruption, the opening "Hilarious!" signals that the subsequent impolite assertion is intended ironically. The speaker is not expressing genuine amusement at the idea of corruption; rather, this exclamatory remark serves to frame the impolite criticism with sarcasm, thereby mocking Biden and his perceived self-serving actions. This mechanism allows the speaker to convey strong disapproval in a way that is designed to be humorous or cuttingly witty for an audience that shares a similar critical stance, ultimately fostering in-group solidarity through shared derision rather than outright aggressive confrontation.

Datum 14:

You don't work for big pharma? Wow.

This datum is collected from the Instagram posted by Biden in 18 July 2024 as explained and shown on Datum 12. Based on this post, the researcher found an example of sarcasm or Mock Impoliteness as below.

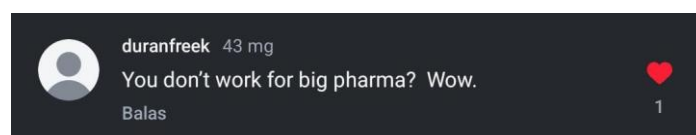The comment **"You don't work for big pharma? Wow."** by @duranfreek fits into Culpeper's (2011) category of "**sarcasm**" or "**mock politeness**." The statement uses a seemingly innocent exclamation ("**Wow**") to deliver a mocking and insincere tone, implying disbelief or skepticism toward the target's credibility. The rhetorical question ("**You don't work for big pharma?**") suggests an accusation—likely that the person being addressed is biased or dishonest—but wraps it in a faux-surprised tone to make the insult sharper. This aligns with Culpeper's concept of mock politeness, where politeness is superficially maintained (e.g., through exaggerated surprise) to mask hostility. The brevity and lack of elaboration further amplify the impoliteness, as the speaker doesn't engage in genuine discussion but instead uses sarcasm to belittle the target. Overall, this is a classic case of sarcastic impoliteness, designed to provoke or demean under the guise of fake admiration or shock.

Datum 17:

I'm proudly voting for the conviced criminal!

This datum is collected from a post on Biden's X (twitter) account uploaded on 13 July 2024as explained and shown on datum 20. Based on this post, the researcher found comments from @Bubblebathgirl that can be classified into a sarcasm or mock impoliteness, as below.

Paul A. Szypula 🇺🇸 ✓ @Bubblebath... · 13 Jul 24 ⋮
Membalas @JoeBiden
I'm proudly voting for the convicted criminal!

💬 119   🔁 50   ♡ 1,6rb   📊 132rb   🔖   ⤴

This tweet is written by Paul A. Szypula "I'm proudly voting for the convicted criminal!" is a clear example of "sarcastic impoliteness" (mock politeness) under Culpeper's (2011) framework. At first glance, the statement appears bold and self-aware—even humorous—with its ironic pride in supporting a "convicted criminal" likely referring to Trump, given the political context. However, the real bite lies in its **deliberate provocation**. By embracing the label "**convicted criminal**" that Biden's supporters might use against Trump,

Datum 18:

You need to hire a new tweet writer

This datum is collected from a post on Biden's X (twitter) account uploaded on 13 July 2024as explained and shown on datum 20. Based on this post, the researcher found netizen's comments, which can classified into sarcasm or mock impoliteness, as follow.

The statement "You need to hire a new tweet writer" from Jake Shields, when analyzed through Culpeper's (2011) theory, can be understood as an instance of **mock impoliteness**. While seemingly a direct suggestion, its impoliteness stems from its underlying ironic or sarcastic intent, rather than a genuine desire to be offensive or provide constructive feedback. The speaker employs this phrase to subtly belittle or ridicule Joe Biden's communication efficacy or perceived political performance. By framing the criticism as a need for a "new tweet writer," the speaker is not offering sincere advice but rather using a

seemingly polite form to convey dissatisfaction or mockery, relying on the audience's shared understanding and potential disaffection with the subject. This strategy allows the speaker to engage in playful aggression or indirect criticism that, instead of genuinely causing offense, serves to foster solidarity and amusement among those who share a similar critical viewpoint.

Datum 19:

I'm still voting for the convicted felon

This datum collected from a post on Biden's X (twitter) account uploaded on 13 July 2024 as explained and shown on datum 20. Based on this post, the researcher found netizen's comments, which can classified into sarcasm or mock impoliteness, as follow.

The statement "I'm still voting for the convicted felon," when it is directed at Joe Biden, exemplifies **mock impoliteness** according to Culpeper's (2011) theory. This is because the impoliteness is not a direct, unmitigated insult to Biden himself, but rather an indirect and ironic declaration of support for a political rival who has been convicted. The speaker strategically uses the pejorative label "convicted felon" in a defiant or sarcastic manner, implicitly mocking the prevailing political narrative that such a status should disqualify a candidate. This rhetorical choice allows the speaker to convey a strong political stance and express dissent in a way that is designed to be humorous or cuttingly witty for a

like-minded audience, thereby fostering in-group solidarity through shared derision rather than through overt, genuinely aggressive confrontation.

Datum 20:

Same same but different. Hunters convicted tho

This datum is collected from a post on Biden's X (twitter) account uploaded on 13 July 2024 which already explained and shown on datum 20 in bald on record impoliteness. Based on the tweet, researcher identified impoliteness that falls into the category of sarcasm or mock impoliteness as below:

The comments from @AllBiteNoBark88 is classified into Mock Impoliteness because it appears to be rude on the surface, but is not actually intended to seriously insult. Mock impoliteness often appears in casual conversations or jokes, especially when the speaker and the listener are already familiar with each other or in an informal setting. In this example, the sentence "You're an unconvicted criminal. **Same same but different.** Hunters convicted tho" sounds like an attack, but the use of the phrase "same same but different," which is light-hearted, and the abbreviation "tho" an informal form of "though" indicate a joking tone. Moreover, the context of a social media reply usually allows for a more relaxed and provocative style of language without malicious

intent. So, even though it seems harsh, this sentence is more like a tease between friends than a real insult. Therefore this falls under mock impoliteness.

Datum 22:

You've been "squandering" our tax dollars

This datum is collected from a post on Biden's X (twitter) account uploaded on 13th July 2024 as explained and shown on Datum 21. Based on this post, the researcher found netizen's comment, as follow

Based on Culpeper's (2011) framework of impoliteness, the tweet by Sky Brockmoller falls under the category of **"sarcasm"** or **"mock politeness."** The statement *"You've been 'squandering' our tax dollars (emoji)"* u**ses** a positive emoji (☺) and quotation marks around "squandering" to create a mocking tone. While the words alone could be interpreted as criticism, the addition of the smiley face and the exaggerated phrasing make it clear that the speaker is not being genuine. Instead, they are using a superficially polite form to deliver a rude or disrespectful message—a classic example of sarcasm. This aligns with Culpeper's definition of mock politeness, where the speaker intentionally uses polite language or tone to mask impoliteness, often to ridicule or provoke. The playful delivery (e.g., the emoji) makes the insult more biting, as it disguises hostility under a veneer of friendliness. Overall, this tweet is a clear case of sarcastic impoliteness

aimed at belittling the target (Joe Biden) while maintaining a superficially lighthearted tone.

B. Discussion

This part conveys a detailed explanation about finding in which it is correlated with the theory and previous studies in particular. In a discussion concerning how impoliteness manifested itself in political discourse on social media platforms like Instagram and X, this research found that impoliteness often appeared in the form of direct and straightforward attacks against political opponents. Based on Culpeper's (2011) theoretical framework of impoliteness, several strategies were identified in netizen's comments on Joe Biden's posts regarding Donald Trump. In this section, the discussion is organized around the impoliteness strategies proposed by Culpeper (2011), which include bald-on-record impoliteness, sarcasm/mock impoliteness, negative impoliteness, and positive impoliteness. Each strategy is analyzed in comparison with prior studies to demonstrate consistency, variation, and the contribution of this study to the broader field of pragmatic research in the context of digital political communication.

Bald-on-record impoliteness emerged as the most dominant strategy in this study. This strategy is characterized by direct and unmitigated face-threatening acts, as observed in comments labeling Joe Biden as "*a total failure*" or Donald Trump as "*unfit to be president*." These statements reflect a confrontational style of communication, in which social norms of politeness are deliberately disregarded in favor of blunt ideological expression. This finding is consistent with the study by Ibrahim (2020), who found that bald-on-record strategies were

frequently used in political tweets, especially by male users aged 23–35. Expressions such as "*liar*" or "*incompetent*" were similarly direct and aggressive. Both studies indicate that bald-on-record impoliteness is a commonly used approach in political discourse, particularly in online spaces where ideological confrontation is prioritized over politeness or social decorum. These findings support Culpeper's (2011) assertion that bald-on-record strategies are frequently used in highly polarized communicative settings where challenging the interlocutor is considered more important than maintaining their face.

There are several reasons why this theory is most commonly found in the application of impoliteness on social media. One key factor is that users often interact through hidden or anonymous identities, which reduces their sense of accountability for the offensive language they express. This is in line with the argument that *"the anonymity and physical distance in online interactions encourage bald on record impoliteness, as speakers feel shielded from real-world consequences"* (Suler, 2004, as cited in Culpeper, 2011, p. 135). Furthermore, In face-to-face communication, speakers often soften impolite utterances through paralinguistic cues (e.g., tone, facial expressions). However, in text-based social media interactions, these mitigating elements are absent, leading to more direct and unmitigated expressions of impoliteness (Culpeper, 2011, p. 134). As Darios (2013) notes, *"The lack of nonverbal signals in computer-mediated communication (CMC) results in a higher reliance on explicit, bald-on-record strategies"* (Journal of Pragmatics, 45(1), p. 102).

Additionally, sarcasm or mock impoliteness was also found in this study, where users employed humor or irony to deliver criticism. For instance, comments like "*You've been 'squandering' our tax dollars* ☺*"* exemplify how mockery can be masked under the guise of playful or exaggerated politeness. A similar use of sarcasm was observed in the study by Salimi and Mortazavi (2023), which analyzed responses to Elon Musk's controversial tweets. Users employed ironic expressions such as "Thanks for the genius advice!" to criticize while maintaining a tone of superficial politeness. Both studies highlight sarcasm as a strategic form of indirect impoliteness that allows users to express disapproval while preserving deniability. This reflects Culpeper's (2011) framework, in which mock impoliteness serves not only as a socially acceptable form of aggression, but also as a tool for reinforcing in-group solidarity through shared humor or ridicule.

Another significant finding in this study is the use of negative impoliteness strategies, which manifest in the form of commanding or disrespectful language aimed at reducing the recipient's autonomy. Comments such as "*Shut up and work!*" not only express dissatisfaction but also assert dominance over the interlocutor. This pattern parallels the findings of Rabab'ah and Alali (2020), who analyzed reader comments on the Al-Jazeera news website and identified expressions like "*You're a traitor!*" as examples of verbal attacks intended to marginalize opposing views. Both studies demonstrate that negative impoliteness is often employed in antagonistic communication to assert superiority and suppress opposing perspectives. This aligns with Culpeper's (2011) theory of face-threatening acts, where negative impoliteness undermines the addressee's

negative face—namely, their right to freedom from imposition—through orders, insults, or dismissive language.

The present study also identified the use of positive impoliteness, which targets an individual's social image or reputation. Examples include statements such as "*You're going to lose, because you deserve to lose*" an attack on credibility and public trust. Similar findings were reported in Kapoor's (2022) analysis of Indian YouTube comments, where expressions like "*Don't act like a saint!*" were used to challenge personal integrity or moral authority. These studies collectively illustrate how positive impoliteness is used to damage the target's positive face by associating them with unfavorable traits. According to Culpeper (2011), this strategy functions to socially exclude, discredit, or humiliate the target through symbolic aggression. In summary, the comparative analysis between this study and previous research confirms the continued relevance of Culpeper's (2011) impoliteness framework in contemporary political discourse on social media. Although the forms and expressions of each strategy may vary, they all contribute to an emotionally charged, confrontational, and ideologically driven style of public communication. This study provides further evidence that social media platforms not only serve as channels for political expression but also operate as arenas of discursive conflict, where impoliteness becomes a powerful rhetorical device for conveying social and political stance.

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On the otherside, this study offers distinct contributions compared to prior research on impoliteness in digital discourse. While previous works like Ibrahim (2020) and Salimi & Mortazavi (2023) focused on demographic factors and tech-related controversies respectively, the current analysis reveals how platform dynamics (Instagram vs. X) and extreme political polarization shape aggressive communication in U.S. politics. Unlike studies examining institutional criticism (Koike et al., 2021) or cultural-specific impoliteness (Rabab'ah & Alali, 2020), this research demonstrates consistent patterns of direct attacks and sarcasm across netizens, driven by partisan divides rather than cultural or organizational contexts. The findings contrast with Björkenfeldt & Gustafsson's (2023) work on journalist harassment by showing bidirectional hostility between political factions, and differ from Kapoor's (2022) gender debate analysis through its emphasis on visual platform features that amplify mock politeness.

The study further diverges from methodological approaches seen in other works. Unlike Gao and Liu's (2023) structured conflict analysis or Garre-León's (2025) metapragmatic evaluations, this research employs direct textual analysis of spontaneous political commentary. While Andersson (2024) introduced

innovative concepts like "e-mpoliteness" to capture digital creativity, the current paper maintains a traditional Culpeperian framework to highlight conventional aggression patterns. Finally, whereas Laili (2019) connected impoliteness to electoral grievances in Indonesia, this work positions it within broader ideological warfare in U.S. politics, offering new insights into how platform affordances and national political climates transform online discourse aggression.

In the other half, the study reinforces Culpeper's (2011) impoliteness framework while suggesting adaptations for digital contexts, such as the role of emojis in mock politeness. It concludes that impoliteness strategies are both universal and context-dependent, shaped by platform features and cultural factors. Future research could explore how algorithms and visual content amplify hostility, as well as its impact on democratic engagement.

The key insight of this study highlights how online impoliteness manifests differently across platforms and political contexts while retaining core aggressive tendencies. By comparing Instagram and Twitter (X), the research reveals that platform design shapes expression visual content on Instagram amplifies emotional hostility, while Twitter's brevity fosters concise, blunt attacks. More importantly, the extreme polarization of U.S. politics intensifies both the frequency and personal nature of impoliteness, making insults against figures like Biden and Trump more vicious than those observed in less divisive contexts (e.g., climate debates or journalist harassment).

Additionally. Impoliteness strategies are universal (e.g., bald insults, sarcasm) yet adaptable to platform and cultural contexts—advances our

understanding of digital discourse. For instance, emojis (e.g., ☺) now weaponize mock politeness in ways traditional theories didn't anticipate. Ultimately, the study underscores that while toxicity online follows predictable patterns, its evolution is driven by technological features and societal divides. Future research could explore how algorithms or cross-cultural differences further modulate these behaviors.

CHAPTER V

CONCLUSION AND SUGGESTION

The last chapter of this study contains analytical conclusions and suggestions for future researcher. Furthermore, the conclusion consist of summarize the arguments section, while the suggestion is intended to provide authoritative information about research findings and arguments for academic purposes.

A. Conclusion

This study aimed to analyze the impoliteness strategies used by netizens in political discussions on social media, particularly in the comment sections of Joe Biden's Instagram and X (formerly Twitter) posts related to Donald Trump. The analysis employed Culpeper's (2011) impoliteness theory, which includes five main strategies: bald-on-record, positive impoliteness, negative impoliteness, sarcasm or mock impoliteness, and withholding politeness. However, only four types were identified in this study; the strategy of withholding politeness was not found, as it is non-verbal and does not typically appear in written online comments.

The results of the study revealed 27 data points covering various types of impoliteness strategies. These data consisted of: bald-on-record impoliteness (12 data), negative impoliteness (5 data), positive impoliteness (2 data), and sarcasm or mock impoliteness (8 data). Among them, bald-on-record impoliteness was the most frequently employed strategy, characterized by direct, unfiltered, and explicitly offensive language. These included harsh accusations, commands, and overt expressions intended to belittle or insult the political figure being addressed.

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Negative impoliteness was present in comments that imposed on the recipient's freedom, used belittling commands, or questioned the addressee's legitimacy. Positive impoliteness, on the other hand, focused on damaging the target's positive face by attacking their reputation, credibility, or moral character. Sarcasm or mock impoliteness was expressed through irony or exaggerated politeness, allowing users to deliver implicit insults while maintaining a surface of humor or civility.

The findings of this research indicate that political polarization plays a major role in influencing netizens' linguistic behavior. Many comments expressed not only disagreement, but deep ideological hostility, using language as a tool for delegitimizing political opponents. The anonymity and psychological distance offered by digital platforms appeared to give users the confidence to speak aggressively without fear of consequences, reinforcing previous research on the disinhibiting nature of online interaction.

Additionally, platform-specific features influenced how impoliteness was expressed. Instagram's visual and narrative content often triggered emotionally driven reactions, while X's character limit and text-based format encouraged short, sharp, and confrontational language. These findings suggest that the affordances of each platform shape both the form and intensity of digital impoliteness.

In summary, impoliteness on social media is not merely spontaneous or emotionally charged expression, but often serves as a strategic tool for performing identity, asserting ideological stance, and reinforcing in-group solidarity. This

study contributes to a deeper understanding of how impoliteness functions within political discourse online and how digital environments facilitate new forms of communicative aggression.

B. Suggestion

Suggestions for future research, development of this research, there are several interesting aspects that can be explored in more depth. First, the coverage of social media platforms needs to be expanded. Besides Instagram and X (Twitter), Facebook, which is more used by the older generation, or TikTok, which is popular among the youth, could be added. It must be interesting to see the different styles of harsh language on each of these platforms. Secondly, it is also important to examine how these harsh comments affect the way the public views politicians. For example, do personal attacks immediately tarnish a politician's image in the eyes of the public, or do they actually make their supporters even more solid?

Equally interesting is researching how minority groups or those who often fall victim to hate speech fight back. They must have special language tricks to defend themselves without resorting to being rude. By studying all this, we can better understand how to deal with negative content on social media and reduce its adverse effects on our political life. So it's not just about knowing the problem, but also being able to find the solution. Additionally future studies could explore how different social media platforms (e.g., Facebook, Threads, Tiktok) influence impoliteness styles, the effect of harsh comments on public perception of politicians, and strategies used b minority groups to counter online hate speech

without resorting to rudeness. By expanding research in these areas, people can better understand and mitigate the negative effects of impoliteness in online political debates.

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CURRICULUM VITAE

Siti Muawanah was born in Malang on 20 September 2000 from Mr. Ali and Mrs. Muslimah. She is their second child. She graduated from SMKN 6 Malang in 2018 with a major Software engineering or Rekayasa Perangkat Lunak. Then, in the same year she continued her education at the English Literature Department of the Faculty of Humanities at Universitas Islam Negeri Maulana Malik Ibrahim Malang. During her education she participated in English Letters Department student Profession Association for one year until 2019. She also joined UKM Seni Religius. She graduated from Universitas Islam Negeri Maulana Malik Ibrahim Malang in 2025.

APPENDIX

Teble of Type of impoliteness Strategies Used by Netizens

Datum	Commenter	Utterance	Type of Impoliteness				
			BR	PI	NI	MI	WP
First Biden's Instagram Post							
Datum 1	lynnetm77	Ah, he's more fit than you	✓				
Datum 2	bro_da_ddy	IF YOU'RE UNFIT FOR PRESIDENT THEN STEP DOWN	✓				
Datum 3	bro_da_ddy_	Joe is the biggest disgrace to America	✓				
Datum 4	joevito81	Biden is Absolutely failure #Trump2024	✓				
Datum 5	@sandraralston 65	Biden is talking about himself. Trump 2024!			✓		
Second Biden's Instagram Post							
Datum 6	@lynnetm77	And you can't stop fighting to kill innocent babies!		✓			
Datum 7	ion_afatbeagle	Joe just quit you ruined us as a nation			✓		
Datum 8	mntbking1	The question is, how many truths did Biden tell. Answer : Zero				✓	
Datum 9	naniconniex4	If Trump opens his mouth – he lies!	✓				
Datum 10	august_9410	Biden Is ruining our country	✓				
Datum 11	cm_zunnav	How do we know tRump is lying? When he opens his mouth.	✓				
Third Biden's Instagram Post							
Datum 12	mmcanada_2018	Everyone knows, you work for isra-hell. You're A war crim-nal	✓				
Datum 13	Robinannparks	Hilarious! Biden works for his own pocket!				✓	
Datum 14	duranfreek	You don't work for big pharma? Wow.				✓	
First Biden's X (Twitter) Post							
Datum 15	@iam_igumira (The Chelsea lad)	Bro shut up and work for people who voted you.			✓		
Datum 16	Planet Of Memes	Incorrect! He wants to reverse your disaster of a presidency.	✓				
Second Biden's X (Twitter) Post							
Datum 17	Paul A. szypula	I'm Proudly voting for the convicted criminal				✓	
Datum 18	Jake Shields (@jakeshieldsaj j)	You need to hire a new tweet writer				✓	
Datum 19	General (@TheGeneral_ 0)	I'm still voting for the convicted felon				✓	
Datum 20	The White Rabbit Podcast	You're unconvicted criminal. Same-same but different. Hunters convicted tho	✓			✓	
Third Biden's X (Twitter) Post							

Datum 21	@StevenStaubs	And you're a known pedophile and the worst president in the history of our country	✓				
Datum 22	Sky Brockmoller	You've been "squandering" our tax dollar				✓	
Datum 23	Freedom (@freedomspeech50)	Just stop, you sound so desperate			✓		
Fourth Biden's X (Twitter) Post							
Datum 24	Tarabull (@Tarabull808)	You didn't beat him, you cheated	✓				
Datum 25	Philip Anderson	You are going to lose because you deserve to lose.		✓			
Datum 26	@DTC822 (Just Dave)	Look in the mirror and you'll see the loser			✓		

Details :

BR   : Bald-on Record
PI   : Positive Impoliteness
NI   : Negative Impoliteness
MI   : Mock Impoliteness
WP   : Whiteholding politeness