

A COMPARATIVE ANALYSIS OF IMPOLITENESS EXPRESSIONS BY PUBLIC FIGURES IN *THE SOCIAL NETWORK* AND *BOHEMIAN RHAPSODY* MOVIE

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Abstract. This research examines impoliteness aspects presented in *The Social Network* and *Bohemian Rhapsody* movie using pragmatic approach. The objectives of this research are to describe the types of impoliteness strategies addressed by the main characters of both films, to explain the realization of the impoliteness strategies addressed by the main characters of both films, and to compare the results of the impoliteness strategies addressed by the main characters of the films. The method of this research was using descriptive qualitative research. The data were in the form of utterances spoken by the main characters of *The Social Network* and *Bohemian Rhapsody* film, while the contexts of the data were dialogues. The researcher used analysis of documents by note-taking to collect the data. Referential analysis was used to analyse the data. From the analysis, the researcher found 44 utterances by the main characters of *The Social Network* and *Bohemian Rhapsody* movie. There are 19 utterances (43.2%) utters by the main character of *The Social Network* film, and 25 utterances (56.8%) utters by the main character of *Bohemian Rhapsody* film. Which 35 utterances (79.6%) used positive impoliteness strategy, 6 utterances (13.6%) used negative impoliteness strategy, 2 utterances (4.5%) used bald on record impoliteness, and 1 utterance (2.3%) used withhold politeness strategy

Keywords: impoliteness, types, realizations, the social network, bohemian rhapsody

INTRODUCTION

Interactions among people are going in everyday life. People use language as a tool to communicates each other. By using language, people can express their feelings and exchange their ideas. Hence, people can run into difficulties to interact with others without language. Every people have different style to use language when they communicate each other. To make the process of communication run smoothly, they will give attention to their words and apply polite language. However, there are some people who do not pay attention about the words they used. In addition, when they ignore the word choices, they often use impolite language to communicate with others.

The occupation of polite or impolite language based on people's purposes in conducting communication. They can use polite language which means linguistic strategies can keep or save the other's face. Compared to, when the speakers use impolite language, it means they employ linguistic strategies to attack or threat the other's face. In linguistics, politeness is the main concern not only of pragmatics but also of sociolinguistics. While in this research, the researcher using politeness in pragmatics approach. Pragmatics is the study of the correlation between the linguistics' forms and its users (Yule, 1996: 4). Furthermore, it is also concerned with how language is used in real life.

By looking from the reality around me, kids nowadays love to play video games and speak rude while playing to express their anger and emotions. At the first they only speak rude while playing the games, but it can become a bad habit if they speak rude often. An article from Healthy Gamer explain that video games can be the cause of children to develop anger issues.

"For children, anger issues often stem from not being able to process and express other negative emotions such as fear, shame, frustration, and disappointment. Video games

suppress negative emotions, and these emotions erupt as anger. Toxic internet culture and underlying mental illness can be contributors too.”

It can be a serious problem for parents who have kids and love to play video games for a long time and speak rude a lot.

The anger and impolite words and actions not only happens to children, but also adults. It can give bad impacts for the younger generation if they imitating adults by doing impolite things. For the for ordinary people, it will only have impact on the people around them, but it will have a very big impact if the person who doing the impolite things is a public figure.

According to U.S. Supreme Court (1974), people called as public figure when they play an important role in society and influential in society.

“ . . . assumed roles of especial prominence in the affairs of society.” For example, anyone running for political office becomes more vulnerable to public scrutiny and media attention. Other well-known individuals like entertainers, writers, athletes, and other celebrities are considered public figures too. ”

Both *The Social Network* and *Bohemian Rhapsody* are very popular films with a lot of accolades, played by popular actors, got high gross of box movies, and biographical movies which tell about public figures Mark Zuckerberg, the founder of Facebook, an online social networking website with most 3 billion users and Freddie Mercury, the member of the band, Queen, very popular British rock band which active since 1970 until present.

This study hypothesized that function of impoliteness in interactions serves to achieve certain goals and there are reasons behind the use of every impolite act. The aims and objectives of the study are as following:

- 1) to find out the types of impoliteness strategies addressed by the main characters in *The Social Network* and *Bohemian Rhapsody* movie,
- 2) to explain the realizations of the impoliteness strategies addressed by the main characters in *The Social Network* and *Bohemian Rhapsody* movie, and
- 3) to find out the similarities and differences of the impoliteness strategies addressed by the main characters in *The Social Network* and *Bohemian Rhapsody* movie.

Theoretically, this study is supposed to enrich studies in the field of linguistics, particularly pragmatics. The theoretical significance of the study includes a look at variants of impoliteness super-strategies, types, impoliteness phenomenon theory, and studying the reasons behind impolite acts. In practice, the study could be useful to other scholars who are interested in impoliteness methods and theories in films and literary works. It demonstrates that impoliteness extends beyond swearing and prohibited phrases. Sometimes a single action that we ignore can be impolite. Throughout the study, the following research questions were attempted to be answered:

- 1) What are the types of impoliteness strategies addressed by the main characters in *The Social Network* and *Bohemian Rhapsody* movie?
- 2) How are the realization of the impoliteness strategies addressed by the main characters in *The Social Network* and *Bohemian Rhapsody* movie?
- 3) What are the similarities and differences of the types of impoliteness strategies addressed by the main characters in *The Social Network* and *Bohemian Rhapsody* movie?

Impoliteness is the study of linguistic that includes of pragmatics. Yule (1996: 3) defines that pragmatics is the study of speaker meaning. The second definition, pragmatics is the study of contextual meaning. The third definition, pragmatics is the study of how more gets

communicated than said. The last definition is that pragmatics is the study of expression of relative distance. It means that pragmatics means the study of relationship between language, meaning, and situation. The situation around the speaker becomes one of the considerations when using a language.

To understand the speaker is doing an impoliteness or not, the researcher should know the context of the conversation. According to Yule, context may be identified as having a powerful impact on how referring expressions in words are to be interpreted (1996: 21). Yule also stated that the interpretation of the meaning of the sign is not only focuses on the words, but also on what we think about the intention of the speaker that he/ she wants to deliver in the message (1996: 129).

1. Definitions of Impoliteness

Impoliteness is a negative attitude toward certain behaviours that occur in particular situations. According to Bousfield and Locher (2008: 3) in Nabella (2015), impoliteness is a manner which is face-aggravating in a specific situation. It can be defined that impolite act is the behaviour which is intended to irritate someone's face.

Furthermore, we might state that impoliteness is the opposite of politeness, according to Bousfield (2008: 72). "Impoliteness is defined as the communication of purposely gratuitous and conflictive verbal face-threatening acts (FTAs)," he continued (p. 72). Impoliteness, then, is a kind of consciously act from the speaker to threaten the hearer's face. Additionally, according to Bousfield (2008: 72), impoliteness serves two purposes: "unmitigated, in contexts where mitigation is required, and/or with deliberate aggression, that is, with face threat exacerbated, 'boosted,' or maximized in some way to heighten the face damage inflicted". In a nutshell, we may say that as speakers, we attempt to offend the listener with our words by being unpleasant.

2. Impoliteness Strategies

The concept of impoliteness is quite similar with the concept of politeness. The most remarkable model of impoliteness has been introduced by Jonathan Culpeper (1996). Despite the fact that Culpeper's model is based on Brown and Levinson's politeness theory (1987), he rejects their view of impoliteness as "marginal" to everyday conversation, claiming that understanding the concept of politeness is impossible without understanding the phenomenon of impoliteness. According to Culpeper (1996), there are five super strategies of impoliteness; they are bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness and withhold politeness (as cited from Bousfield, 2008: 84-85). Actually, It can be says that the impoliteness strategy by Culpeper (1996) is the opposite of the politeness strategy from Brown and Levinson (1978).

Bald on Record Impoliteness

"Bald on record impoliteness superstrategy are typically deployed where there is much fake at stake, and where there is an intention on the part of the speaker to attack the face of the hearer" as said by Culpeper (1996: 84). It means that we, as speakers, actively and firmly employ this strategy of attacking someone's face. As stated by Culpeper (1996, 356) in Nabella (2015), Bald on record impoliteness is used by the speaker to attack the addressee's face in a straightforward, obvious, unambiguous and brief way in situations where the face is at stake.

Positive Impoliteness

Culpeper (1996), as cited from Bousfield (2008: 85), mentioned about positive impoliteness as, “this strategy exists for the use of strategies designed to damage the addressee’s positive face wants”. As the opposite of positive politeness, this strategy aims to attack our good side, which is connected to the need for acceptance. The explanation for positive impoliteness is shown in the figure below: (H stands for Hearer and S stands for Speaker)

No.	Positive Impoliteness Strategy
1.	Ignore, snub, fail to attend to H’s interests, wants, needs, goods, etc.
2.	Exclude the other from activity.
3.	Disassociate from the other. Deny common ground, or association.
4.	Be disinterested, unconcerned, unsympathetic.
5.	Use inappropriate identity markers.
6.	Use obscure or secretive language.
7.	Seek disagreement. – sensitive topics or just disagree outright (act as ‘Devil’s advocate’).
8.	Avoid agreement. – avoid agreeing with H’s position (whether S actually does or not).
9.	Make the other feel uncomfortable.
10.	Use taboo language – swear, be abusive, express strong views opposed to H’s.
11.	Call H names – use derogatory nominations.
12.	Etc...

**Positive Face Damaging Strategy
(Culpeper, 1996 as cited from Bousfield, 2008)**

Negative Impoliteness

According to Bousfield (2008: 86), negative impoliteness is defined as, “the use strategies designed to damage the addressee’s negative face wants”. This strategy focuses on how we attack someone's face by taking them of their freedom. When we consciously refuse to continue our conversation, we are using the negative politeness strategy. The other definition of negative impoliteness strategy by Culpeper (1996: 356), that negative impoliteness is the strategy which is intended to attack the recipient’s negative face wants. The explanation of negative impoliteness strategy can be seen at the table below:

No.	Negative Impoliteness Strategy
1.	Frighten – instill a belief that action detrimental to other will occur.
2.	Condescend, a scorn or ridicule – emphasize own power, use diminutives to other (or other’s position), be contemptuous, belittle, do not take H seriously.
3.	Invade the other’s space – literally (positioning closer than relationship permits) or metaphorically (ask for intimate information given the relationship).
4.	Explicitly associate H with negative aspect – personalize, use pronouns, ‘I’ and ‘you’.
5.	Put H’s indebtedness on record.
6.	Hinder – physically (block passage), conversationally (deny turn, interrupt).
7.	Etc...

**Negative Face Damaging Strategy
(Culpeper, 1996 as cited from Bousfield, 2008)**

Sarcasm or Mock Impoliteness

States by Culpeper (1996: 356), Sarcasm is a face-threatening conduct that is performed by employing an insincere politeness strategy. Someone can use sarcasm to express their opposite feelings, which is not the true meaning of what they say. It can be stated that deploying insincere politeness is the realization of sarcasm or mock politeness.

Withhold Politeness

According to Culpeper (1996) as cited from Bousfield, (2008: 135), the criteria of the withhold politeness is, "... the absence of politeness work where it would be expected". Bousfield (2008: 135) also added a similar definition of withhold politeness as, "keep silence or fail to act where politeness work is expected". Withhold politeness, as said by Culpeper (1996: 357), occurs when someone wants to remain silent while others are expected to execute a polite act. Being silent and failing to thank are examples of withholding politeness.

METHODS

The research conducted by using descriptive qualitative method to describe impoliteness strategies of the utterances by the main characters in *The Social Network* and *Bohemian Rhapsody* movie. The research's objectives were to characterize the types, realizations, and comparing the results from those implementations, therefore this study described the phenomena of impoliteness in those movies by interpreting data.

According to Vanderstoep and Johnston (2009: 7), qualitative research produces a literal representation of the phenomena under study. It indicates qualitative research focuses on describing or interpreting phenomena naturally. The researcher figures out the meaning behind the phenomena by describing it. As stated by Subroto (1992) in Shofyah 2015, A descriptive qualitative research is used to observe conditions and situations, and the researcher analyses data in the form of words, sentences, speech, pictures, and images, among other things.

1. Data and Source of The Data

The data for this research came from the utterances spoken by the main characters in *The Social Network* and *Bohemian Rhapsody* movie. Words, sentences, and clauses were employed as data in this research. The data was taken from *The Social Network* movie which released on 2010 and *Bohemian Rhapsody* which released newer, on 2018. Both of those movies explained about popular and influential public figures in society.

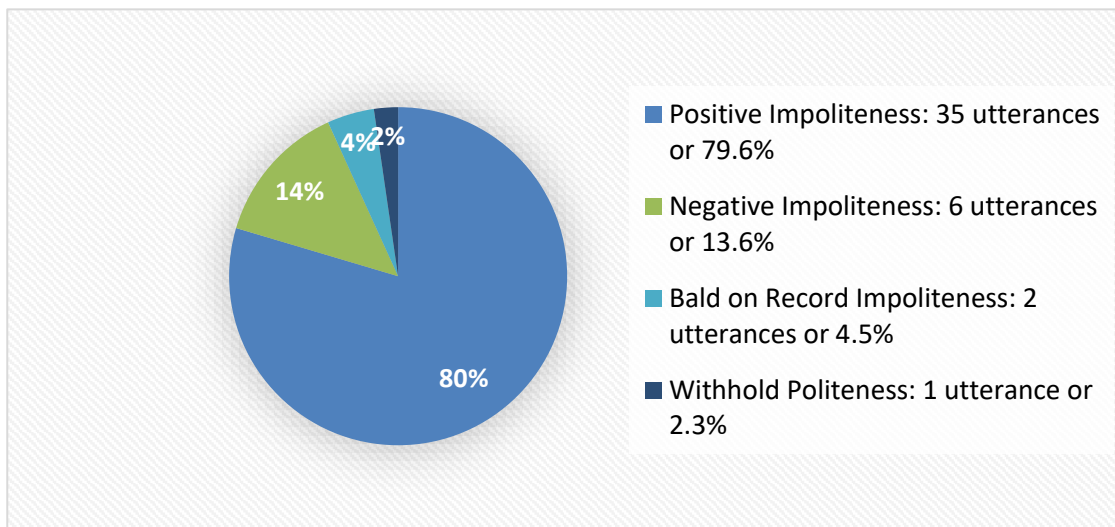
The source of the data taken from the scripts of the dialogues spoken by the main characters in *The Social Network* and *Bohemian Rhapsody* movie. The duration of the first movie is 120 minutes and the second one is 134 minutes.

2. Method of Collecting Data

Some of data collection strategies in qualitative research includes interviewing, ethnographic observation, document and material culture analysis, and visual analysis as said by Vanderstoep and Johnston (2009: 189). In this research, the data was collected through document analysis by note-taking by the researcher. Because the researcher examined the impoliteness component of the script and *The Social Network* and *Bohemian Rhapsody* movie, this technique was appropriate for describing and interpreting the results.

RESULTS

1. Data Analysis



Impoliteness strategy occurs 19 times in *The Social Network* movie and 35 times in *Bohemian Rhapsody* movie. However, from five types of impoliteness strategy, only four types occur by the main characters from two films. They are bald on record impoliteness, negative impoliteness, and withhold politeness. Meanwhile, the absent type is sarcasm or mock politeness.

The first rank is positive impoliteness which occurs 35 times or 79.6%. It occurs 16 times in *The Social Network* film, while occurs 19 times in *Bohemian Rhapsody*. The second rank is negative impoliteness which occurs 6 times or 13.6%. It only occurs once in *The Social Network*, and 5 times in *Bohemian Rhapsody*. The third place it is bald on record impoliteness which occurs 4.5% or 2 times, and each film occurs once. Next is withhold politeness which only occurs once, or 2.3%, and only occur in *The Social Network* film. At the end, sarcasm or mock politeness is not found in both films.

Both in the films, each type of impoliteness strategy is realized in some ways and each type has its specific realization. Positive impoliteness realized in the form of ignore, snub, fail to attend the hearer's interests, be disinterested, seek disagreement, avoid agreement, make others feel uncomfortable, use taboo language, and call the hearer's name by using derogatory nominations. However, positive impoliteness realized in the form of do not taking the hearer seriously, invading the other's space, explicitly associate hearer with negative aspects, and hinder-interrupting. Next, bald on record impoliteness expressed in the form of using direct, clean, and unambiguous statement. Meanwhile, withhold politeness realized in the form being silent and failing to thank, but in the movie the researcher only found being silent form in *The Social Network* film.

The form of use taboo language becomes the highest rank which appears 8 times in *Bohemian Rhapsody*, in the total of 9 times (20.5%) with the utterance in *The Social Network*. The second rank is, ignore, snub, fail to attend to the hearer's interests which appears 5 times in *The Social Network* and 3 times in *Bohemian Rhapsody*. So, the total of its form is 8 times (18.2%). The third place are be disinterested and unconcern form with 5 times (11.4%) appearance in *The Social Network* film, and seek disagreement form which appears 2 times in *The Social Network* and 3 times in *Bohemian Rhapsody*. The total is 5 times or 11.4%. Avoid agreement form which appears 3 times (6.8%) in *Bohemian Rhapsody* and make others feel

uncomfortable which also appears 3 times (6.8%) in *The Social Network* becomes the fourth rank. Next, there are four forms with 2 times (4.5%) appearance and becomes the fifth rank. They are using direct, clear, and unambiguous statement form, with one-by-one appearance in each film, call the hearer's name by using derogatory nominations form which only appears in *Bohemian Rhapsody*, invading the other's space form which also only appears in *Bohemian Rhapsody*, and hinder-interrupting form which appears one utterance from each film. The last form which appears once (2.3%) and becomes the lowest rank are do not taking the hearer seriously form which appear in *Bohemian Rhapsody*, explicitly associate the hearer with negative aspects form which also appears in *Bohemian Rhapsody*, and being silent form, which appears in *The Social Network*. The form which not appears in both films are employing insincere politeness and failing to thank.

2. Discussion

In this section, the researcher provides the explanation of the findings comprehensively. Some utterances spoken by the main characters on *The Social Network* and *Bohemian Rhapsody* film from the appendix are taken as examples. The detail explanation is presented to describe the objectives of the research which are the discussion of the types and realizations of the impoliteness strategy in the films, and the comparison of the impoliteness strategy between the main characters in *The Social Network* and *Bohemian Rhapsody* film.

a. Types and Realizations of Impoliteness Strategy Addressed by the Main Characters in *The Social Network* Movie

Positive Impoliteness

Context:

Mark Zuckerberg is a sweet looking 19 years old whose lack of any physically intimidating attributes masks a very complicated and dangerous anger. He has trouble making eye contact and sometimes it's hard to tell if he's talking to you or himself. One day he sat at the bar with his girlfriend Erica Albright who also 19. At this point in the conversation that she already knows that she'd rather not to be there and her politeness is about to be tested.

Erica : *I have to go study.*

Mark : *You don't have to study.*

Erica : *Why do you keep saying I don't have to study!?*

Mark : ***Because you go to B.U!***

Erica : (stares at him)

The positive impoliteness is used by Mark when he snubs to Erica because she is on different college, while Mark is study at Harvard University, by saying "***Because you go to B.U!***". However, Mark has an opinion that people who are not study in Harvard University are not as good as they are who are in. In this case, Mark still wants to have conversation with Erica and wants her to stay so that he says to Erica doesn't have to study. At the end, because of the awkwardness Mark has or not quite good at conversation, he says impolite words and attack Erica's face.

Negative Impoliteness

The definition of negative impoliteness strategy by Culpeper (1996:356), that negative impoliteness strategy is the strategy which is intended to attacks the recipient's negative face

wants. The forms of negative impoliteness in *The Social Network* film only in the form of hinder-interrupting.

Context:

Mark is sitting alone in the now empty room. There's a computer on a table in the corner and Mark make a few keystrokes and then reads the screen. Marylin, the young lawyer who also attend the trial, comes in with a plastic salad container in her hand and sits at the far end of the table from Mark, who doesn't acknowledge her even have met for some times.

Mark : *Who are you?*

Marylin : *I'm Marylin Delpy, I introduced myself-*

Mark : **(interrupt Marylin's words)**

I mean what do you do?

Mark is asking about who the woman talks to him. She is Marylin. But, while Marylin answers Mark's question, he interrupting her even she hasn't done her answer. This is the realization of negative impoliteness in the form of interrupting. Mark should've just hearing Marylin answer until the end, because he doesn't even know about her.

Withhold Politeness

According to Culpeper (1996) as cited from Bousfield, (2008: 135), the criteria of the withhold politeness is, "... the absence of politeness work where it would be expected". The form which contains of withhold politeness in *The Social Network* film is being silent.

Context:

Mark Zuckerberg with his roommates and Eduardo Saverin are monitoring the traffic of website that Mark made, which is ranking girls using Eduardo's algorithm, hacks the Harvard security system to download the name and pictures.

Eduardo: *Awful lot of traffic.*

Mark : (nodding)

Eduardo: *You think maybe we should shut it down before get into trouble?*

Mark : (silent)

The Conversation above shows that Eduardo worries about how many people are open the website. It can make the Harvard system crash and make them in trouble. Mark doesn't response about Eduardo's worries and it is the realization of withhold politeness in the form of being silent.

Bald on Record Impoliteness

As stated by Culpeper (1996: 366) in Nabella (2015), bald on record impoliteness is used by the speaker to attack the addressee's face in straightforward, obvious, unambiguous, and brief way in situations where the face is at stake.

Context:

Mark Zuckerberg and his girlfriend Erica Albright are at the bar. Both of them are from different colleges. Sometimes Mark's conversation is hard to follow, and Erica feels tired about that.

Mark : *Erica, the reason we're able to sit here and drink is cause you used to sleep with the door guy.*

Erica : *"The door guy", his name is Bobby. I have not slept with "the door guy", "the door guy" is a friend of mine. And he's a perfect of a good class of people.*

The conversation above shows that both of them are talking about the door guy at the bar. Mark clearly accuses Erica that she used to sleep with the door guy which is not true. What Mark utters can attack Erica's face. Mark gives negative statement to Erica, and she refuses that by saying that Bobby is a friend of her. This can be concluded that Mark utterance included of bald on record impoliteness because of the use of direct and clear statement to attack Erica's face.

b. Types and Realizations of Impoliteness Strategy Addressed by the Main Characters in *Bohemian Rhapsody* Movie

Positive Impoliteness

As describes by Culpeper (356: 1996) positive impoliteness as the strategy which is intended to attack the recipient's positive face. Same as *The Social Network* film, positive impoliteness also becomes the highest impoliteness strategy which occur in *Bohemian Rhapsody*. The forms which appear are ignore, snub, and fail to attend to the hearer's interests, seek disagreement, avoid agreement, use taboo language, and call the hearer's name by use derogatory nominations.

Context:

Queen members are on interview with some journalists. Most of the questions are for Freddie, and he answered it impolitely.

The Journalist : *Freddie! A question Freddie!*
Do you ever doubt your talent?

Freddie : *No, that's stupid question.*

Brian : *Take it easy, Fred.*

The journalist asks about whether Freddie ever doubt his talent or not. There is no wrong with the question. But Freddie answers it by snubs to that question. It is impolite thing to say in front of public, and to someone he doesn't even know. So, the utterance above is the realization of positive impoliteness, in the form of snub.

Negative Impoliteness

Context:

It is evening and Freddie's father just come home after his work. Freddie is on the way to go out. Both of them meet in front of the door.

Freddie's Father: *Good thought, good words, good deeds. That's what yo should aspire to-*
Freddie : *Yes. And how's that worked out for you?*

Go to the bar after his work and back home in the middle of the night is Freddie's behaviour. He always gets scold by his parents because of that. So, while his father gives statement to him, he interrupted it the way he shows his tiredness. Interrupting everybody when they talk is impolite, even they are our close people. It also what Freddie does to his father, and

it included of negative impoliteness in form of interrupting, because it can attack Freddie's father face.

Bald on Record Impoliteness

Context:

It is party time in Freddie's new flat. He talks to the other Queen members which makes them feel uncomfortable and tired of it.

Freddie : *Oh, God! You're dull.* If you were any more dulls, you'd be Deacy.

Roger : *What are you complaining about? You've got your little pet.*

The utterances above shows that Freddie is directly attack Roger's face by says "*You're dull.*" The negative statement by Freddie can make the loss of face of Roger by answering "*What are you complaining about?*". Furthermore, this can be concluded that the utterance by Freddie included of bald on record impoliteness in the form of using clear and direct statement.

c. Similarities and Differences of The Type of Impoliteness Strategy Used by The Main Characters in *The Social Network* and *Bohemian Rhapsody* Movie

After finding the types which use and shows the realizations by the main characters of *The Social Network* and *Bohemian Rhapsody* on the previous part, now in this part the researcher will explain the similarities and differences the use of the impoliteness strategies by the main characters of both films.

The similarities:

There are some similarities of the strategy have use by the main character from *The Social Network* and *Bohemian Rhapsody* film. The similarities are follows.

- 1) The highest used of the impoliteness strategy is positive impoliteness. Both main characters of the films use its type the most. The amount of the use of positive impoliteness in *The Social Network* and *Bohemian Rhapsody* are 16 utterances and 19 utterances. For the total is 35 utterances (79.6%).
- 2) Bald on record impoliteness also have the same amount for its used of impoliteness strategy by the main characters of *The Social Network* and *Bohemian Rhapsody*. The utterance appears once by each main character of the films. It means that the use of direct, clear, and unambiguous statement to attack the hearer face in clear and obvious way is still important for both films.
- 3) There is also the impoliteness strategy that doesn't use by the main characters of *The Social Network* and *Bohemian Rhapsody* film. The strategy called sarcasm or mock politeness. It means that employing insincere politeness is not the main character's style.
- 4) There is the form of negative impoliteness which has the same amount of the use by the main character in *The Social Network* and *Bohemian Rhapsody* film. They are hinder-interrupting, that use once by each main character. It means that interrupting people is still important for both main characters of the films.
- 5) The use of the form failing to thank by withhold politeness strategy doesn't use by the main characters of the films. It means that both main character from *The Social Network* and *Bohemian Rhapsody* never forget to say thanks on their situations. Failing to thank is not important for Mark Zuckerberg and Freddie Mercury.

The differences:

With some similarities above, there are also some differences of the strategy have use by the main character from *The Social Network* and *Bohemian Rhapsody* film. The explanation of the differences below.

- 1) The highest strategy used by both main characters of the films are positive politeness. But the use of the forms of the strategy are different. In the form of ignore, snub, and fail to the hearer's interests, the main character from *The Social Network* used it 5 times, while the main character from *Bohemian Rhapsody* used it 3 times.
- 2) Next, be disinterested and unconcern form of positive impoliteness strategy uses 5 times by Mark Zuckerberg, and have no use by Freddie Mercury. It makes really sense for Mark, the genius guy that always busy with his own mind. Must be hard to pay attention for other people with different sense of think, jokes, or topics to talk.
- 3) The form of seek disagreement has one time use different by both films. In *The Social Network*, the main character only uses it 2 time, while in *Bohemian Rhapsody*, the main character uses it for 3 times.
- 4) In the form of avoid agreement, Mark Zuckerberg doesn't use its form at all, while Freddie Mercury use it for 3 utterances.
- 5) Most of genius people sometimes have very different way to think. That's why people feel uncomfortable with that sometimes. Thus, in the form of make others feel uncomfortable used it 3 times in *The Social Network* film, and has no use in *Bohemian Rhapsody*.
- 6) For the use taboo language form, this is become the highest form in *Bohemian Rhapsody* film which appears 8 times, while in *The Social Network* it only appears once. It makes sense for Freddie Mercury that speak out frankly often.
- 7) Call the hearer names by use derogatory nominations form is not occur in *The Social Network* film. However, in *Bohemian Rhapsody* it uses for 2 utterances by Freddie Mercury.
- 8) For negative impoliteness strategy, there is only one form which used by the main character is *The Social Network*. It is hinder-interrupting that uses once. The forms of this strategy that also use one time by the main character from *Bohemian Rhapsody* are do not taking the hearer seriously, explicitly associate the hearer with negative aspects, and hinder-interrupting. The other form that also use is invading the other's space. Its form uses by Freddie Mercury for 2 times.
- 9) The form for withhold politeness strategy that used is being silent. It uses once in *The Social Network* and have no use by the main character in *Bohemian Rhapsody*.

CONCLUSION

Based on findings and discussions of the phenomena of impoliteness in *The Social Network* and *Bohemian Rhapsody* movie in the previous chapter, the researcher draws the conclusions as follows.

The first objective of this research is to describe the types of impoliteness strategies addressed by the main characters in *The Social Network* and *Bohemian Rhapsody* movies. There are 44 utterances by the main characters which occurs of impoliteness strategy from both films. *The Social Network* only contains of 19 utterances (43.2%) by Mark Zuckerberg, and 25 utterances (56.8%) were uttered by Freddie Mercury in *Bohemian Rhapsody*. The impoliteness strategy which occurs in *The Social Network* film were 16 utterances contain of positive impoliteness, 1 utterance contain of negative impoliteness, 1 utterance contain of bald on record impoliteness, and 1 utterance contain of withhold politeness. However, in *Bohemian Rhapsody film*, there were 19 utterances contain of positive impoliteness, 5 utterances contain of negative impoliteness, and 1 utterance contain of bald of record impoliteness.

Furthermore, positive impoliteness became the most dominant strategy used by the main characters of both films, in the total of 35 utterances used (79.6%). In the form of ignore, snub, and fail to attend the hearer's interests and be disinterested and unconcern became the most used in *The Social Network* film. It makes sense because Mark Zuckerberg is such a genius person that always busy with his own mind. Otherwise, in *Bohemian Rhapsody* the highest form was the use of taboo language. It because Freddie is the person that love to speak out frankly.

The strategy which didn't use by both of the main characters is sarcasm or mock impoliteness. The second objective of the research is to explain the realizations of the impoliteness strategies addressed by the main characters in *The Social Network* and *Bohemian Rhapsody* movie. Each type of impoliteness strategy was realized in some ways and each types has its particular realization. Positive impoliteness realized in the form of ignore, snub, fail to attend the hearer's interests, be disinterested, seek disagreement, avoid agreement, make others feel uncomfortable, use taboo language, and call the hearer's name by using derogatory nominations. However, positive impoliteness realized in the form of do not taking the hearer seriously, invading the other's space, explicitly associate hearer with negative aspects, and hinder-interrupting. Next, bald on record impoliteness expressed in the form of using direct, clean, and unambiguous statement. Meanwhile, withhold politeness realized in the form being silent and failing to thank, but in the movie the researcher only found being silent form in *The Social Network* film

The third objective of the research is to explain the similarities and differences of the impoliteness addressed by the main characters in *The Social Network* and *Bohemian Rhapsody* movie. The similarities are, the highest used of the impoliteness strategy is positive impoliteness. Both main characters of the films use its type the most; Bald on record impoliteness also have the same amount for its used of impoliteness strategy by the main characters of both films; The strategy called sarcasm or mock politeness doesn't use by the main characters of *The Social Network* and *Bohemian Rhapsody*; the form of negative impoliteness strategy which called hinder-interrupting uses once by both of the main characters; The use of the form failing to thank by withhold politeness strategy doesn't use by the main characters of the films.

The differences are, In the form of ignore, snub, and fail to the hearer's interests, the main character from *The Social Network* uses it 5 times, while the main character from *Bohemian Rhapsody* uses it 3 times; be disinterested and unconcern form of positive impoliteness strategy uses 5 times by Mark Zuckerberg, and have no use by Freddie Mercury; the form of seek disagreement uses 2 times by Mark Zuckerberg, while Freddie uses it for 3 times; In the form of avoid agreement, Mark Zuckerberg doesn't use its form at all, while Freddie Mercury use it for 3 utterances; in the form of make others feel uncomfortable used it 3 times in *The Social Network* film, and has no use in *Bohemian Rhapsody*; the use taboo language form appears 8 times in *Bohemian Rhapsody* by the main character, while in *The Social Network* only appears once; call the hearer names by use derogatory nominations form is not occur in *The Social Network* film and in *Bohemian Rhapsody* it uses for 2 utterances; for negative impoliteness strategy, there is only one form which used by the main character is *The Social Network*. It is hinder-interrupting that uses once. The forms of this strategy that also use one time by the main character from *Bohemian Rhapsody* are do not taking the hearer seriously, explicitly associate the hearer with negative aspects, and hinder-interrupting. The other form that also use is invading the other's space. Its form uses by Freddie Mercury for 2 times; The form for withhold politeness strategy that used is being silent. It uses once in *The Social Network* and have no use by the main character in *Bohemian Rhapsody*.

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