

# CHAPTER I

## INTRODUCTION

### 1.1 The Background of the Study

Communication is one of the most basic of human activities, a process by which people engage themselves with others for understanding, for cooperation, and the accomplishment of a variety of goals. To exist as a human being is to interact with others, to influence others, and to be subject to their influence upon ourselves.

The use of language in communication in our social life is governed by norms which are created to maintain or promote social harmony among language users. The interaction may be as complex as that of a family with a complicated web of relationships that extends over the lifespan of its members. The interaction may be as simple as a request for information from a stranger on the street that we will never see again. When communicating, people do not simply choose words, but choose words for the effect they will have on their audiences, on themselves, and ultimately, on society.

Politeness is one of the norms applied by language users in order to build friendly relationship where everyone tries to save each other face every time they have conversations. Face is an image of oneself. Notions such as reputation, prestige and self-esteem, all involve an element of face. Contrary to the meaning of politeness, there is another term that caused social disruption and has the opposite effect, named impoliteness. Impoliteness relates to the idiom of 'losing face', meaning that one's public image suffers some damage, often resulting in emotional reactions, such as embarrassment.

The following is an example taken from a report data written by a British undergraduate.

I was in a taxi with 5 other girls, on our way into town. The taxi driver seemed nice at first, commenting on how pretty we looked etc. Then he turned quite nasty, making vulgar sexual innuendos, swearing a lot and laughing at us. He then insulted some of us, commenting on the clothes we were wearing and when we didn't laugh, he looked quite angry. He then asked where we were from, we told him, and then he started criticizing and insulting us and our home towns. We mostly stayed quiet, giving non-committal, single word answers until we could leave.

*(Culpaper 2011: 1)*

The example above shows the taxi drivers' orientation to impoliteness which involves seeking to damage and/or damaging his passengers' identities. The taxi driver used words of innuendos, swearing and laughing at the passengers. This behavior had the particular negative effect of being 'very offensive' and the result of his behavior caused his passengers to be upset, angry, and disgusted.

Culpeper (2011: 23) stated that impoliteness is a negative attitude towards specific behaviors occurring in specific contexts. It is sustained by expectations, desires and /or beliefs about social organization, including, in particular, how one person's or a group's identities are mediated by others in interaction. Situated behaviors are viewed negatively – considered 'impolite' – when they conflict with how one expects them to be, how one wants them to be and/or how one thinks they ought to be. Such behaviors always have or are presumed to have emotional consequences for at least one participant, that is, they cause or are presumed to cause offence. Various factors can exacerbate how offensive an impolite behavior is taken to be, including for example whether one understands a behavior to be strongly intentional or not.

In some circumstances, it is not in a participant's interests to maintain the other's face. Participants may have a conflict of interests. For example, in zero-

sum games, such as legal cases or sports contests where there is only one participant can win and in doing so causes the other participant to lose. To be the winner, people even causing others experience public embarrassment or losing face. This happened in the debates of presidential election when candidates arguing their opinions of certain issues.

Benoit (2007: 32) stated that a presidential debate should encourage clash: acclaims, attacks, and defenses. Acclaims are defined as positive statements on candidate virtues and accomplishment, possible benefits his/her election and intended post. In words, acclaims refer mostly to the qualities preferable for voters. On the contrary, attacks focus on the negative traits of the opponents and stress those which may discourage voters. Defense is considered as a response to the attack and is limited to negation or refutation of attack from opponents.

Focusing on self praise, a candidate can support his or her case with an **acclaim**, or a statement of personal strengths or plans. For example, in the third 2008 presidential debate with John McCain, Barack Obama stated, *“Now, from the start of this campaign, I’ve identified this [reducing U.S. dependence on foreign oil] as one of my top priorities and here is what I think we have to do.”* In an **attack**, a candidate criticizes his opponent, indirectly bolstering his own case.

For instance, McCain stated, *“And it’s a matter of fact that Senator Obama has spent more money on negative ads than any political campaign in history.”* Finally, in a **defense**, a candidate responds to and attempts to refute an opponent’s attack, as when Obama stated, *“Now I just want to make one last point because Senator McCain mentioned NAFTA and the issue of trade and that actually bears on this issue. I believe in free trade.”*

Benoit & Airne (2005: 226) stated that those three functions work together as an informal form of cost-benefit analysis: acclaims increase benefits, attacks increase an opponent's costs, and defenses reduce a candidate's alleged costs". Overall, acclaims usually make a candidate appear more desirable, attacks make the opponent less desirable, and defenses help to regain ground that has been lost to an opponent's attack.

The 2016 presidential election of United States of America has caught the world's attention. Citizens as the voters must gain the differences between the presidential candidates' positive characters; this required Donald Trump and Hillary Clinton compete to win the voters' heart, make one of them the most preferable candidates of all. As the first campaign, both presidential candidates, Donald John Trump and Hillary Clinton must engage in presidential election debates. The first debate was held in September, 26<sup>th</sup>, the second one in October, 9<sup>th</sup> and the final was October, 19<sup>th</sup> in 2016. They have clashed over jobs, terrorism and race in a bitter television debates.

One example from their first debate took place at Hofstra University in New York, with Mr. Holt as the host, Hillary Clinton and Donald Trump make their moves in it as following:

LH : Beginning with you, Secretary Clinton, why are you a better choice than your opponent to create the kinds of jobs that will put more money into the pockets of American works?

HC : You know, Donald was very fortunate in his life, and that's all to his benefit. He started his business with \$14 million, borrowed from his father, and he really believes that the more you help wealthy people, the better off we'll be and that everything will work out from there. ***I don't buy that. I have a different experience. My father was a small-businessman. He worked really hard. He printed drapery fabrics on long tables, where he pulled out those fabrics and he went down with a silkscreen and dumped the paint in and took the squeegee and kept going. And so what I believe is the more we can do for the middle class, the more we can invest in you, your education, your skills, your future, the better we will be off and the better we'll grow. That's the kind of economy I want us to see again. (Self praise/ Acclaim)***

- DT : ...And, Hillary, I'd just ask you this. You've been doing this for 30 years. **Why are you just thinking about these solutions right now? For 30 years, you've been doing it, and now you're just starting to think of solutions. (Attack)**
- HC : Well, actually...
- DT : I will bring -- excuse me. I will bring back jobs. **You can't bring back jobs.**
- HC : Well, actually, I have thought about this quite a bit. **(Defense)**
- DT : **Yeah, for 30 years. (Attack)**
- HC : And I have -- well, not quite that long (laugh) I think my husband did a pretty good job in the 1990s. I think a lot about what worked and how we can make it work again... **(Defense)**

The dialogues above shows the way a debate runs between Hillary and Trump.

There are three functions of debate there: acclaim, attack, and defense. In her answers, Hillary firstly stated the way Donald started his business (borrowing money from his father) compared to her “unfortunate” experience of life where her father started business in struggle shows her way in praising herself. Her statement, “I don’t buy that” build an image that she is preferable than Trump. Hillary stressed that she had unlucky childhood and convinced the voters that she can easily feel the hard time the citizen faced, and she surely can solve those matters by her life experience. In response to that, Trump then attacked Hillary by doubting her duties for thirty years. And to defend herself, Hillary brought her husband by stating Bill’s competence in solved the problems in 1990.

Considering the negative responses from both candidates, writer then found realization of Impoliteness theory in their debate. Impoliteness is defined as the communicative strategies which designed to attack face, and thereby caused social conflict and disharmony (Culpeper, 2003: 156). Bousfield (2008: 72) also stated that impoliteness constitutes the communication of intentionally gratuitous and conflictive verbal face threatening acts (FTAs) which are purposefully delivered: (1) unmitigated, in contexts where mitigation is required, and/or, (2) with deliberate aggression, that is with the face threat exacerbated, ‘boosted’, or maximized in some way to heighten the face damage inflicted.

- LH : Beginning with you, Secretary Clinton, why are you a better choice than your opponent to create the kinds of jobs that will put more money into the pockets of American workers?
- HC :....I understand that. You know, *Donald was very fortunate* in his life, and *that's all to his benefit*. He started his business with \$14 million, *borrowed from his father*, and *he really believes that the more you help wealthy people, the better off we'll be and that everything will work out from there*. I don't buy that. I have a different experience. My father was a small-businessman. He worked really hard. He printed drapery fabrics on long tables, where he pulled out those fabrics and he went down with a silkscreen and dumped the paint in and took the squeegee and kept going. And so what I believe is the more we can do for the middle class, the more we can invest in you, your education, your skills, your future, the better we will be off and the better we'll grow. That's the kind of economy I want us to see again.
- DT : ...And, Hillary, I'd just ask you this. You've been doing this for 30 years. *Why are you just thinking about these solutions right now? For 30 years, you've been doing it, and now you're just starting to think of solutions.*
- HC : Well, actually...
- DT : I will bring -- excuse me. I will bring back jobs. *You can't bring back jobs.*
- HC : Well, actually, I have thought about this quite a bit. (Defense)
- DT : *Yeah, for 30 years.*
- HC : *And I have -- well, not quite that long* (laugh) *I think my husband did a pretty good job in the 1990s*. I think a lot about what worked and how we can make it work again...

From the previous examples of their debate, on the 18 minutes, Hillary attacked Trump's face. She said that *Donald was very fortunate in his life...borrowed money from his father...* Here, she performed **Negative Impoliteness**. She marked Trump as a *spoiled child* who didn't have any idea about struggle, who never experienced hard time and she concluded that in Trump's life, money and wealth are solutions of any problems. The negative impoliteness occurred here, attack Trump negative face wants. This strategy is used by Hillary to attack his freedom of life, way of life. To attack Hillary's statements, Trump then questioning her capability, how actually Trump expected Hillary to do on her previous positions as the First Lady of the United States from 1993 to 2001, U.S. Senator from New York from 2001 to 2009, 67th U.S. Secretary of State from 2009 to 2013 (**Positive Impoliteness**). He continued his statement by confirming the audiences that *Hillary cannot bring back jobs*, he

underestimated her for being incapable. When able to state Clinton's inability, Trump thought he is more powerful, superior than her. Culpeper (1996: 34) noted that a powerful participant has more freedom to be impolite, because he or she can (a) reduce the ability of the less powerful participant to retaliate with impoliteness, and (b) threaten more severe retaliation should the less powerful participant be impolite. Culpeper (2005: 38) also stated that impoliteness comes about when: (1) the speaker communicates face-attack intentionally, or (2) the hearer perceives and/or constructs behavior as intentionally face-attacking. And as the result, to defense herself, Clinton tried to answer him by bringing her husband's good record in solved problems in 1990, but she felt hesitate to make statement then she laughed, more likely felt nervous because Trump make her ashamed considering how she now was seen in other's people's eyes. Impoliteness always involves emotional consequences for the target (Culpeper, 2011: 21).

One purpose of presidential debate is to evaluate the candidate's image in front of citizens. As Kenamer and Chaffee (1982) conclude, "What appears clear... is that the very early campaign phase is characterized by widespread lack of information among those who are not following the campaign closely, and uncertainty even among those who are" (p. 647). Voters in a primary campaign season, therefore, are more likely to be seeking information that introduces them to potentially unknown candidates and information that helps clarify often subtle differences among primary campaign rivals.

Locher (2004: 318) states that the president candidates often attempt to depict themselves as noble fighters for their cause, as magnanimous, fair, democratic, competent, public servants with a sense of humor; leaders who care more for the issues rather than power. The candidates should not appear to be too "learned",

ignorant, stiff, jovial, or nonchalant. Whatever the subject is, according to Neil Harvey and Smith (2011: 9), a good debate must consist of speaking, arguing, listening, synthesizing, and arranging.

Politeness is expected to occur in the area of politicians. If when competing for a determinate political office, politicians continuously attempt to damage and dominate the counter candidate, as a result, it would be unimaginable to conceive of impoliteness towards the rival differently from intended impoliteness in terms of aggravation or attack against his/her persona” (Bousfield and Locher, 2008: 104).

The concept of impoliteness appears to be the opposite of politeness. The politeness theories (Brown and Levinson 1987; Lakoff 1973; Leech 1983 in Culpeper 2007: 2) give the impressions that impoliteness as the result of doing nothing. Watts (2003: 5) further explained that impoliteness and politeness are as a scale with negative end with impolite behavior and a positive end with polite behavior. Behavior that is impolite, rude, discourteous, obstreperous or bloody minded is noticed more easily than polite behavior.

Culpeper (2011) points out that impoliteness is socially important. He emphasizes that it is highly salient in public life and should be the interest to linguistics research. Impoliteness plays central role in many discourses (from military recruit training to exploitative TV shows); however, those discourses are rarely investigated in detail. Impoliteness itself is arguably defined by many pragmaticians and sociolinguist.

The phenomena of impoliteness in presidential election debates are necessary to be studied for the application of impolite language among the candidates. Therefore, this study aims at examining the model of impoliteness proposed by



Culpeper (1996). The writer is very much interested in conducting a study on types of impoliteness strategies namely: Bald on Record Impoliteness, Positive Impoliteness, Negative Impoliteness, Sarcasm or Mock Impoliteness, and Withhold Politeness used by both Donald Trump and Hillary Clinton in their presidential election debate.

### **1.2 The Problems of the Study**

Based on the background of the research above, the problems of the research are formulated as follows:

1. What are the impoliteness strategies used by Donald Trump and Hillary Clinton in their presidential election debate?
2. How are the impoliteness strategies realized by Donald Trump and Hillary Clinton in their presidential election debate?
3. Why are the impoliteness strategies used by Donald Trump and Hillary Clinton in their presidential election debate occur in the way they are?

### **1.3 The Objectives of the Study**

In line with the problem of the study, the objectives are:

- 1) to find out the types of impoliteness strategies used by Donald Trump and Hillary Clinton in their presidential election debate.
- 2) to describe the realization of impoliteness strategies used by Donald Trump and Hillary Clinton in their presidential election debate.
- 3) to describe the reasons of using impoliteness strategies by Donald Trump and Hillary Clinton in their presidential election debate

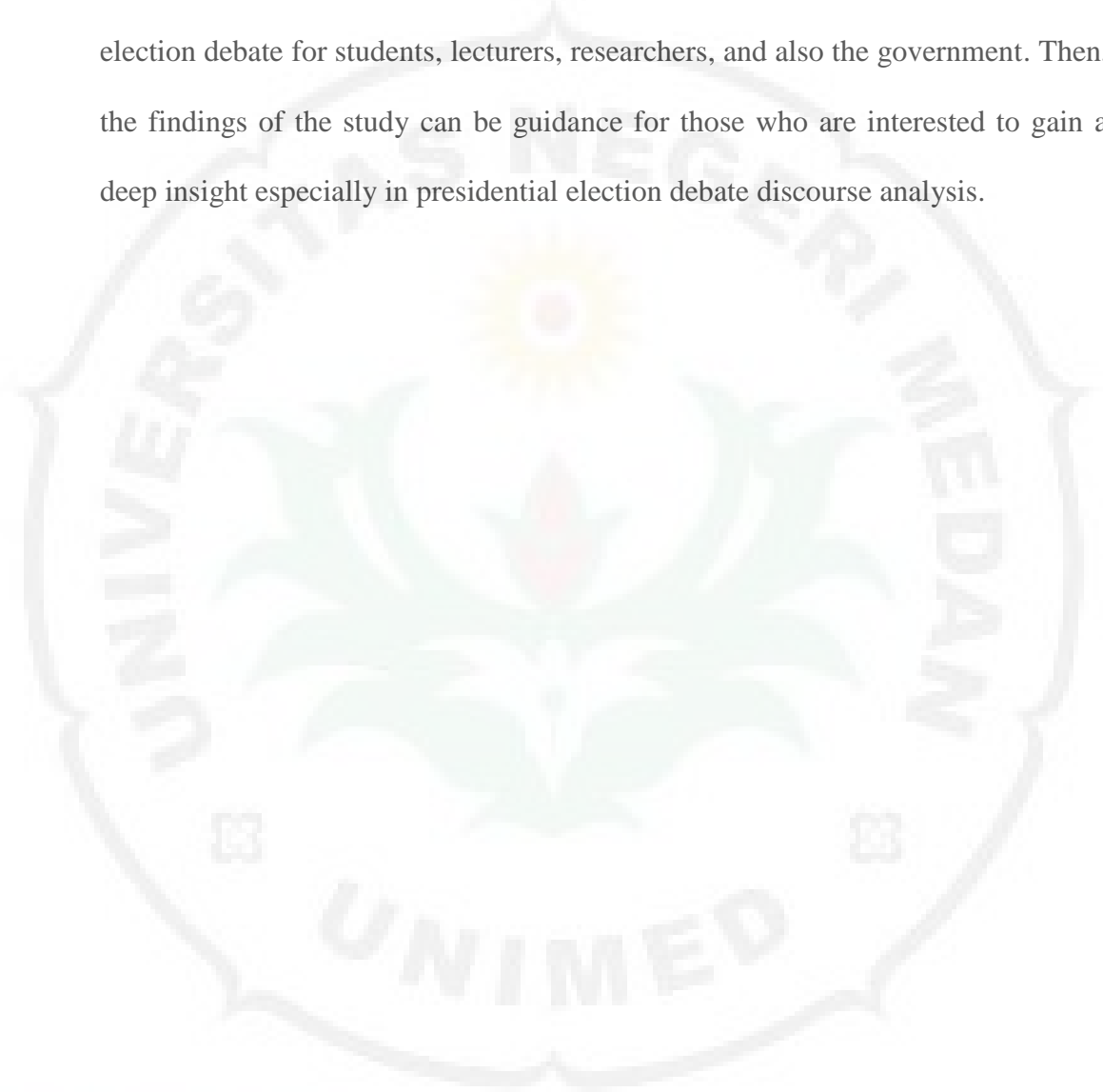
#### **1.4 The Scopes of the Study**

The analysis is focused on utterances of Donald Trump and Hillary Clinton in their first presidential election debate. The main aspects to be analyzed are the impoliteness strategies based on Culpeper's theory (1996) which have five types, they are: bald on record, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness. This study will also explain the realization of impoliteness strategies by using the theory of output strategies by Culpeper (1996) and finally the reasons of using impoliteness that occurs in utterances made Donald Trump and Hillary Clinton in their presidential election debate is based on the theory of Beebe (1995) and Culpeper (2011), namely: to appear superior, to get power over action, to get power in conversation and also a few other points that underlie a person using impoliteness strategies.

#### **1.5 The Significances of the Study**

The findings of the study are expected to be useful theoretically and practically. Theoretically, research findings are useful for: a) linguists to enrich their knowledge of the application in the impoliteness theory as specifically about how impoliteness can be used to face-attack hearers as well as to show power in communication, the realization of impolite utterances in the communication, and the reasons behind impoliteness strategies used by presidential election candidates; b) other researchers to get information of what types of impoliteness and realization occur in a presidential election debate, and for those who would conduct a further study about linguistics impoliteness in relation to politicians world which remains tantalizing and fruitful line of academic inquiry in other

discourses such as novels, plays and so on. Practically, the findings of this study are considered to contribute information about impoliteness in presidential election debate for students, lecturers, researchers, and also the government. Then, the findings of the study can be guidance for those who are interested to gain a deep insight especially in presidential election debate discourse analysis.



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