



Impoliteness Strategies Used in the Movie Pearl Harbor

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Abstract. *Impoliteness is defined as communicative behavior that is intended to cause offense, social disruption, or emotional harm. The description that occurs not only in social life but can found in the film, which used by the characters. Culpeper divided three functions of impoliteness there are affective, coercive, and entertaining. This research aims to analyze the functions of impoliteness which found in the movie Pearl Harbor. The method used to analyze and collecting data which found and contained in the Pearl Harbor movie through descriptive qualitative methods, using Spradley 1980 theory. This research used data collection from the dialogues between characters in the movie. The result of this analysis shows that the researcher found three functions of impoliteness proposed by Culpeper. Three functions of impoliteness were found in this movie with two functions having the same data, namely affective and coercive. Because of the war setting so that these two functions are the most suitable to use and researcher also found one function of entertaining. The conclusion of this research that based on the background of war, then in this movie it is very suitable to be researched using impoliteness. In war usually raises conflict and tension where it can lead to impoliteness. The more tension there is in the movie, the more impoliteness is used.*

Keywords: *impoliteness, impoliteness function, pearl harbor*

Abstrak. Ketidaksantunan didefinisikan sebagai perilaku komunikatif yang dimaksudkan untuk menyebabkan pelanggaran, gangguan sosial, atau kerugian emosional. Deskripsi yang terjadi tidak hanya dalam kehidupan sosial tetapi dapat ditemukan dalam film, yang digunakan oleh para karakter. Culpeper membagi tiga fungsi ketidaksantunan yaitu fungsi afektif, koersif, dan menghibur. Penelitian ini bertujuan untuk menganalisis fungsi ketidaksantunan yang ditemukan dalam film Pearl Harbor. Metode yang digunakan untuk menganalisis dan mengumpulkan data yang ditemukan dan terdapat dalam film Pearl Harbor melalui metode deskriptif kualitatif, dengan menggunakan teori Spradley 1980. Penelitian ini menggunakan pengumpulan data dari dialog-dialog yang terdapat dalam film. Hasil dari analisis ini menunjukkan bahwa peneliti menemukan tiga fungsi ketidaksantunan. Dari tiga fungsi ketidaksantunan yang ditemukan dalam film ini terdapat dua fungsi yang sering digunakan dengan dua fungsi yang memiliki data yang sama, yaitu afektif dan koersif, karena setting perang sehingga dua fungsi ini yang paling cocok digunakan, dan peneliti juga menemukan satu fungsi menghibur. Penelitian menyimpulkan bahwa berdasarkan latar belakang perang, maka dalam film ini sangat cocok untuk diteliti menggunakan ketidaksantunan. dalam perang biasanya memunculkan konflik dan ketegangan dimana hal tersebut dapat menimbulkan ketidaksantunan. semakin banyak ketegangan yang terjadi dalam film, maka semakin banyak pula ketidaksantunan yang digunakan.

Kata kunci: ketidaksantunan, fungsi ketidaksantunan, pearl harbor

1. BACKGROUND

Pragmatics is the study of meaning in context, focusing on how meaning is communicated by speakers or writers and interpreted by listeners or readers. Within this field, politeness and impoliteness are significant topics, with impoliteness referring to speech that is intentionally offensive or uncomfortable. Jonathan Culpeper's theories on impoliteness provide a framework for understanding how and why impoliteness occurs in communication, particularly through various strategies and functions. Impoliteness is not always a reflection of

negative intent but can be a calculated verbal attack that serves specific purposes in communication, such as asserting power or expressing tension.

Impoliteness is speech that lashes out at another person, it can be through utterances or words that make someone feel uncomfortable when they hear it. In communication, the informant observed that 'he looked quite angry', and in his comment that 'his tone of voice and facial expression also made us feel very uncomfortable, (Culpeper, 2011). According to Culpeper (2016) the impoliteness is ultimately not seen as an actual negative attitude towards a particular behavior occurring in a particular context. It is more of a planned verbal attack that remains on the surface and is not intended to insult anyone.

Impoliteness is a common phenomenon in everyday life, as well as in media like films. Studies have shown that films often depict impoliteness through different functions, such as affective, coercive and entertaining. Examples from films like *Freedom Writers* (2007), *Carrie* (2013), and *The Simpsons* (2007) demonstrate how functions of impoliteness is used to convey the purpose of the rudeness. In *Pearl Harbor* (2001), a film combining war and romance, impoliteness is prevalent due to its setting in a military environment where direct orders and sharp criticism are common.

The study of impoliteness in *Pearl Harbor* is significant because it explores a previously unexamined film in this context, offering insights into how impoliteness functions within complex character dynamics and high-stress situations. The research highlights the importance of understanding impoliteness not just as a negative behavior but as a multifaceted tool in communication, particularly in settings where power and authority are at play. This analysis also addresses a gap in existing research, contributing to the broader study of impoliteness in film and media. This study aims to determine the type of impoliteness function in the dialog in the film *Pearl Harbor* using Culpeper's theory (2011).

2. LITERATURE REVIEW

Pragmatics

Pragmatics is the study of the relationship between linguistic forms and the users of those forms, in this three-part distinction only pragmatics allows humans into the analysis (Yule, 1996). Pragmatics is the study of the relations between language and context that are basic to an account of language understanding (Levinson, 1983). Meanwhile, Leech (1999) describes pragmatics as the study of meaning in relation to speech situation. It means that pragmatics is concerned with the meaning of utterance, in which the meaning where the utterance occurs. Yule the situation on depends (1996) also defines pragmatics as the study that

focuses on the meaning as communicated by a speaker and interpreted by a listener. This type of study necessarily involves the interpretation of what people mean in particular context and how the context influences what is said.

According to Levinson (1983) pragmatics is the study of language usage. He claims that it examines the relationships between language and context, which became critical for language comprehension. Understanding an utterance requires more than just understanding the meaning of the words used and the grammatical relationships between them. People must infer connections between utterances and what is mutually assumed or what has previously been said. (Levinson, 1983). Based from those theories there is similarity which can complement each other that Pragmatics is a subfield of linguistic which includes various concepts such as, impoliteness theory.

Impoliteness

Impoliteness is a concept in pragmatics that refers to the intentional use of language or behavior designed to cause discomfort, offense, or damage to someone's social "face" during interactions. Unlike politeness, which aims to maintain social harmony, impoliteness seeks to disrupt or challenge it. Impoliteness is centered around how people use language or behavior to express negative emotions like anger, dislike, or hostility. While politeness is about maintaining harmony by showing concern for others' feelings, impoliteness is about breaking that harmony, often intentionally.

Jonathan Culpeper (1996) defines impoliteness as “communicative strategies designed to attack face, and thereby cause social conflict and disharmony.” In this context, face refers to the concept introduced by Erving Goffman, which is the self-image that a person wants to maintain in social interactions. Thus, impoliteness involves any form of communication aimed at attacking or undermining this self-image, either directly or indirectly. Culpeper developed the concept of impoliteness as a counterpoint to the politeness theory by Brown and Levinson (1987). According to Brown and Levinson (1987), people in social interactions strive to protect their face (both positive and negative face) through politeness strategies. However, Culpeper pointed out that in many situations, people use strategies specifically to attack others' face, whether directly or indirectly.

Culpeper notes that impoliteness can occur in various forms and intensities, from very explicit to very subtle, depending on the speaker's intent and the hearer's interpretation. In everyday interactions, impoliteness might arise as a reaction to perceived rudeness from others or as a tool to negotiate power and status in social relationships.

Studying impoliteness is essential for understanding how social conflicts are created and maintained through language. It also provides insight into power dynamics in social interactions, where language is used not only to convey information but also to control, dominate, or resist others. By understanding impoliteness, we can better grasp the complexities of human communication, especially how people use language to express negative feelings and how this affects social relationships. As Culpeper (1996) states, “Impoliteness reveals the darker side of human communication, where language becomes a tool for conflict and power struggle rather than harmony and cooperation.” Impoliteness is not confined to language; context has a significant impact as well.

Impoliteness Function

The three functions of impoliteness proposed by Culpeper (2011) will be explained in detail below:

a. **Affective**

This function involves the emotional outburst that occurs during a conversation between the offender and the object of rudeness. Culpeper (2011) stated that affective impoliteness is the targeted display of intensely elevated emotions, such as anger, which implies that the production of negative emotional states is the responsibility of the target.

b. **Coercive**

The second function of impoliteness is coercive impoliteness. Speakers who perform this function of impoliteness may result in a rearrangement of grades. In addition, this impoliteness function can indicate if there are differences in social status between the speaker and listener, causing social inequality between them. This gap indicates that the speaker has a higher social status than the listener will have an advantage to force agreement. In addition, this function is also used to gain social power. A coercive action is an action taken with the intention of imposing harm on another person or forcing compliance (Culpeper, 2011).

c. **Entertaining**

The last function of impoliteness is the function of entertaining impoliteness. Impoliteness does not only function to make people angry or harm people but can also entertain people like the function of entertaining impoliteness. Impoliteness can be managed equally for listeners so that the impoliteness can entertain listeners. The true identity of the target is not known or is at least uncertain, and in the case of literary fiction the targets are entirely fictional. What is important, however, is that others, aside from the target, can understand the probable

impoliteness effects for the target. Without this it would not be entertaining impoliteness (Culpeper, 2011)

3. METHODS

This research is using qualitative method to describe the data. Analysis is an activity that refers to the research for patterns or systematic examination of something that has been observed and recorded, so the conclusion can be found (Spradley, 1980). This research analysis data used analysis model (Spradley, 1980). In analyzing the data of this research, the researcher also use the Spradley's (1980) theory. there are some steps in collecting data:

Research Design

The study employs a descriptive qualitative research design, which focuses on providing a thorough and detailed account of a phenomenon within its natural context. This method involves collecting rich, in-depth data to understand the complexity of human experiences and the essence of the phenomenon as perceived by participants.

Data Source

The study focuses on analyzing the dialogue of characters in the movie as the primary source of data. The researcher gathered data by watching the movie, listening to the audio, reading the movie script, and using English subtitles.

Data Coleecting Technique

In this study the writer used data from Pearl Harbor movie. During the data collection process, the researcher focused only on data reduction. watched the movie with great attention in order to collect the pertinent information needed to meet the goals of the study. The writer takes the data from watching, identifying, classifying, and Analysing.

4. RESULTS AND DISCUSSION

Jonathan Culpeper's 2011 work on impoliteness functions delves into the various roles that impoliteness can play in communication. These functions help to explain why people use impoliteness and what they aim to achieve through it. Here are the detailed functions of impoliteness according to Culpeper (2011) :

Table 1. Tabulation of Total Impoliteness Functions

No.	Characters	Impoliteness Functions		
		AF	CO	ET
1.	Rafe McCawley	2	2	-
2.	Danny's Father	1	-	-
3.	Franklin D Roosevelt	-	1	-
4	Billy Thompson	-	-	1

The following is more detailed explanation and data sampling presentation regarding the impoliteness functions which found in movie:

Affective Function

The affective function of impoliteness involves the expression of emotions. This can include anger, frustration, or irritation. The speaker uses impoliteness as a way to vent or express these strong emotions, often aiming to hurt the target. Impoliteness can be used to express emotions such as anger or frustration, serving as a vent for the speaker's feelings and potentially affecting the emotional state of the hearer (Culpeper, 2011).

a. Datum 3

Rafe : I understand that, Danny. But I feel like I got a duty to go.

Danny : Don't preach to me about duty, *dammit!* I wear the same uniform you do.

Rafe : Now, if trouble wants me, I'm ready for it. But why go looking for it? God, Danny, come on. I'm gonna be 25. I might as well be an old man. They're gonna have me bein' a flight instructor. I don't wanna teach loops and barrel rolls. *I wanna be a combat fighter.*

b. 3/AF/RM/00:09:53/PH

According to Culpeper's theory (2011), the affective function in communication involves the expression of strong emotions, which can strengthen or damage social relationships. In this dialog, Rafe clearly expresses his frustration and disappointment with great emotion. Statements such as "God, Danny, come on" and "I might as well be an old man" show a high level of frustration and desperation, which shows how important Rafe's desire to become a fighter pilot.

The affective function here is to express Rafe's feelings of disappointment and dissatisfaction, while strengthening his determination to pursue what he wants. These expressed emotions not only show Rafe's internal state but also serve to influence Danny by showing how serious Rafe feels about his situation.

Coercive Function

Impoliteness can be used to exert power and control over others. By being impolite, the speaker may try to coerce the hearer into a particular action or behavior, often through intimidation or threats. Impoliteness can function coercively, with the aim of making the hearer do something through threats, insults, or other forms of verbal aggression (Culpeper, 2011).

a. Datum 6

Danny's Father : You no-account boy! I done told you, you spend time playing with this stupid boy can't read. You ain't never goin' to amount to nothin'!.

Danny : He ain't stupid, Daddy!

Danny's Father : *Come on! Get on back home.* Now! Get on up. You got work to do. Come on! Come on, get on home!

b. 6/CO/DF/00:03:41/PH

In this dialog, Danny's Father told danny to go home, because she was very angry when she saw danny and rafe playing together. Danny's Father is clearly using coercive techniques to ensure that Danny follows his orders without question. The use of repeated commands, emotional pressure through urgency, disregard for Danny's personal autonomy, and a coercive tone all serve to force Danny to go home and do his work. This analysis is in accordance with the concept of coercive function according to Culpeper's (2011) theory, where impoliteness can be used as a coercive tool to control or manipulate the behavior of others.

Entertain Function

Sometimes, impoliteness is used for entertainment purposes. This can include humorous insults or teasing, often in social contexts where such behavior is accepted or expected as part of the group dynamic. Impoliteness can have an entertaining function, especially in contexts where mock impoliteness or banter is used to amuse and engage an audience (Culpeper, 2011).

a. Datum 14

Anthony : Get out. Am I going bald right back here?

Billy : *Man, I am one good-lookin' son of a bitch.*

Anthony : Don't you ever die.

Billy : Die. That's exactly the concept you gotta work tonight.

b. 14/ET/BT/00:08:37/PH

The dialogue as a whole demonstrates the entertaining function as described by Culpeper (2011). Through humor, wordplay, and intimate interactions, Anthony and Billy create a lighter and more enjoyable atmosphere. This dialog shows how impoliteness or comments that may not be taken seriously can be used to strengthen interpersonal relationships and make challenging situations more acceptable. "Man, I am one good-lookin' son of a bitch." and "Don't you ever die.": This dialog shows the close friendship between Anthony and Billy, where they tease each other in a light and humorous way. Billy's statement about himself being "good-lookin'" is a form of humor that shows his overconfidence in an entertaining way. Anthony responds with the line "Don't you ever die," This is an example of the entertaining function, where the conversation aims to entertain both parties and strengthen their bond through humor. this is in accordance with culpeper which includes the emotional pleasure already mentioned.

This study examines impoliteness strategies used in movies as a tool to reflect social and psychological dynamics between characters. Impoliteness is often used in movies to show conflict, power, and intense emotions. This research focuses on the film Pearl Harbor, where tension-filled dialogues are selected for analysis based on Culpeper's (1996, 2011) theory of impoliteness. The rationale for this research is based on the recognition that dialogue in films has a significant role in revealing characterization and key themes, as well as how impoliteness is used as a tool that influences the audience's perception of character and conflict.

From the data findings above, researchers compared the results of the study with previous research from (Chintiabela, 2017), (Maelani, 2022), (Daffa & Johan, 2023), Meylana, et al, 2024), and (Simanjuntak & Johan, 2022). The results of these findings have similarities with the five previous studies, namely both finding the three functions of impoliteness in the film using the theory of Culpeper. It shows that the results of previous research with the research that researchers do support each other because in the five previous studies the most data found are affective and coercive.

5. CONCLUSION

Based on the research findings are used to analyse the function of impoliteness used by the characters in the movie. Researcher analysed the dialogue and utterances that occurred in the film to understand the function of impoliteness. Researcher discovered all three types of impoliteness functions proposed by Culpeper there are affective, coercive, and entertaining. The most commonly utilized functions are affective and coercive. This is due to the fact that the Pearl Harbor movie is set in a war environment, often utilizing firm and coercive language, such as commands from superiors to subordinates. In addition, the movie features dynamic and complex characters, effectively highlighting the role of impoliteness. Rafe McCawley is one of the characters who uses the most affective and coercive functions.

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