

## Impolite Reader ' s Responses on Online BBC News Comments

Izzati Suhaila<sup>1</sup>, Umar Mono <sup>2</sup>, Syahron Lubis<sup>3</sup>

<sup>1</sup>Pascasarjana Bahasa Inggris, Fakultas Bahasa dan Seni, Universitas Sumatera Utara,  
e-mail: [izzati.suhaila.dly@gmail.com](mailto:izzati.suhaila.dly@gmail.com)<sup>1</sup>,  
[umar.mono@yahoo.co.id](mailto:umar.mono@yahoo.co.id)<sup>2</sup>,  
[ronlubis@gmail.com](mailto:ronlubis@gmail.com)<sup>3</sup>

Penulis Korespondensi. Izzati Suhaila,  
Pascasarjana Bahasa Inggris, Fakultas Bahasa dan Seni, Universitas Sumatera Utara  
e-mail: [izzati.suhaila.dly@gmail.com](mailto:izzati.suhaila.dly@gmail.com)

### A B S T R A K

**Objektif.** Penelitian ini berjudul "Impolite Reader ' s Responses on Online BBC News Comments". Penelitian bertujuan untuk menemukan tanggapan pembaca yang tidak sopan pada komentar berita BBC online.

**Material and Metode.** Penelitian ini menggunakan metode kualitatif. Data tersebut adalah kolom komentar BBC News. Data dianalisis dengan teori Culpeper.

**Hasil.** Berdasarkan analisis data, ditemukan bahwa data strategi ketidaksopanan terdiri dari lima puluh tanggapan, seperti ketidaksantunan positif, ketidaksantunan negatif, sarkasme dan ejekan, dan bald on record. Strategi kesantunan positif diperoleh 26 ucapan (54%) yang terdiri dari 7 ucapan (14%) untuk penanda identitas yang tidak sesuai, 6 (12%) untuk ketidaktahuan, 4 (8%) untuk membahas topik yang sensitif, 2 ucapan (4%) untuk setiap bahasa rahasia dan kata- kata tabu, dan hanya satu (2%) ucapan untuk tidak tertarik. Kemudian dilanjutkan dengan strategi kesantunan negatif yang diperoleh 16 ucapan (30%), yang terdiri dari 8 ucapan (16%) untuk merendahkan, 5 ucapan (10%) untuk mengasosiasikan secara eksplisit, dan 2 ucapan (4%) untuk menakut-nakuti. Sedangkan, sarkasme dan ejekan memperoleh 6 ucapan (12%), dan bald on record hanya memperoleh 2 ucapan (4%) untuk pemecatan.

**Kesimpulan.** Berisikan ringkasan singkat tentang kesimpulan yang menjawab tujuan dari penelitian ini serta memuat saran yang dapat digunakan untuk pengembangan selanjutnya.

**Kata kunci:**

Impoliteness, reader ' s responses, online BBC news comments

### A B S T R A C T

**Objective:** This research was titled "Impolite Reader ' s Responses on Online BBC News Comments". This research found out. impolite reader ' s responses on online BBC news comments.

**Materials and Methods.** The research used a qualitative method. The data were the BBC News Comments. The data were analyzed by the theory of Culpeper.

**Results.** Based on the data analysis found that the data of impoliteness strategy consisted of fifty responses, such as positive impoliteness, negative impoliteness, sarcasm and mock, and bald on record. Positive impoliteness strategy gained 26 utterances (54%) which contained 7 utterances (14%) for inappropriate identity markers, 6 (12%) for ignorance, 4 (8%) utterances for discussing a sensitive topic, 2 utterances (4%) for each secretive language and taboo words, and only one (2%) utterance for disinterested. Then, it was followed by a negative impoliteness strategy that gained 16 utterances (30%), which contained 8 utterances (16%) for condescending, 5 utterances (10%) for explicitly associating, and 2 utterances (4%) for frightened. While, sarcasm and mock gained 6 utterances (12%), and bald on record only gained 2 utterances (4%) for dismissal.

**Conclusion.** The use of the impoliteness strategy in this data conveys an impolite response by using some of the characteristics of the impoliteness strategy. From all types of impoliteness, with-holding impoliteness strategy can ' t be found in this research because it should be mostly found in direct two-way interactions rather than responses in the commentary column.

**Keywords:**

impoliteness, reader ' s responses, online BBC news comments

## 1. INTRODUCTION

The utterance occurs because of the use of language, either directly or indirectly. These utterances result in speech events that cause linguistic interactions between speakers and partners. In language, we know politeness and impoliteness. Behavior in language that pays attention to or respects the dignity of others in communicating orally and in writing is called politeness. Culpeper (1996) stated that politeness is a system of interpersonal relations designed to facilitate interaction by human interaction by minimizing potential conflict and confrontation inherent in all human interchange. Situated behaviors are viewed negatively – considered ‘impolite’ means 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 offense.

While the opposite is impoliteness, behavior that does not pay much attention to or respect others. This behavior is also not approved by the social community. In this study, the author will focus on impoliteness in language. In this study, the author will focus on impoliteness in language because it is very important to be understood by speakers and speech partners so that they can interpret each other's speech correctly. The research is to find out the types and realization of impoliteness utterances in the readers’ responses to BBC online news comments. Culpeper (2011) 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.

Impoliteness strategy is an object of research that has been carried out in much previous research. Amaliah & Muslim (2020) analyzed the interaction in a virtual classroom for 3 students in the 7th semester in the undergraduate class of 2020/2021 by distributing a questionnaire. The results showed impoliteness strategies in virtual classrooms which included bald-on-record impoliteness, positive impoliteness, negative impoliteness, sarcasm, and withhold politeness. Wijayanti & Mubarak (2020) analyzed an aspect of impoliteness in the form of comments that contained impoliteness strategies in comment columns. The results showed positive impoliteness strategy, negative impoliteness strategy, bald on record strategy, mocking politeness or sarcasm, but withhold politeness strategy which was not applied by haters.

Febrian (2019) investigated impolite utterances uttered by students in classroom interactions based on strategies of impoliteness in as many as two classes in ten social studies majors at SMA N 4 Pariaman. The finding showed that five strategies of impoliteness studied by the researcher, namely bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock impoliteness, and withhold impoliteness were contained in the research data. Nengsi (2019) investigated impolite utterances uttered by a teacher and 35 students in SMP Aisiyah Sungguminasa. The findings of this research showed that the participants expressed impoliteness verbally in the English classroom interaction. Those expressions were categorized into four strategies of impoliteness.

In this research, the researcher analyzes readers’ responses to the BBC

commentary column that reported long queues for administering the COVID-19 vaccine. In this BBC report, there were several comments that refer to impoliteness, considering the issue being reported was currently being discussed regarding its quality and safety, namely vaccines for the prevention of COVID-19. These long queues occurred at test centers in the UK and several other countries. Looking at BBC's report on this situation, there is a lot of concern in the community about the emergence of a new cluster of COVID-19. The data are chosen by the researcher because the words, phrases, and clauses in readers' responses contain the aspects of impoliteness strategy peel with the theory of impoliteness strategy and it is also chosen to have the opposite effect of social disruption. The strategy aims to attack the face of anyone who sees or reads it, which is an emotionally sensitive self-concept. Impoliteness is an independent phenomenon, so in its terms, it really should be treated, not in terms of the principle of politeness. Yet, in contrast to this viewpoint, Leech says "the best way to start theorizing about impoliteness is to build on a theory of politeness, which is clearly a closely related phenomenon, in fact, the polar opposite of politeness" (Leech, 2014).

In this research, impoliteness has also been used in online news comments in every controversial news, such as BBC is a portal for giving information. BBC has many contents, there are about current issues, politics, finances, travel, technology, food and etc. Most of the news content is about the current issue which is very interesting to be discussed. One of the examples of impolite reader responses has been found in the article about "long queues to get the COVID-19 vaccine". Based on the above definition, it can be inferred that impoliteness is one of the social phenomena that play important role in our interaction. As impoliteness is assumed as an attack on someone's face, Culpeper (2005) classifies impolite utterances into (1) attacks on the quality face (2) attacks on social identity face (3) attacks on equity rights and (4) attacks on association right. This is used to direct two-way interaction. Then, Culpeper's strategies are more comprehensive as they consisted of five strategies, there are

(1) Bald on Record Impoliteness (2) Positive Politeness (3) Negative Politeness (4) Sarcasm or Mock Impoliteness (5) With-hold Impoliteness.

The information about long queues to get the COVID-19 vaccine occurred at test centers in the UK and several other countries. This long queue is also feared to have the potential to create new clusters of transmission. For this reason, the news reported by the BBC provoked many impolite responses from fifty readers who responded to the situation. All the responses above can be judged as impolite utterances because their comments show the thought of the report. All of the responses make this phenomenon fascinating to be further examined. Therefore, the researcher is intended to find out the types of impolite utterances, and describe the realization and reason for using the impoliteness strategies in the readers' responses on BBC online news comments.

## 2. METHOD AND MATERIAL

This study focuses on qualitative research. Qualitative research is used to explore and understand people's beliefs, experiences, attitudes, behavior, and critical judgments. Bogdan and Biklen & Bogdan (1982) define qualitative data analysis as "working with data, organizing it, breaking it into manageable units, synthesizing it, searching for patterns, discovering what is important and what is to be learned, and deciding what you will tell others". This research used a literary study in which

the data from the reader's responses to online news comments on the news of BBC. According to Creswell (2009) research design is plans and the procedures for research to detailed methods of data collection and analysis. The sources of data the researchers obtained from the internet, namely, BBC news, and the data are sentences from several comments that contain politeness and impoliteness.

The author of this research conducted some steps that can be described through collecting the important data related to the subject matter by underlining and marking them, making a note of related data, and searching for any theory related to the subject matter from books or internet websites. In the analysis of the data, some procedures are important to do. According to (Patton, 2009), data analysis is the process to organize data in a pattern, category, and into the analysis. In this research, there are some procedures used to analyze the data by analyzing the data taken from the news, revealing the answers related to the problems of the study, editing and organizing the data and the results of the study, and making a conclusion of the data analysis.

### 3. RESULT AND DISCUSSION

The data in this research were the words and phrases which contained positive impoliteness, bald on record, negative impoliteness, sarcasm or mock impoliteness, and withhold impoliteness strategies in reader's responses on online BBC news comments regarding the long snaking queues to get vaccines that have occurred in several countries affected by COVID-19 virus. From the research data, there were words and phrases that contained impolite utterances in readers' responses to online BBC news comments. The words and phrases that contained ignorance; seeking disagreement; discussing sensitive topics; inappropriate identity markers; disinterested; secretive language; taboo word (positive impoliteness), condescending; explicitly associate; frightened (negative impoliteness, dismissal (bald on record), sarcasm (sarcasm and mock) in impoliteness strategy were marked with the bold text which completed with the context description. These words and phrases were selected and then processed into tables according to each type, then analyzed based on the principle of impoliteness strategy proposed by Culpeper (2011).

#### 3.1. Types of Impoliteness Strategies on BBC Online News Comments

The author classified the data according to strategy into positive impoliteness, negative impoliteness, bald on record, and sarcasm. The researcher presented the numerical table and diagram to make it easier for readers to see the number of analyses contained in this research. The results were then quantified, and the overall results were summarized in the table below:

Table 3.1. Impolite Strategy in Reader ' s Responses on Online BBC News Comments

No	Impoliteness Strategies		Amount	Total
1	Bold on Record	Dismissal	2	2
2	Positive Impoliteness	Ignorance	6	27
		Inappropriate Identity Marker	7	
		Disinterested	1	
		Secretive Language	2	
		Discussing Sensitive Topic	4	
		Taboo Words	2	
		Seek Disagreement	5	
3	Negative Impoliteness	Explicitly associate	5	15
		Condescending	8	
		Frightened	2	
4	Sarcasm and Mock	Sarcasm	6	6
Total				50

Based on Table 3.1, the Impolite Strategy in readers' responses to online BBC Newscomments was peeled through (Culpeper, 1996). The data of this research consisted of 50 responses from readers who watched live BBC news about vaccine queues in various countries. Positive impoliteness strategy gained 27 utterances which contained 7 utterances for inappropriate identity markers, 6 utterances for ignorance, 5 utterances for disagreement, 3 utterances for discussing a sensitive topic, 2 utterances for each secretive language and taboo words, and only one utterance for disinterested. Then, it was followed by a negative impoliteness strategy that gained 16 utterances, which contained 8 utterances for condescending, 5 utterances for explicitly associating, and 3 utterances for frightened. While, sarcasm and mock gained 6 utterances, and bald on record only gained 2 utterances for dismissal. Based on the table above, it could be seen that the Positive impoliteness strategy was predominant among all. It indicated that the data used in this research was mostly concerned with social disharmony, where the reader ' s responses aimed to undermine the will of the issues reported by BBC media. This strategy also aimed to make related parties feel uncomfortable with the actions of readers during the live broadcast.

### 3.2. The Realization of Impolite Utterances in Reader ' s Responses on Online BBC News Comments.

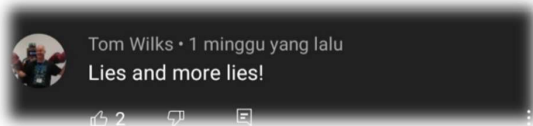
The realization of impoliteness strategy was classified into positive impoliteness where there was a strategy of ignorance; inappropriate identity markers; disinterested; secretive language; discussed sensitive topics; disagreements; and taboo words, negative impoliteness which there was a condescending strategy; explicitly associate Meanwhile, there are several strategies that are not included in this study. Meanwhile, there was only one strategy that was not included in this research. It was with-hold impoliteness.

#### a) Positive Impoliteness

Positive impoliteness was commonly used in social communication either to maintain social relations between people or to cause social disharmony. In this research, the positive impoliteness strategy obtained 27 utterances, which made it the most dominant strategy used by readers' responses to BBC's live broadcast regarding the long queues to get the COVID-19 vaccine. In this strategy, positive impoliteness was further divided into several categories, namely ignorance, inappropriate identity marker, seeking disagreement, secrete language, discussing a sensitive topic, disinterestedness, and taboo words.

### **Ignorance**

This category was used to ignore the circumstances that occurred. This impoliteness strategy could be seen in the following situations on online BBC News comments:



#### Lies and more lies!

31<sup>st</sup> Data - *UK Hit by Vaccine Shortage with new Bookings Put on Hold*

This data was taken from the thirty-first line in the appendix 3 table which analyzed the realization of the impoliteness strategy in BBC. From the data above, it could be analyzed that the form of response written by the reader showed a rejection of the news reported by the BBC news anchor. The "lies" response expressed a disregard for the information conveyed in the news regarding the usefulness of vaccines in preventing the spread of the COVID-19 virus. The meaning of the response referred to a false statement made by BBC in order to make viewers believe it.



#### Just because the BBC says there is a surge in uptake doesn't mean there is. Liars!

37<sup>th</sup> Data - *UK Hit by Vaccine Shortage with new Bookings Put on Hold* Then, the thirty-seventh data was taken in response to readers on the BBC who was identified as ignorant. The data showed a complete rejection of what BBC news was informing, where the administration of vaccines by the government to the citizen is a public lie. The reader wrote down the word "liars" which referred to the party reporting the information.



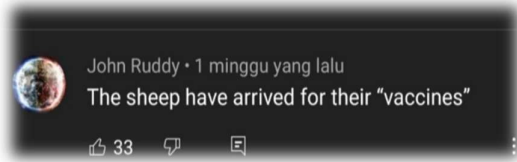
#### I only watch the BBC for the comments now...love to see how many people are now using other places to get their information! Don't just believe the BBC.

16<sup>th</sup> Data - *Queues at Pop-Up Vaccine Centre* This sixteenth data was taken from the reader's response on BBC who

identified as ignorant. The data showed the reader's distrust of the information conveyed by BBC. In this response, the reader seemed so pleased that many people did not just believe what the media, especially the BBC, was reporting.

### Inappropriate Identity Marker

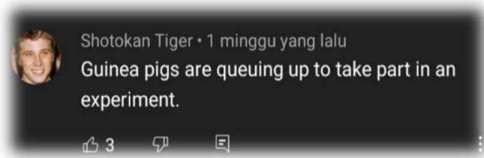
The use of this strategy was used to mark inappropriate identities, for example, using titles or surnames for close relationships, or nicknames for distant relationships. The following were some examples of inappropriate identity markers.



#### The sheep have arrived for their "vaccines"

13<sup>th</sup> Data - *Queues at Pop-Up Vaccine Centre*

Then, the thirteenth data was taken in response to news readers on BBC who was identified as inappropriate identity marker. From the data above, it could be analyzed that the word "sheep" written by the speaker referred to people who were jostling in line to get COVID-19 vaccine. The title "sheep" given by the reader to people who were queuing, was really inappropriate. In fact, the queues were people, not animals.



#### Guinea pigs are queuing up to take part in an experiment

29<sup>th</sup> Data - *UK Hit by Vaccine Shortage with new Bookings Put on Hold*

In this data, the reader gave a response that was identified as an inappropriate identity marker. The phrase "Guinea Pig" referred to the long queues for vaccines. The reader also named the word "vaccine" as an experimental trial by a certain party. This response was considered inappropriate, as the guinea pig was a type of domestic pig from the United States. Then, vaccines were biological preparation used to generate adaptive immunity against COVID-19 virus. Hence, the title for the experimental trial was inappropriate to describe a vaccine.

### Secretive Language

This strategy was used to confuse others with jargon or code that was known to others in the group but was not the target. The following was an example of secretive language in the research data.

#### Panodrama. Best BBC documentary I ever saw

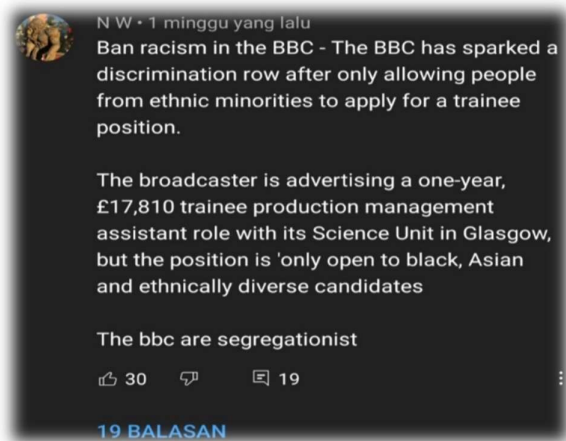
3<sup>rd</sup> Data - *Queues at Pop-Up Vaccine Centre* This third data had the word "Panodrama" which was identified as a secretive

language. The use of the word "Panorama" here referred to "Panorama" and "Drama". As we know, Pano-rama was an image that depicts a general or broad view of a part of the territory of a country. Then, drama depicted the reality of life, characters, and human behavior through the roles and dialogues that were staged. Thus, the reader considered that this queue was seen as a general view of human behavior who was willing to wait in long lines to get a vaccine. The response given by this reader was not aimed at the target, namely the BBC, as the media

reported the news. However, this response was only intended for the reader to describe the situation that occurred at West Ham's London Stadium in the United Kingdom and Beijing Hospital in China, where long queues filled up outside the venue.

### Discussing Sensitive Topic

This strategy was intended to irritate and make the target who read it feel uncomfortable during the broadcast, by discussing sensitive topics related to the news or even outside the news being carried.



Ban racism in the BBC - The BBC has sparked a discrimination row after only allowing people from ethnic minorities to apply for a trainee position. The broadcaster is advertising a one- year, £17,810 trainee production management assistant role with its Science Unit in Glas- gow, but the position is 'only open to black, Asian and ethnically diverse candidates The BBC is segregationist.

*23<sup>rd</sup> Data - UK Hit by Vaccine Shortage with new Bookings Put on Hold*

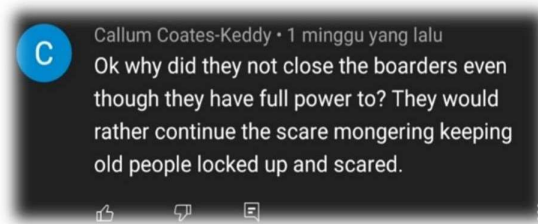
In this twenty-third data, readers respond outside the topic informed by BBC, namely long vaccine queues in several countries. The reader deliberately responded to sensitive issues by discussing racism that occurred to trainees on BBC. This sensitive issue was also actually not related to the news reported by BBC, but the reader deliberately made this comment to offend BBC, which only allowed people from ethnic minorities, such as black skin, Asians, and various ethnic minorities, to apply for trainee positions.

### Seek Disagreement

This strategy was an action that expressed a different opinion, which could later be interpreted as disapproving and possibly disrespectful. This category, however,



consisted of disagreement which clearly aimed to express the disagreement as strongly as possible, with no intent to correct. It was formed by entries that affirmed the opposite. The following was some responses of disagreement on BBC news comments.

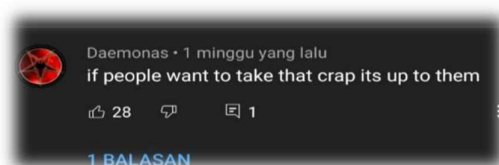


Ok why did they not close the borders even though they have full power to? They would rather continue the scaremongering keeping old people locked up and scared.

25<sup>th</sup> Data - *UK Hit by Vaccine Shortage with new Bookings Put on Hold* Then, this twenty-fifth data was identified as a disagreement strategy. The response showed that the reader did not agree with the government's call for vaccines to prevent the spread of the COVID-19 virus. However, on the contrary, the borders could be accessed easily. People were free to enter and exit the border, which meant the same as the spread of the COVID-19 virus. For this reason, the reader responds to this BBC news report as a form of spreading the COVID-19 virus, not minimizing it.

### **Disinterested**

This impolite strategy was used for the disapproval taken by one of the readers on BBC news. The reader expressed a lack of interest which could cause facial damage to the target who read it and such expressions could make it fail to meet expectations. The following example was an expression of disinterest:



## If people want to take that crap it's up to them

8<sup>th</sup> Data - *Queues at Pop-Up Vaccine Centre*

This data was taken from the eighth line in the appendix 3 table which analyzed the realization of impoliteness strategies on BBC. From the data above, it could be analyzed that the response written by the reader showed disinterest in giving vaccines that were recommended by the government, as has been reported by BBC. This response was given to show a sense of indifference to the current pandemic situation. Where various countries promoted the provision of vaccines to all their citizens. For that, the response above expressed a lack of interest.

### **Taboo Words**

Taboo words had the same meaning as swearing or using abusive or obscene language. Taboo words could differ depending on the society or culture. In Indonesia, the taboo referred to parts of the body especially those related to sexual activity or using the toilet, and names of some animals. The use of taboo could be seen in the following:



Satan only needs you for somewhere to put the trash while it stocks the cash.

7<sup>th</sup> Data - *Queues at Pop-Up Vaccine Centre*

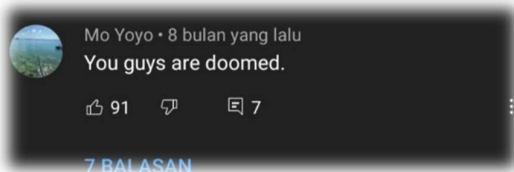
Not much different from the previous data, this seventh data was also identified as taboo words. the word "satan" that readers used was to express anger at BBC for supporting the government's policy about administering vaccines to break the chain of coronavirus. Satan itself was a creature that tempts humans to do evil. The term "satan" was also used as a nickname for various entities that challenge human beliefs. However, in this response, the word "satan" is linked to express the reader's anger.

### **b) Negative Impoliteness**

Negative impoliteness was commonly used in social communication either to attack others' negative faces. In this research, a negative impoliteness strategy was obtained from 16 utterances used by readers' responses to BBC's live broadcast regarding the long queues to get the COVID-19 vaccine. In this strategy, negative impoliteness was further divided into several categories, namely condescending, explicitly associated, and frightened.

### **Condescending**

This strategy was used to insult, ridicule and taunt bluntly that is aimed at the target. The reader even used harsh words to express what they wanted to convey. The following examples were expressions of situations where this strategy could be realized:



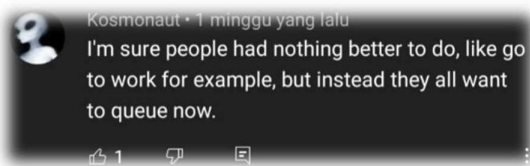
You guys are doomed.

6<sup>th</sup> Data - *Queues at Pop-Up Vaccine Centre*

This sixth data was also identified as a condescending strategy. The response to the above used harsh words that were inappropriate to say to others. The sentence "you're doomed" was a response given by the reader to curse the intended target, namely the BBC as a media that was reporting on the usefulness of vaccines for citizens. The condescending strategy was used by the reader to insult or even curse the parties or situations involved, without resorting to violence or doing anything harmful.

### Explicitly Associate

This strategy was used to personalize BBC or government as a target for impoliteness. This strategy was also part of negative impoliteness to corner the target indirectly. The word used is also an explicit form of ridicule. The following examples were expressions of situations where this strategy could be realized.



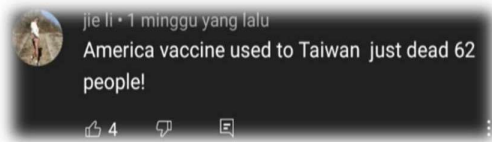
I'm sure people had nothing better to do, like go to work for example, but instead they all want to queue now.

22<sup>nd</sup> Data - *UK Hit by Vaccine Shortage with new Bookings Put on Hold*

The above data was also realized as explicitly associated with BBC news. The response was written by the reader to the queuing crowds at the vaccine center who did not have jobs or other important activities so they were willing to queue up outside the place. This overcrowding was also feared to become a new cluster for the spread of the COVID-19 virus. This strategy was used explicitly to make the queues aware that they should do more important things than gathering in long queues to get the vaccine because the long queue could also become a new cluster in spreading the COVID-19 virus.

### Frightened

This strategy was used to instill confidence that harmful action would occur by including several events that would occur or had occurred as a result of that action. The following examples were expressions of situations in which this strategy could be realized:



### America vaccine used to Taiwan just dead 62 people!

*36<sup>th</sup> Data - UK Hit by Vaccine Shortage with new Bookings Put on Hold*

This data was taken from the thirty-sixth line which analyzed the realization of the impoliteness strategy on BBC news. From the data above, it could be analyzed that the response written by the reader was identified as a frightening strategy. This strategy was realized through the response of readers who scared others to avoid vaccines originating from America. According to information, Moderna Vaccine was a vaccine originating from the United States. This vaccine was developed by using messenger RNA (mRNA) genetic technology. The vaccine had been used in the United States too, where the United States had also recorded a high number of Covid-19 cases. For this reason, the reader gave a response about the side effects that would be obtained after using Moderna Vaccine, as happened in Taiwan. This response from the reader also had the potential to frighten anyone who believed the information.

#### **c) Bald on Record**

Bald on Record impoliteness was the use of direct, clear, and concise language in situations where the reader of BBC did not intend to keep the other person's face when reading the response. This strategy was also called the most common strategy which was believed to convey disrespectful statements. In this strategy, message enforcers and silencers as part of negative impoliteness were not found in the research data. More details would be explained in the discussion section.

#### **Dismissal**

This strategy was used to express someone's desire to remove someone from the discussion, particularly in unacceptable ways. In this research, the discussion was BBC's report on vaccine queues. The following examples were expressions of situations in which this strategy could be realized:

#### Burn them down

*47<sup>th</sup> Data - How the Race for the Covid Vaccine Was Won*

This forty-seventh data was identified as a dismissal strategy. This strategy was realized through the response of readers who have the desire to get rid of the target, which was the BBC as the news media was in charge of reporting the situation about the long queue of COVID-19 vaccines. The short and command sentence of "burn them down" led to the frustration of the reader about what BBC reported. The reader requested BBC immediately stop reporting on the situation.

#### **d) Sarcasm and Mock**

On the surface level, the utterances sounded polite but their meaning was the opposite. Sarcasm was mock politeness for social disharmony and it was the opposite

of banter which means mock impoliteness for social harmony.



"Death is not the greatest loss in life. The greatest loss is what dies inside us while we live."

2<sup>nd</sup> Data - *Queues at Pop-Up Vaccine Centre*

This second data was identified as a sarcasm strategy. This strategy was realized through the response of readers who expressed a polite mocking of BBC news media. The reader included a motivating sentence meant to ridicule BBC. The sentence meant that death was better than living with a dead conscience. This response was conveyed by the reader to respond to the massive vaccine administration that was recommended by the government. BBC here acted as a media that reported government policies in implementing vaccines to the public. Meanwhile, in this case, readers still had a belief that the vaccine was a threat to society, not a helper for society.

#### 4. CONCLUSION

Based on the data analysis, the data of impoliteness strategy consisted of fifty responses, such as positive impoliteness, negative impoliteness, sarcasm and mock, and bald on record. Positive impoliteness strategy gained 26 utterances (54%) which contained 7 utterances (14%) for inappropriate identity markers, 6 (12%) for ignorance, 4 (8%) utterances for discussing a sensitive topic, 2 utterances (4%) for each secretive language and taboo words, and only one (2%) utterance for disinterested. Then, it was followed by a negative impoliteness strategy that gained 16 utterances (30%), which contained 8 utterances (16%) for condescending, 5 utterances (10%) for explicitly associating, and 2 utterances (4%) for frightened. While, sarcasm and mock gained 6 utterances (12%), and bald on record only gained 2 utterances (4%) for dismissal. In realizing the impoliteness strategy in the data, positive impoliteness was realized by ignoring, confusing others with jargon or code, irritating, and making the target feel uncomfortable to create social disharmony. Negative impoliteness was realized by ridiculing and taunting bluntly with harsh words. Bald on record was realized by directing, clearing, and concise language in situations, commonly with command sentences. Sarcasm and mocking were realized by giving polite responses with the opposite meaning.

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