

Impoliteness Strategies in Cruella Movie: Pragmatics Study

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Abstract

This study aims to analyze and indicate the types of impoliteness strategies and their meaning addressed by the characters in the movie Cruella. A descriptive qualitative method was employed in this study. The source of the data was from the movie Cruella in addition to the transcript of the movie. Data is collected through observation in several steps, including watching the movie, downloading the transcripts, identifying and marking the impoliteness strategies performed in the movie, and classifying each data with Culpeper's Impoliteness strategy. The data is analyzed by first describing the context of each conversation and then analyzing the data using Culpeper's impoliteness strategies. The result shows that there are five types of impoliteness strategies, including bald on record impoliteness (31%), positive impoliteness (23%), negative impoliteness (15%), off-record impoliteness (23%), withhold politeness (8%). In addition, there are two types of meaning literal meaning (69%) and non-literal meaning (31%).

Keywords

impoliteness strategies;
politeness; meaning; Cruella;
movie



I. Introduction

Language is one of the most important things in the life of every human being (Purba, N. et al. (2020). Language has a significant role as a communication tool that everyone uses to interact with one another. Language is used in order to maintain good social interactions with others. According to (Ratri & Ardi, 2019) maintaining good social interactions is crucial because people live in a diverse society with a variety of backgrounds namely, age, gender, cultural setting, and others. Therefore, politeness is one of the significant elements in having a good social interaction with other people.

Politeness is a substantial key in having a good social interaction with other people. Being polite is an important aspect because it serves as consideration to consider other people's feelings (HENDAR et al., 2019). The act of politeness is not the same from culture to another culture. What is considered polite in one culture does not guarantee that the same act is polite in another culture (Lucky, 2015). People are performing polite behavior when they say "please," "sorry," and "thank you" regardless of culture.

Despite the fact that politeness is an important aspect of social interaction, violating politeness, or being impolite, is unavoidable. Sometimes people do not always behave or speak politely because they have different interests to other people or they want to attack somebody's identity or rights (Culpeper, 2010). Culpeper defines impoliteness as "the use of strategies to attack the face and cause social conflict and disharmony." (in Bousfield & Locher, 2008: 131).

Impoliteness occurs not only in everyday conversation but also in dialogues found in books, novels, serial television, and movies. Movies are a way for people to understand how languages are used. It portrays life's actions, images, and words. In this case, the researcher chooses a Disney movie titled *Cruella* as the data source of this research. This

study intends to find out the types and the meanings of impoliteness strategies used by the characters in the movie *Cruella*.

II. Review of Literature

2.1 Pragmatics

Pragmatics is the study of analyzing and determining the meaning of utterances from the speaker to the addressee or hearer (Simatupang et al., 2019). When speaking, both the speaker and the listener must be able to understand each other. Therefore, it should be performed in a straightforward and unambiguous manner. Nevertheless, for particular reasons, there are some concealed messages in the speaker's utterances. Because it is implicit, the listener must be able to make inferences in order to understand what the speaker means. Pragmatics, a division of linguistic studies, investigates this anomaly. According to Levinson (1983), the study of language usage is known as pragmatics. 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: 21).

Politeness is one of the topics under pragmatics study. According to (Culpeper 2005: 45) politeness defined as language choices. Politeness serves as a media for people to express boundaries and to express a friendly attitude.

2.2 Face

Face is the main concept in studying linguistic politeness. According to (Yule, 1996: 60), face refers to someone's public self-image that is hoped to be acknowledge by others. It is essential that other people respect someone's face. People usually try to save the faces of others in order to maintain a harmonious relationship. On the contrary, there are some people that try to harm other people's face by attacking them in front of a large crowd.

There are two categories of face, negative face and positive face. In addition, (Brown & Levison, 1987: 62) defines negative face is what every one desires that their actions or freedom be unrestrained by other people. Whereas, the desire of every one that his/her personality or self-image to be desirable and appreciated by others is positive face.

2.3 Impoliteness

There is still very little research focused on the polar opposite of politeness studies, which is impoliteness, despite the fact that impoliteness can attract more attention in society. Impolite language is often used to express people's emotions, which later can lead to conflict. When they use it to communicate with others, they frequently lose control of their behavior or language. Rather than considering politeness strategy, instead they prefer to express their feelings and emotions through impoliteness strategy. Impoliteness, according to (Bousfield & Locher, 2008: 3), is a face-aggravating behavior in a certain scenario. Impolite behavior is defined as behavior that is meant to aggravate someone's face.

Furthermore, (Culpeper et al., 2003: 1564) describe that impoliteness is intended to attack someone's face, and it can cause a conflict between people which even end up making one relationship disharmonious. It is clear that a person is intended to attack the listener's face when a person decided to perform impoliteness strategy. As Culpeper stated, impoliteness strategy is divided into five types.

2.4 Impoliteness Strategies

Before proposing the impoliteness strategies model in 2005, (Culpeper, 1996) constructs an impoliteness framework in relation to the politeness strategies proposed by (Brown & Levison, 1987). The impoliteness strategies are explained on the following.

a. Bald on Record Impoliteness

(Culpeper, 2005: 41) explains that the Face Threatening Act (FTA) is performed in a direct, clear, unambiguous, and concise manner in this strategy. It is done in situations where the face is not irrelevant or minimized. The speaker intends to strike the addressee in the face.

b. Positive Impoliteness

Culpeper (2005: 41) explains this strategy is designed to target the addressee's positive face, where they wish to be accepted by other people. This strategy can be implemented using a variety of output strategies, such as ignoring the other, being disinterested, unconcerned, unsympathetic, using taboo words, and calling other names.

c. Negative Impoliteness

This strategy is defined by (Culpeper, 2005: 41) as one used to attack the addressee's negative face wants. Negative impoliteness strategies include fearing the other, condescending, scorning, or ridiculing the other, being contemptuous, not taking the other seriously, belittling the other, invading the other's space, and explicitly associating the other with a negative aspect. This strategy is employed because the speaker desires freedom in doing something (Hafisa & Hanidar, 2021).

d. Off-Record Impoliteness

This strategy replaces mock politeness or sarcasm, which formerly thought to be the where the FTA is used through insincere politeness strategies (Culpeper, 1996: 356).

(Culpeper, 2005: 44) claims that in off-record impoliteness, the FTA is carried out through an implicature in such a way that one attributable intention clearly outnumbers all others.

e. Withhold Politeness

(Culpeper, 2005: 42) explains withhold politeness occurs when someone prefers to ignore when a polite act is expected to be performed by others. The example of withhold politeness are being silent and failing to thank.

2.5 Semantics

Semantics is commonly defined as the study of meaning. According to (Simatupang et al., n.d.), meaning is when the speaker made an effort to express the intention of the speaker's mind to the listener. Furthermore, semantics attempts to comprehend what meaning is as a component of language and how it is constructed, understood, obscured, and agreed by language speakers and listeners (Palmer, 1976: 1).

2.6 Types of Meanings

a. Literal Meaning

Literal meaning is a meaning which has the real meaning without the association of symbolic meaning. According to (Gray, 1984), literal meaning is the most accurate, precise, and restricted meaning, without a reference to secondary, symbolic, or metaphorical meaning.

b. Non-Literal Meaning

Nonliteral uses of language are known as figurative, and they are described by a variety of rhetorical terms such as metaphor, hyperbole, irony, metonymy, synecdoche, and litotes (Saeed, 1997: 16). Non-literal meaning, according to Saeed, could be referred to as Figurative Meaning. Non-literal meaning may differ from literal meaning. The context of the statement or conversation determines this. An abstract idea is expressed using non-literal meaning.

III. Research Method

This study employed the descriptive qualitative method. The purpose of qualitative research, according to (Vanderstoep & Johnston, 2009: 167), is more descriptive because it focuses on in-depth understanding of the research participants' points of view. The data for this research is utterances which were uttered by the characters in Cruella movie. There are several steps conducted in collecting the data research, which are watching the movie, followed by downloading the transcripts. The next step is marking the impoliteness strategies performed in the movie. Lastly, analyzing the types of impoliteness strategies performed in the movie and the meaning of the impoliteness strategies.

IV. Results and Discussion

The data is presented in the form of fragments of dialogues including the time description when the data occurred in the movie. The data then will be analyzed in accordance with their types of impoliteness strategies. Moreover, there will be an explanation of context and meaning of the impoliteness strategies.

4.1 Bald on Record Impoliteness

Data 1:

Gerald: Clean my office, top to bottom. And, uh, when you come in tomorrow, **try and remember to bring a brain.**

Estella: That seems uncalled for.
(min. 25:19)

Context:

Gerald was furious that Estella is constantly disturbing him with her ideas in any given circumstances. Moreover, Estella has a slice of banana on her left cheek because the garbage bag that she was about to take out ripped. This incident made her look dirty and that is what pulls Gerald's last straw.

Based on Data 1, The impoliteness strategy that Gerald used is bald on record impoliteness. Gerald ordered Estella to clean his entire office and later uttered "try and remember to bring a brain" which has the purpose to attack Estella's face in judgement of her work ethic. It serves as a contemptuous towards Estella. A contemptuous behavior is

qualified as performing bald on record impoliteness strategy. The meaning of “brain” in this impoliteness strategy is classified as literal meaning. “Brain” in this context here refers to Estella’s intelligence or her ability to work much better.

Data 2:

Baroness: **You’re a fool.** That girl put together a better window display than I’ve seen here for 10 years.

Gerald : Hear, hear!

(min. 30:02)

Context:

Baroness has just entered the shop when she sees the window display that drunk Estella has put on, that made her impressed. The window display was a mannequin with an altered dress of newspapers. The Baroness asked Gerald if Estella worked there, which Gerald confuse to answer, in fear he might say the wrong answer.

Based on the conversation in Data 2, the impoliteness strategy used is bald on record impoliteness which Baroness did not hesitate to attack Gerald’s face by calling him a fool without considering Gerald’s face. Thus, this impoliteness strategy has a literal meaning. As stated, bald on record impoliteness is a face threatening act that is performed in a direct, clear and unambiguous way. Therefore, this bald on record impoliteness have literal meaning.

4.2 Positive Impoliteness

Data 3:

Jasper : You could be more polite is all.

Estella : **I don’t have time.** I have to go to work. I’m a designer now.

Jasper : Seriously?

(min. 01:04:27)

Context:

Estella has just come back from Second Time Around when she sees that Horace and Jasper managed to steal Baroness’s dogs. She insisted harshly on Horace and Jasper to get the necklace out of the dogs’ system. Jasper clearly felt offended by this new Cruella alter ego that clearly opposing of Estella’s old self.

Based on data 3, Estella performs positive impoliteness as she did not appreciate Jasper and Horace’s efforts in helping her get revenge on the Baroness. Estella attack Jasper’s face wants by being unconcerned of his feelings. As stated, being unconcerned is qualified as performing positive impoliteness. Estella attack on Jasper’s positive face made Jasper shocked. The word “time” implies literal meaning. This due to the fact that ever since Estella is hired by the Baroness, she has had less time to do anything other than work.

4.3 Negative Impoliteness

Data 4:

Baroness : Here’s to me.

Baroness : Who the hell else would I drink to?

Estella : To me? For creating your signature piece?

Baroness : **You’re helpful to me, is all. As soon as you’re not, you’re dust.**

(min. 01:15:43)

Context:

When Estella has finished creating the Baroness new signature piece. The Baroness invited Estella for a drink. The Baroness and Estella were celebrating the achievement by drinking champagne. The Baroness only toast the champagne to herself and she did not acknowledge Estella's contribution.

Based on the conversation, The Baroness attack Estella's negative face by belittling her by saying "You're helpful to me, is all. As soon as you're not, you're dust". Belittling others is one of the indications of negative impoliteness strategy. The word "dust" in this impoliteness strategy has a non-literal meaning. In this case, it means something that is worthless.

4.4 Off-record Impoliteness

Data 5:

Horace: What they do is, they get in, they bite posh people who then froth at the mouth, their eyes spin in the back of their heads and then the posh people die.

Security Guard: That's a beautiful story, mate. **I almost welled up, yeah?**

(min. 47:37)

Context:

Estella along with Jasper and Horace was planning to steal back Estella's mom's necklace at the Baroness's upcoming Black and White Ball. Horace's way to get in to the Baroness' party was to trick the security guard into thinking that there is a big rat at the Baroness' Ball. However, the security guard refuse to believe and later dismiss Horace in a sarcastic and insincere way.

"**welled up**" here has a non-literal meaning, it is a figurative meaning or idiom. The word it self means a person's eyes are filling up with tears, and the tears are about to spill out. But in actual fact, the security guard did the contrary. The security guard is performing an off-record politeness or known as sarcasm or mock politeness strategy.

4.5 Withhold Politeness

Data 6:

Baroness : Show me. Mmm. How would you have done it?

Estella : (designing a dress on a paper)

Baroness : **I think you're... something.**

(min. 39:24)

Context:

The Baroness asked Estella about how would Estella design the dress. Later when Estella showed the Baroness a design that she made. The Baroness was impressed, yet she withhold a compliment to Cruella. Failing to give tribute is one of the indications of withhold politeness. to The Baroness fails to perform a compliment to Estella. The expected response was possibly the Baroness saying "I think you're a genius" rather than simply saying "something"

The word "**something**" here means literal, which is a quality that is not stated by the Baroness. It means that Estella might be acknowledged by the Baroness for her talent in designing clothes but in a subtle way.

V. Conclusion

According to the findings of the study, there are five types of impoliteness strategies: bald on record impoliteness (31%), positive impoliteness (23%), negative impoliteness (15%), off-record impoliteness (23%), withhold politeness (8%). It can be concluded that the most frequently used impoliteness strategy is bald on record impoliteness.

At the same time, there are two types of meanings: literal meaning (69%) and non-literal meaning (31%). It can be seen that the literal meaning is dominated in the study. This due to most impoliteness strategies performed in a direct, clear, and unambiguous. Therefore, it performed being straightforward rather than being reference to something else.

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