

CHAPTER I

INTRODUCTION

A.1 Background of the Research

Interactions among people are going in everyday life. People use language as a tool to communicate each other. By using language, people can express their feelings and exchange their ideas. Hence, people can run into difficulties to interact with others without language.

Language can help people to understand each statement. According to the definition of language in Encyclopedia Britannica, language is system of conventional or written symbols through which human being as members of social groups and participants in its culture, express themselves. By the explanation, it says the language is system of communication through which human beings to express themselves. Another definition of language by Wibowo, Language is a system of symbols that are meaningful and articulate sound (generated by said tool) which are arbitrary and conventional, which is used as a means of communicating by a group of human beings to give birth to feelings and thoughts (2001:3).

Every people have different style to use language when they communicate each other. To make the process of communication run smoothly, they will give attention to their words and apply polite language. However, there are some people who do not pay attention about the words they used. In

addition, when they ignore the word choices, they often use impolite language to communicate with others.

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

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

"For children, anger issues often stem from not being able to process and express other negative emotions such as fear, shame, frustration, and disappointment. Video games suppress negative emotions, and these emotions erupt as anger. Toxic internet culture and underlying mental illness can be contributors too."

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

Based on Cambridge Dictionary, video game is a game which the player controls moving pictures on a screen by pressing buttons. Most of kids whose speak rude are love to play multi player online games such as war games and gunfights.

Another article that explains about the bad influences of video games is from UK Mail Online, with the title *Children 'made rude, uncooperative and aggressive by video games' with some playing for more than two hours a day during term-time*. As stated by Mike Fisher, director of the association, which provides one-to-one sessions for children, through the article, he said that children became antagonistic and tetchy as the impact of isolate themselves in the room to play games for a long time.

“Classic addiction symptoms are wanting to isolate themselves in their room and play games all day. Any distraction from the addiction and they become hostile and impatient.”

He also added, the impact of anger itself not only for the parents but also the other family members.

“The parents also have to learn to deal with the aggression of the young person because often their anger holds the whole family hostage.”

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

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

“... assumed roles of especial prominence in the affairs of society.”

For example, anyone running for political office becomes more vulnerable to public scrutiny and media attention. Other well-known individuals like entertainers, writers, athletes, and other celebrities are considered public figures too.”

The movie entitled *The Social Network* and *Bohemian Rhapsody* both are biographical movies which tell about public figures Mark Zuckerberg, the founder of Facebook, an online social networking website with most 3 billion users and Queen, very popular British rock band which active since 1970 until present.

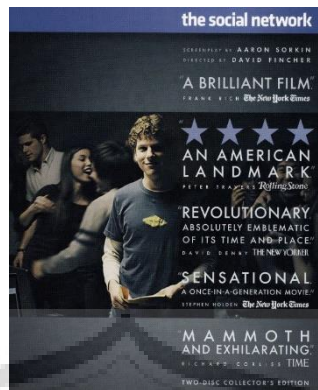


Figure 1: The Cover of *The Social Network* Movie

The Social Network begins with Mark Zuckerberg, the main character of this movie, got mad by his girlfriend Erica Albright. He expresses his madness by creating a website to find out the most attractive girl in Harvard University by downloads pictures and names female students from the databases of various residence halls. Then, in a few hours, using an algorithm for ranking chess players supplied by his best friend, Eduardo Saverin, he creates website called FaceMash, where students can choose which of two girls presented at a time is more attractive. While making the web Mark was on a drunk and he shares everything on his mind about Erica on his web. He wrote about something which makes Erica and even her family embarrassing about that. It is the other way to shows impolite thing. In this movie Mark's negative personality such as selfish, caustic, and defensive is very prominent so that the researcher can finding impoliteness actions and words to be analysed.

Impoliteness is considered as an inappropriate act in communication because it can cause social conflict. Bullying, threatening, or mocking often happen in the society, although people known that those acts are considered as

impolite actions. The important thing to study impoliteness is that people can understand the bad manner or impolite words by studying impoliteness, so they can avoid or control their behaviour when communicating with other people.

However, FaceMash' popularity and the fact that Mark created it one night while drunk brings him to the attention of the Winklevoss twins, the member of Harvard's rowing teams. As a result, he gets a job working for the Winklevoss twins as the programmer of their website, Harvard Connection. At the end, Zuckerberg has an ideology to elaborate more about that decision with Facebook.

The movie entitled *The Social Network* is directed by David Fincher, an American film director and music video director. He began making movies at age of eight with an 8mm camera. Fincher was hired by Industrial Light & Magic in 1980, where he worked on productions for *Twice Upon a Time*, *Star Wars: Episode VI – Return of the Jedi*, and *Indiana Jones and the Temple of Doom*. In 1984, he left ILM to direct a commercial for the American Cancer Society, that would show a fetus smoking of cigarette.

The movie which released on 2010 and adapted from the book *The Accidental Billionaires* that movie features, Best Picture, Best Actor, Oscar-winning screenplay, Best Original Score, and the other hundreds of winning and nominees.

Apart from the good responses, *The Social Network* movie is major critical success, it was made in October 2009 in Cambridge, Massachusetts. Scenes were filmed around the campuses of two Massachusetts prep schools, Phillips Academy and Milton Academy. Additional scenes were filmed on the campus of Wheel College, which was set up to be Harvard's campus. The movie released in the VCD and DVD distributed by Columbia Pictures and the runtime is 120 minutes. The good responses from public makes *The Social Network* movie appear on 78 critics' top 10 list for 2010, of those 22 critics had the film in their number one spot. Their worldwide gross of this movie is \$224,583,810 while the budget only had \$40 million.

David Fincher uses two plots scenario of this movie and it is easily understood. He makes a forward plots and back plots. In a forward plot, the director makes a process condition when Mark Zuckerberg in the first beginning makes a FaceMash until it becomes Facebook. The other side, Fincher makes a condition of Harvard assembly that give a perspective of each people's assembly that makes an internet connection in Harvard error in several times. The casts of this movie also have a valuable part. In this movie, Jesse Eisenberg who plays as Mark Zuckerberg is magnificent actor. He can make the character of Mark Zuckerberg alive. Therefore, when people talk about Mark Zuckerberg, they will also talk about Jesse Eisenberg, because both of them are already like one person. Eduardo Saverin who played by Andrew Garfield also looks very real and natural. His acting is successfully representing as the member of the facebook

and the central person who makes a growth of Facebook. At the end of movie, he also got betrayed by his friend. Not only a wonderful acting by the actors and actresses, but the camera work, the lighting speed of editing, the thoughtful of a forward and back plot, the music that makes *The Social Network* becomes a special movie, and the meaning of this movie is a process of a young student who wants to be success after broken heart, David Fincher puts all of them into every frame.

There are many lessons that the audiences can take from this movie. The audiences do not only watch the betrayed action, but also watch the friendship, love, success and loyalty. The friendship between Mark Zuckerberg and Eduardo Saverin tested by presenting the innovation about FaceMash. Luckily, the true friendship is always strong even they expand a facemash into a facebook. The loyalties of them are proved. One day, when they get a meeting with Sean Parker, Eduardo doesn't like the technique and the ambition by Sean to grow up Facebook. On the other hand, Mark like Sean and disagree with Eduardo. The movie tells the audiences that betrayed can make hurt the inside of human being like the relation of friendship. Loyalty and friendship are the keys to be success together. The director wants to show the audiences how important loyalty is in making success the founder of Facebook. Also, he wants the audiences to give attention that a fresh student in Harvard University can make a social network and they can be a successful people. The origin of Facebook is done by some people, but the effects are great especially for America and to the world

communication. Until now, people in the world enjoying in Facebook. With this website people can being connected with the old friends, making a group, getting many news in the world, and more. The fact is, that President of America, Barrack Obama uses this site for his campaign before he becomes an American President.

At the present, according to forbes.com, Mark Zuckerberg is the 5th richest person in the world after Jeff Bezos (the founder and executive chair of Amazon), Elon Musk (Co-Founder and CEO of Tesla), Bernard Arnault (CEO and chair of Luis Vuitton, the world's largest luxury goods company) and Bill Gates (Co-Founder of Microsoft Corporation). Zuckeberg becomes the youngest among those five whose already turn 50 years old and over, while he is only 37.

Another public figure who also doing impolite actions and speak impolite words is Freddie Mercury, the lead vocal of the band, Queen. Although he is warm-hearted, care, and shy person, Freddie also has an impolite side as be seen in *Bohemian Rhapsody* movie.

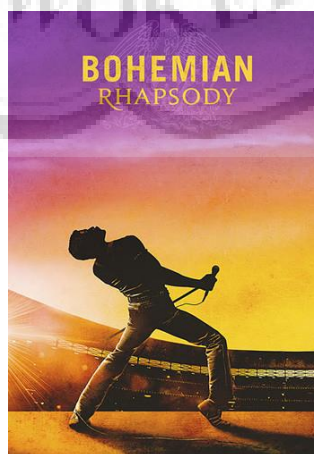


Figure 2: The Cover of *Bohemian Rhapsody* Movie

The movie which directed by Graham King informs about the history of Rock Star Freddie Mercury and his band Queen. Their classic line-up was Freddie Mercury (lead vocal, piano), Brian May (guitar, vocals), Roger Taylor (drums, vocals) and John Deacon (bass). Before forming Queen, May and Taylor had played together in the band Smile. Mercury was a fan of Smile and encouraged them to experiment with more intricate stage and recording techniques. He joined in in 1970 and suggested the name "Queen". Deacon was recruited in 1971, before the band released their debut album in 1973.

In 1975, Queen recorded their fourth album called *A Night at the Opera*. In the movie, the band members walk into EMI Records (their label) to play their single "Bohemian Rhapsody", but EMI executive Ray Foster refuses to release the song as the band's new single, because he thought that a six-minute tune would never play on the radio and he didn't understand the song.

After a fiery discussion in the film, the band storms out of the meeting with the label and engages in a foul-mouthed screaming match with Foster. Freddie Mercury tells Foster that he will be forever remembered as the guy who lost Queen and it became a hint that the band might quit the label, but manager John Reid says they are still under contract.

Mercury then takes the record to his pal Kenny Everett, a British radio DJ, to play "Bohemian Rhapsody" song. Although the reviews are various, "Bohemian Rhapsody" became a big success. But in the middle of their career

Freddie got trouble, he got fire with the manager of the band, Paul Prenter. Then his girlfriend Mary severed her relationship with Freddie when she learned that Freddie was bisexual, even though he believed that Freddie was homosexual. His band also gets broken by Freddie condition. The problem becomes worst when Freddie gets solo contract worth \$4 million with CBS Records. Freddie moves to Munich to finish his solo career with Paul. And finally, Freddie realized for his arrogant when Mary comes to his home, to invite him to Live AIDS concert.

Freddie's impolite actions and words can be seen in the movie as he always comes late during the meeting with the band's members and the label, when he did not get what he wanted, and so on.

Queen's 1977 album *News of the World* contained "We Will Rock You" and "We Are the Champion", which have become anthems sporting events. By the early 1980s, Queen were one of the biggest stadium rock bands in the world. "Another One Bite the Dust" from *The Game* album (1980) became their best-selling single, while their 1981 compilation album *Greatest Hits* is the best-selling album in the UK and its certified nine times platinum in the US. The band's performance at the 1985 Live Aid concert is ranked among the greatest in rock history by various publications. In August 1986, Freddy Mercury gave his last performance with Queen at Knebworth, England. In 1991 he died of bronchopneumonia (a complication of AIDS) and John Deacon retired in 1997.

Since 2004, May and Taylor have toured under the “Queen +” name with vocalists Paul Rodgers and Adam Lambert.

Bohemian Rhapsody film received many accolades, including four awards at 91st Academy Awards or OSCARS for Best Actor (Rami Malek), Best Film Editing, Best Sound Editing, and Best Sound Mixing. It was also nominated for Best Picture. The film won Best Motion Picture – Drama at the 76th Golden Globe Awards, and was nominated for the Producers Guild of America Award for Best Theatrical Motion Picture and BAFTA Award for Best British Film, while Malek won the Golden Globe, Screen Actors Guild, and BAFTA Awards for Best Actor.

The budget of this movie is only \$50-\$55 million while the worldwide gross is over than \$900 million. It becomes the highest-grossing biopic in movie history and one of the most profitable films of 2018.

Based on the reasons above, the researcher will observe *The Social Network* (2010) and *Bohemian Rhapsody* (2018) movie by using Jonathan Culpeper’s (1996) theory. So, the writer creates the title **A COMPARATIVE ANALYSIS OF IMPOLITENESS EXPRESSIONS BY PUBLIC FIGURES IN *THE SOCIAL NETWORK* AND *BOHEMIAN RHAPSODY* MOVIE.**

A.2 Problems of The Research

Impoliteness words and actions found by the main characters in *The Social Network* and *Bohemian Rhapsody*. There are some types of impoliteness.

So, based on the background above, the researcher will analyse some problems which can be formulated into the research questions as follows:

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

A.3 Objectives of the Research

Based on the formulation of the problems, the objectives of the research are:

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

A.4 Significance of the Research

This research is expected to give some benefits for the following parties.

1. Academic Significance

On the previous studies, they have examined impoliteness only using single data, there is no comparison yet. Thus, this research will give the new paradigm in the research of this by comparing or contrasting impoliteness expressions between two different public figures in two movies.

2. Practical Significance

The researcher expected that after read this research, the readers will have more knowledge about the types of impoliteness expressions so that they can control their behaviour when communicating with other people. Also, if it turns out that the readers are observing this, they will find out new expressions of impoliteness.

A.5 Limitation of The Research

As reported in the background above, this research is limited on Impoliteness Theory by Jonathan Culpeper (1996). The object of the research is particularly will focus on the impoliteness expressions by the main characters in the movie entitled *The Social Network* and *Bohemian Rhapsody*.

A.6 Definition of Key Terms

A.6.1 Pragmatics

Pragmatics is the study of meaning which has connection to conversational circumstances (Leech, 1983: 6). When someone talks about

something, his or her meaning is based on the situations. It means that the situation or condition affects the speaker's meaning in communication.

A.6.2 Context

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

A.6.3 Politeness

As stated by Leech (1983:81), politeness principle is used to lessen the rude or impolite utterance. Hence, someone usually uses politeness to avoid the utterance which can hurt other's feeling.

A.6.4 Impoliteness

As stated by Culpeper, impoliteness is a negative attitude towards specific behaviours occurring in specific context. 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.

A.6.5 Movie

Movie is a recording of moving images that tells a story and that people watch on a screen or television.

A.6.6 The Social Network

The Social Network is a 2010 American film directed by David Fincher and written by Aaron Sorkin. It is adapted from *The Accidental Billionaires* book written by Ben Mezrich in 2009, which portrays the founding of social-networking website Facebook and the resulting lawsuits. The film stars Jesse Eisenberg as founder Mark Zuckerberg, along with Andrew Garfield as Eduardo Saverin, Justin Timberlake as Sean Parker, Armie Hammer as Cameron and Tyler Winklevoss, and others.

A.6.7 Mark Zuckerberg

Mark Zuckerberg is co-founder and CEO of the social-networking website Facebook, as well as one of the world's youngest billionaires. He founded Facebook out of his college dorm room at Harvard University. After his sophomore year, Zuckerberg dropped out of college to devote himself to his new company, Facebook, full time.

A.6.8 Bohemian Rhapsody

Bohemian Rhapsody is a 2018 biographical musical drama film directed by Bryan Singer and produced by Graham King and Queen manager Jim Beach. The film tells the story of the life of the lead singer of the British rock musical band Queen, Freddie Mercury, from the formation of the band up to their 1985 Live Aid performance at the original Wembley Stadium. The film stars Rami Malek as

Freddie Mercury, with Lucy Boynton, Gwilym Lee, Ben Hardy, Joe Mazzello, Aidan Gillen, Tom Hollander, and Mike Myers in supporting roles.

A.6.9 Freddie Mercury

Freddie Mercury (born name was Farrokh Bulsara) was a British singer, songwriter, record producer, and lead vocalist of the rock band Queen. Regarded as one of the greatest singers in the history of rock music, he was known for his flamboyant stage persona and four-octave vocal range. He defied the conventions of a rock frontman, with his highly theatrical style influencing the artistic direction of Queen.

A.7 Organization of The Research Report

The writer arranged the writing in order to be systematic as follows:

A.7.1 Chapter I: INTRODUCTION

This chapter consists of Background of the research, problems of the research, objective of the research, significance of the research, limitation of the research, definition of key terms and organization of the research report.

A.7.2 Chapter II: REVIEW OF LITERATURE

This chapter consists of theoretical framework and review of related research that has similarities with this research. The main theory which the researcher will use to explain about impoliteness is by Jonathan Culpeper. Although the theory by Yule (1996), Jacob Mey (2001), Brown and Levinson

(1987), and Leech (1983) are also going to be use to explain about pragmatics and politeness.

A.7.3 Chapter III: METHODOLOGY

This chapter deals with type of the research, data, and source of the data, how the method of collecting data, how the technique of collecting data and how the method of analysing data.

A.7.4. Chapter IV: DATA ANALYSIS

This chapter is about the description of the data, data analysis and the discussion of the data analysis. Especially, the data analysis will be divided into three sections in order to answer all the research questions of the research.

A.7.5 Chapter V: CONCLUSION AND RECOMMENDATIONS

This is the final section part of the content of the thesis research report which consists of conclusion and suggestion of the research, and also give further recommendations for the future analysis in the same topic.