



Enhancing English Language Teaching Through the Use of Impoliteness Strategies in Arabic Movies

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Abstract

This study aims to examine the uncivil strategies used by Arabs in movies and their implementation. Previous literature has extensively studied uncivil strategies of different groups, but none in the Arab field. The results showed that only four types of expressions by other characters towards the protagonist appeared: overt rudeness, active rudeness, passive rudeness, and sarcastic or feigned rudeness. However, politeness did not appear in either of the two films. The most common uncivil strategy used by characters in Arab movies was positive impoliteness, which appeared in 29 of the 73 data (38%). In turn, the results showed that each type of negative impoliteness was implemented in some way and each type had its specific implementation method. Overt rudeness was achieved through direct, clear and unambiguous statements. positive rudeness was implemented in two ways: moving away from the other person and using taboo words. On the other hand, Negative impolite was expressed in the form of condescension, contempt or ridicule. Fake politeness could only be achieved in the form of insincere politeness. Using taboo words was the most common impolite strategy used by Arabs in movies such as Black Honey and Supersize, followed by Bald on record impolite. The third was condescending, contemptuous or ridiculing, followed by sarcasm or false politeness. The least common impolite strategy was to keep a distance from others. However, explicitly attributing a negative image to the other person by using inappropriate identity characteristics, invading the other person's personal space, remaining silent or not saying thank you, etc., did not appear in the film. The results of the study indicate that readers should be aware of bald on record impolite and their implementation in Arab films. It is expected that readers will become more aware of rudeness by controlling his rude remarks and behaviors.

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المخلص

تهدف هذه الدراسة إلى فحص الاستراتيجيات غير المهذبة التي يستخدمها العرب في الأفلام وتنفيذها. لقد درست الأدبيات السابقة بشكل موسع الاستراتيجيات غير المهذبة لمجموعات مختلفة، لكن لم يتم تناول أي منها في المجال العربي. أظهرت النتائج أن هناك أربعة أنواع فقط من التعبيرات التي صدرت من شخصيات أخرى تجاه البطل: الوقاحة الصريحة، الوقاحة النشطة، الوقاحة السلبية، والوقاحة الساخرة أو المتظاهرة. ومع ذلك، لم تظهر المجاملة في أي من الفيلمين. كانت الاستراتيجية غير المهذبة الأكثر شيوعاً التي استخدمتها الشخصيات في الأفلام العربية هي الوقاحة الإيجابية، التي ظهرت في 29 من أصل 73 بيانات (38%). بدورها، أظهرت النتائج أن كل نوع من أنواع الوقاحة السلبية تم تنفيذه بطريقة ما، وكان لكل نوع طريقة تنفيذ محددة. تم تحقيق الوقاحة الصريحة من خلال تصريحات مباشرة وواضحة وغير ملتبسة. تم تنفيذ الوقاحة الإيجابية بطريقتين: الابتعاد عن الشخص الآخر واستخدام الكلمات المحرمة. من ناحية أخرى، تم التعبير عن الوقاحة السلبية في شكل استعلاء، احتقار أو سخرية. لم يكن من الممكن تحقيق المجاملة المزيفة إلا في شكل مجاملة غير صادقة. كان استخدام الكلمات المحرمة هو الاستراتيجية غير المهذبة الأكثر شيوعاً التي استخدمها العرب في أفلام مثل "العسل الأسود" و"سوبر سايز"، تليها الوقاحة المسجلة بشكل صريح. كانت الثالثة هي الاستعلاء أو الاحتقار أو السخرية، تليها السخرية أو المجاملة الزائفة. كانت أقل استراتيجية غير مهذبة شيوعاً هي الحفاظ على مسافة من الآخرين. ومع ذلك، فإن النسبة الصريحة لإسناد صورة سلبية للآخر.

المقدمة

INTRODUCTION

People use language as a means of communication. Communication enables people to interact with each other. Language can also be used to maintain social relationships. In order to maintain harmonious relationships, people need to be good at using language so that the conversation goes smoothly. There is a language strategy that can be used for this purpose, namely "politeness strategy". One of the most famous politeness theorists is Brown and Levinson (1987). Brown and Levinson (1987) defined politeness strategies as universal features of language use and pointed out that each language has a specific way of expressing politeness. In addition, the politeness strategies proposed by Brown and Levinson are to save the listener's "face". The meaning of "face" is the respect that everyone has for themselves. In the discussion of Brown and Levinson (1987: 62), "face" is divided into two concepts: negative face and positive face. Positive face is "the need that members want others to feel satisfied, such as love, freedom, and piety." Therefore, when a person disagrees, there is no positive attitude. Negative face is "the need that a person's behavior is hindered by others" (1978: 62). The behavior that cannot maintain positive and negative face characteristics is called "face threatening behavior" (FTA). In order to minimize or avoid FTAs, people use certain strategies.

Brown and Levinson (1978) proposed five strategies that help speakers communicate more politely and save face for others. These strategies include active politeness, open honesty, non-compliance with free trade agreements, Negative impoliteness, and informal politeness. In other words, politeness plays a role in managing free trade agreements and is related to how people use communication strategies to maintain social harmony. From this explanation, it is clear that for communication to be successful, speakers must simultaneously maintain both the negative and positive aspects of the listener. Disrespectful strategies also occur in everyday conversations. It is difficult to determine what is polite and what is disrespectful because, firstly, interpretations vary from person (speaker or listener) depending on the context, culture, and other factors. Secondly, rules regarding attitudes and behavior in communication are usually not written down.

Culpeper (1996) used Brown and Levinson's (1987) politeness model as a starting point for his research. Culpeper (Bousfield, 2008:83) defines incivility as the use of

communication strategies that offend interlocutors and cause disharmony and social disruption (rather than promoting or maintaining social harmony, which is the objective of politeness strategies). The strategies of rudeness he proposes are (a) Bald on record impolite, (b) positive impolite, (c) negative impolite, (d) Sarcasm impolite, and (e) withhold politeness. This phenomenon of vulgar language can also be seen in movies. Two Arabic movies were selected as the subjects of this study. One was released in 2011 with the name "X Large" (2:15:22 minutes) and the other was released in 2010 with the name "Black Honey" (2:11:22 minutes). These popular movies have won many awards. The protagonists in both movies are played by the famous Egyptian actor Ahmed Helmy. Helmy is an actor known for his problematic language usage.

RESEARCH PROBLEMS

People should express themselves politely when communicating with others, by using politeness strategies to maintain positive and negative facial expressions. However, the phenomenon of verbal interaction, namely impolite, also appears in these films. Therefore, this study aims to find out what types of impolite strategies are used by the characters in the film towards the protagonist. In addition, she also tried to find out the role played by the impolite strategies used by the characters in the film.

RESEARCH QUESTIONS

Based on the problems mentioned above, the research questions of this study can be formulated as follow:

- 1) What are the types of impoliteness strategies used by the characters in Arabic movies?
- 2) How are the impoliteness strategies addressed to the main characters realized in the movies?

RESEARCH OBJECTIVES

The study is intended to analyze the movie through the application of theories and is designed to achieve several goals:

- 1) To identify the types of impoliteness strategies used in the movie's characters' utterances.
- 2) To explain the realization of impoliteness strategies addressed to the main characters realized in the movies?

AIMS OF THE STUDY

This research is expected to add a contribution to the field of pragmatics, specifically for the information of using impoliteness strategy, theoretically and practically. Theoretical benefits of this study are: 1) This study is expected to help serve more knowledge about the understanding of impoliteness. 2) This study could be used as an additional reference for further research. While the practical benefit is that this research could be the framework for further study of impoliteness.

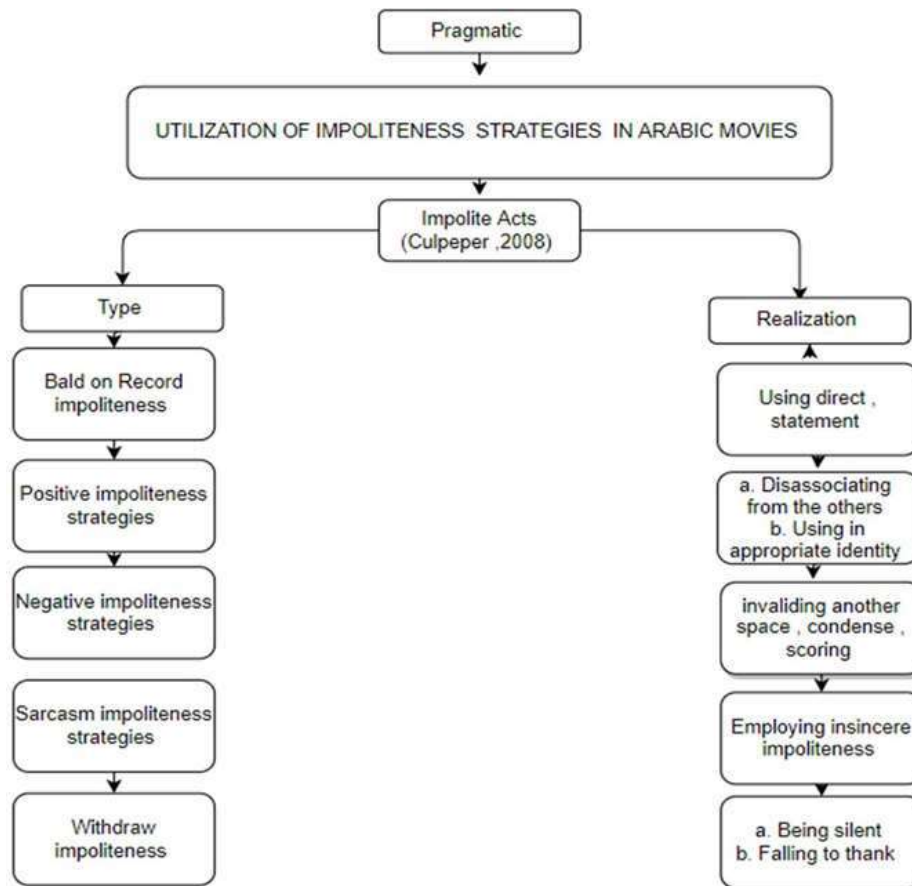


Figure 1. Conceptual Framework

2. THEORETICAL FRAME WORK PRAGMATICS

Every conversation or communication involves two participants: the speaker and the listener. Both parties must understand each other during the communication process because there is meaning behind their words. In the field of linguistics, researchers can study the meaning of speakers in the field of pragmatics. Leech (1983) defines pragmatics as the study of meaning in relation to the context of the conversation. When someone talks about something, the meaning depends on the situation in which they are talking. This means that the situation in the communication affects what the speaker means in the conversation or communication. Another definition of pragmatics is the use of language in conversation and communication in accordance with the community situation (Mey, 2001). In summary, pragmatics is the use of language in which the way speakers use language is affected by the situation.

FACE

Face is defined as a reflection of a person's personality. For Yule (1996), the meaning of face is the self-image of a person in public to be recognized by others. People usually try to save face in order to maintain harmonious relationships. There are two types of face: face-saving and face-threatening. Yule (1996:61) defines face-saving as a person's speech that does not contain threats to the face of another person. However, the face-threatening face is a

person's expression that includes threatening to attack the face of another person. Brown and Levinson (2008) also describe positive and negative faces. Positive faces appear when others also recognize a person's desire. Negative faces describe a person's desire not to be disturbed by others.

POLITENESS

Leech (1983) explained that the politeness principle helps to tone down impolite or rude remarks. Therefore, the reason for using politeness is to avoid making remarks that may hurt the feelings of others. Everyone expects others to use politeness strategies in their statements. No one wants to use face-threatening behaviors, so you want to reduce the attack on face by using some strategies. According to Brown and Levinson, politeness strategies are as follows (Brown and Levinson in Bousfield, 2008). First, positive impoliteness applies face-threatening behaviors by compensating for positive face threats to others. Undocumented face-threatening behaviors are adopted through indirect language. Pure politeness means using face-threatening behaviors in an obvious, direct, clear and brief way. No FTA (face-threatening behavior) will threaten the object and therefore is not applicable to social harmony. Negative politeness is face-threatening behavior adopted by compensating for negative face threats to others.

2.1 Impoliteness

The term "Impoliteness" comes into play when someone expresses their feelings through rude and impolite language, which can lead to conflict. Often, people cannot control the language or behavior they use in the process of communicating with others. According to Bousfield and Locher (2008), uncivilized strategies are a way of "playing face in a particular situation." Similarly, rude behavior refers to the intention of attacking the listener's face. According to Culpeper et al. (2003), the purpose of uncivilized behavior is to ruin the listener's face and cause disagreements between people.

Based on Culpeper's theory, there are some types of impoliteness strategies. Those strategies will be explained below in the following part.

2.1.1 Bald on record Impoliteness

This type of rudeness is used when the speaker wants to attack the listener's face directly, openly, directly, obviously, clearly, and briefly, in a situation where the listener's face is threatened, as described by (Culpeper, 1996).

2.1.2 Positive Impoliteness

According to Culpeper, active incivility strategies are "strategies where the speaker wants to attack the recipient's face" (Culpeper, 1996: 356). There are ways to display active incivility, such as keeping a distance from others, calling people names, using taboo words, and using inappropriate identity markers.

a) Distinction from Others

As Culpeper said, "Refusing to associate with others, avoiding sitting together is a standard for separation from others" (Culpeper, 1996: 357).

b) Insulting Others

Using derogatory words to insult others.

c) Using Taboo Words

This refers to the use of rude, swearing, and curse words. According to Allan and Kate (2006:75), the definition of using taboo words is to swear that the speaker will offend someone. For example: fuck, get out.

d) Use of inappropriate identifying features

This strategy can be used when the speaker uses nicknames inappropriately. For example, when the speaker and listener are distantly related and use last names and titles.

2.1.3 Negative impoliteness

According to Culpeper (1996:356), negative incivility refers to the intention to attack the negative wishes of the other party. Negative rudeness can be manifested in many ways, such as: B. By contempt or ridicule, condescending, invading the other party's space and explicitly attributing a negative aspect to another.

a) **Condescension, contempt or ridicule**

This is a rude behavior that means humiliating and degrading others. In addition, someone feels that he/she is smarter or better than others.

b) **Explicitly attributing negative factors to the other party**

This includes explicitly assigning negative aspects to the other party by using the pronouns "I" and "you" to the listener.

c) **Invading the other party's personal space**

This criterion comes into play when the speaker inquiries into someone's privacy and there is no close relationship between the participants.

2.1.4 Sarcastic or mocking politeness

According to Culpeper (1996: 356), sarcasm is a face-threatening behavior implemented through insincere politeness. In other words, it is the expression of feelings and meanings that are contrary to what the speaker feels and says.

2.1.5 withdraw politeness

As Culpeper (1996: 357) explains, reserved politeness occurs when the addressee expects others to show polite behavior and prefers to remain silent and not respond. The criteria for understanding this kind of politeness are lack of gratitude and silence.

2.2 Literature Review:

This study by Erik Budi Wicaksono (2015) showed the presence of incivility in action films. He used a descriptive qualitative approach. The data was extracted from the dialogues of all the characters in the film and included the following: The results of the study showed that the characters mainly used positive rudeness, negative rudeness, and rude remarks. Another study by Naila Wildatis Shofyah (2015) examined the use of rude strategies in the film Easy A and the characters' reactions to rude behavior. The results were: the percentage of sarcasm and feigned politeness in the film Easy A was 12%, the percentage of positive rudeness was 50%, the percentage of rudeness was 1%, the percentage of rude remarks was 29%, the percentage of negative rudeness was 8%, and there were 114 instances of rudeness. Acceptance was also used to respond to rude behavior, but they mainly accepted rude behavior without retaliating.

In addition, Nabella Primadianti (2015) looked at the different aspects of incivility portrayed in Paranoman in a pragmatic way. A Practical Analysis of Rude Behavior in Paranoman. The study adopted a mixed method design combining qualitative and quantitative methods. Referential analysis was used to analyze the data. The results of the study showed that there were several types of rude strategies in the expressions of the characters in the movie Paranoman, namely, sarcasm, passive rudeness, overt rudeness, and active rudeness. In addition, the results showed that there were three types of reactions in the movie, namely, acceptance, countering facial attacks, and not reacting (offensive counterattack). Offensive counterattack was the most common reaction of the protagonist to rude strategies.

Widyaningsih Pamungkas Saputro (2016) conducted a study titled "Analysis of Rude Behavior in the Movie the Devil Wears Prada" to examine the use of impolite strategies by characters in the movie. The analysis data was derived from the description of the characters' expressions using a descriptive qualitative method. The purpose of this study was to find out the rude strategies used by the characters in The Devil Wears Prada. The results showed that the characters in the movie used Culpepper's five super strategies, namely, Bald on record impolite, Negative impolite, record-breaking baldness, positive impolite, and sarcastic or mocking politeness.

A similar study was conducted by Khusnul Khotimah (2016) titled "Rudeness Strategies Used by Lionel Logue in His Statements in the Film The King's Speech". This study explored the strategies of impolite behavior portrayed by the protagonist of the film and the role of rude behavior in it. This study used qualitative methods to analyze the data. The results of this study showed that Lionel Logue used only three impolite strategies in the film: active rudeness, overt rudeness, and passive rudeness. Through such analysis, it can be seen that Lionel seems to use rudeness to gain equal status and thus make the audience feel close to him.

Salman (2017) examined Culpeper's (1996) impolite strategies in English and Arabic Facebook comments using Arabic data. The study aimed to identify the types of impolite strategies used by Facebook users in the online environment and to examine the factors that may influence such use. The study found that four strategies were present in the Facebook environment, namely overt rudeness, positive impolite, and sarcastic/mocking rudeness. Furthermore, active and passive impolite were the most common types, while introverted politeness did not appear in the online environment. The results also showed that the incivility strategies used by English and Arabic participants were almost identical.

3. METHODOLOGY

3.1 Research Design

This study was conducted using a mixed model, a combination of qualitative and quantitative methods. Both Arab films used qualitative methods to describe the implementation of impolite strategies and the phenomenon of impolite behavior. On the other hand, the researchers used quantitative methods to show the percentage of occurrence of each impolite strategy. In addition, the results of frequency or percentage can support the researchers' interpretation.

3.2 Source of Data

The sources of this research were the script of the dialogues spoken by the characters in Black honey and X- Large movies.

Black honey

<https://www.youtube.com/watch?v=Y3EmS7uXAD4&list=PLOITap5BVjjcbIDysLaw6gmVh12XMJYW2>

X- Large:

<https://www.youtube.com/watch?v=NtnPf5i6KIg&list=PLOITap5BVjjfxe3YBlswWE9oI8>

3.3 Data Collection

The research uses purposive sampling and which includes the two Arabic movies. The techniques of collecting data employed by the researcher are as the following:

1. The researcher watched *Black honey* and *X- Large* movies.
2. The researcher took notes of the character's utterances from the dialogues of movies, which were following the objectives of the study.

3. After the data were collected, the researcher conducted the data analysis.

3.4 Data Processing

The data will be processed to apply the impoliteness theory proposed by Culpeper (1996) to the selected dialogue

3.5 Data Analysis

The study adopted descriptive and interpretive approaches. The descriptive approach applies incivility theories to speech. On the other hand, the interpretive approach finds out the implicit meaning of speech based on the context. Data Collection for the Current Study. The researcher used a data sheet as an aid. The data sheet was in a tabular format and was used to record and track the incivility strategies and language features used in the comments and tweets of Donald Trump supporters.

FINDINGS & DISCUSSION

4.1 Findings

The findings of types and realizations of the impoliteness strategies are shown in the table below.

NO	Types of impoliteness strategies	Realizations of impoliteness strategies	Total	Percentages
1	Bald on record impoliteness strategies	Using Direct, Clear, and Unambiguous Statement.	23	31.1%
2	Positive Impoliteness	Disassociating from the Others	2	0.3 %
		Calling the Other Names	28	38.7%
		Utilizing Taboo Words	0	0%
		Using Inappropriate Identity Markers	0	0%
3	Negative Impoliteness	Condescending, Scorning, or Ridiculing 14 18.9%	14	18.9%
		Associating the Other with a Negative Aspect Explicitly 0 0%	0	0%
		Invading the others space	0	0%
4	Sarcasm or mock politeness	Employing Insincere Politeness	8	10.8 %
5	Withhold politeness	a. Being silent	0	0%
		b. Failing to thank	0	0%
	Total		74	100%

This impolite strategy appeared 74 times in both the Black Honey and XL movies. However, only four of the five impolite strategies appeared in statements made by other characters to the protagonist. These included Bald on record impolite strategies, positive impoliteness, Negative impoliteness strategies, and sarcastic or fake politeness. Meanwhile, reserved politeness was lacking in both movies. Positive impoliteness appeared 30 times in both movies, as did the use of taboo words and the distinction from other statements. The use of taboo words appeared 28 times or 38.7% and was considered the most common rude strategy in these Arab movies, while keeping a distance from others appeared only 2 times or 0.03% and was considered the least common strategy, which was the most common strategy in Arab movies. Characters in Arab movies. Bald on record impoliteness appeared 23 times or 31.1%, ranking second. Next was negative impoliteness, such as condescending, contemptuous or mocking, which ranked third and appeared 14 times, accounting for 18.9% of all impolite strategies. Next comes sarcasm or fake politeness, which appears 8 times, accounting for 10.8% of the total rudeness strategies and ranks fourth. Finally, there is no lack of politeness in these Arab films.

In the films "Black Honey" and "XL", each type of impolite strategy is implemented in its own way, and each type has its specific implementation. Bald on record impoliteness is implemented in the form of direct, clear and unambiguous statements. However, positive impoliteness is manifested in keeping a distance from others and using taboo words. On the other hand, negative impoliteness is manifested in the form of condescension and contempt. On the other hand, sarcasm or fake politeness can only be achieved in the form of insincere politeness.

4.2 Discussion

In this section, the researcher explains the findings widely, and some utterances spoken by the characters in *Black Honey* and *x-large* movies are taken as examples.

There are four types of impoliteness strategies that are found in the characters' utterances in the movies. They are bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm or mock politeness.

4.2.1 Bald on Record Impoliteness

The conversation below occurs between Masry and the police officer, Masry was taking pictures in a place where taking pictures is forbidden, and the officer asked him whether he has got permission for taking pictures, Masry responded in a way that the officer didn't like it, then he asked the cop to arrest him saying (**Take this man to the jail we will make fun of him today**). Bald on record impoliteness is used by the police officer when he was attacking Masry's face directly and unambiguously by saying "**will make fun of him today**". The police officer tries to attack Masr's face directly.

The conversation below occurs between Masry and Rady, they were in the car, and Masry was very upset with Rady because he blackmailed him. This occurs when Masry said (**you blackmailed me**) to Mr. Rady. Bald on record impoliteness is used by Masry when he was attacking Raday's face directly and unambiguously.

The conversation below occurs between Masry and Rady, they were in the car, and Masry was very upset with Rady because he blackmailed him. This occurred when Masry said to Rady (**Your name is not Rady, it should be Dirty**). Bald on record impoliteness is used by Masry when he was attacking Rady's face directly and unambiguously. The conversation below occurs between Masry and a police officer. Masry was rudely saying that (**I have an American passport so that I can hit everyone with his shoes**). Bald on record

impoliteness is used by Masry when he was attacking the officer's face directly and unambiguously.

The conversation below occurred between Masry and Saeed when Masry came back from his long trip from America, Saeed hit Masry with a stick because he thought that Masry is a thief and said: " **you are a thief**". Bald on record impoliteness occurred when Saeed attacked Masry's face directly and unambiguously.

The conversation below occurred between Saeed and Masry, Saeed was pissing in the middle of the street, and Masry was shocked and angry. Masry said to Saeed '**you are just like trash**'. The impoliteness Bald on record occurred when Masry was attacking Saeed's face in a very direct way.

In the Arabic context, cursing is popular amongst Arab people, and the level of politeness in Arabic culture is low compared to other cultures like Japanese culture, so it is normal to see people throw negative or bad words at each other.

The conversation below occurred between Masry and Monsef, Masry was talking to Monsef when he heard them quarreling and he asked him to take his wife and travel to Europe, Monsef went angry and he said "Did **America teach you how to be rude?** The bald on record occurred when Monsef attacked Masry's face in a very direct and unambiguous way.

In the Arabic culture, people are not supposed or allowed to interfere in husband and wife's privacy, and their problems they face, that's why Monsef used bald on record.

Another example of x- large movie is the conversation between Majdy and his boss at the work. Majdy was trying to suggest an idea to improve the work but suddenly the boss discarded his idea. In Arabic context, the boss has the full power to blame, discard and insult the employee.

Boss: stop being foolish and stupid and sit down now.

Another conversation presenting the bald on record is the conversation between Majdy and his friend in the club. Majdy was talking innocently about their friend and her boyfriend. Majdy's speech was not true, so his friend just stops him talking by saying the direct phrase "**shut up, shut up!**"

4.2.1 Positive impoliteness

Culpeper (1996: 356) describes active incivility as a strategy designed to attack the recipient's positive face. There are four implementations of incivility strategies: distancing oneself from others, insulting others, using taboo words, and using inappropriate identity markers.

Meanwhile, two types of active rudeness are seen in the movies Black Honey and X-Large. These implementations take the form of using taboo words and distancing oneself from others. An example of active rudeness in implementation is as follows.

4.2.1.1 Using Taboo Words

The conversation below occurred between Masry and Mervat, the conversation happened in the garden, Masry was talking to Mervat using the English language, and Mervat was speaking English in a very horrible way, Masry went angry and he said: "**Fuck It**".

Masry employed positive impoliteness because he didn't accept Mervat's way of speaking English. Masry didn't accept the way Mervat spoke in English, he even used taboo words '**fuck it** in his utterance to damage Mervat's positive face. Masry's utterance toward Mervat is undoubtedly impolite. The taboo words '**fuck** is a rude or profane word. Masry wanted to insult Mervat as a person who can't speak the English language properly.

By analyzing the *x-large* movie, it is found that utilizing taboo words is greater than in Black honey movies and that due to the character the actor presents. In *x- a large* movie, the actor plays the role of the fat person whose everyone makes fun of him. For example, a boy who is a neighbor of Majdy was asking him to pass the football by saying “**Pass me the football, you fat man!**”

In the Arabic culture, these words like fuck it and shit, people cannot use them as they are forbidden even if someone is using them for the meaning of making fun or joking.

4.2.1.1 Disassociating from the others

As Culpeper stated, “the rejecting of association with other people and evading sitting together are the criteria of disassociating from the others” (Culpeper, 1996: 357). For example, the conversation occurred between Majdy and his friend Riham. Majdy tried to disassociate her from being woman by calling her by a man name. Riham plays Karate and had a man-like haircut in which she looked like a man even though she is a married woman.

Majdy: Salam, how are you Mammduh (man name)? Riham: Why are saying that?

4.2.2 Negative Politeness

According to Culpeper (1996: 356), negative impoliteness is the strategy that is intended to attack the recipient’s negative face. Negative impoliteness can be realized in the way of the other characters’ impolite utterances.

a. Condensing, Scorning, or Ridiculing

The conversation below occurred between Rady and Masry in the care after Rady released Masry from jail, Masry was very angry and said “**You such a liar**”. Masry performed negative impoliteness toward Rady because Rady pretended he doesn’t know Masry till Masry pay him money. He expressed his disbelief in Rady by using the negative word ‘**liar**’ that strongly insults Rady. He thought that Rady lied to him.

In the Arabic context, when somebody is angry, he tends to be angry and attack the other face heavily without paying attention to the other’s feelings, specifically when someone lies.

The next example is from *X- a large* movie, the conversation between Rabab and Majdy in the airport. Majdy was waiting for his friend (Dina) who is coming from Dubai but got late because of the luggage. Rabab who is Dina’s friend said to Majdy “**I did not imagine you are fat that much**”. In turn, Majdy performed negative politeness to reply to her by saying “**Me too, I did not imagine you are very short**”.

Another negative politeness occurs between Nany and Majdy in the following conversation.

Nany: do you know that I just come back from the doctors?

Majdy: it should be a psychological doctor!

Based on the Arabic culture, and since Arabs are to some extent harsh in their speech, it is acceptable to attack somebody’s face without any attention, especially in the comedy context. 4.2.1 Sarcasm and Mock Politeness

Sarcasm is a face-threatening act that is performed through the employment of politeness strategy insincerely (Culpeper, 1996: 356). The realization of sarcasm or mock politeness is in the form of employing insincere politeness. The realization of sarcasm or mock politeness is in the form of employing insincere politeness.

The conversation below occurred between Masry and a stranger who was guiding Masry on how to go to Pyramid, the stranger was talking in un- understandable English language, so Masry didn’t understand him, and the stranger mocked him when he said: "it

looks like you don't understand English". The stranger just wanted to insult Masry sarcastically. In addition, the stranger uses the words 'you don't understand English' which means you are a foolish person. He wants to strengthen his sarcasm by using those impolite words. In the Arabic context, being different is not acceptable. Differences are not highly welcomed. That's why; Majdy was only a normal friend to all. And he does not have his real love.

Another example of sarcasm is the conversation between Majdy and his neighbor who was slim and tall. Majdy was living on the first floor and due to his overweight, he prefers to use the elevator over the stairs.

Neighbor: ooooh, can't you go down by stairs? Majdy: It is not your business.

In the Arabic context, most Arabs people are not influential in the English language but they are still blaming each other and correcting the other's mistakes in a mock or rude way or a sarcastic way that may hurt or damage the other face.

4.2.5 Withhold politeness

The researchers didn't find any realizations of the withheld politeness employed by the characters in the *Black Honey* and *X-large* movie.

5. CONCLUSION

Finally, it was also found that the results of this study were Bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcastic or fake rudeness. On the other hand, neither of the two films lacked politeness. The most common uncivil strategy used by characters in Arab films was active uncivil behavior, which appeared in 29 of the 73 dates (38%). In turn, the results showed that each type of uncivil strategy was implemented in some way, and each type had its specific implementation method. Bald on record impoliteness was achieved by using direct, clear and explicit statements. positive impoliteness was implemented in two ways, namely, keeping away from others and using taboo words. On the other hand, negative impoliteness was expressed in the form of condescension, disdain or ridicule. Fake politeness can only be achieved in the form of insincere politeness. Using taboo words was the most common impolite strategy used by Arabs in films such as *Black Honey* and *Supersize*, followed by outright rudeness. In third place was condescension, disdain or ridicule, followed by sarcastic or fake politeness. The least common uncivil strategy was keeping a distance from others. However, explicitly attributing negativity to the other person by using inappropriate identity traits, invading the other person's space, remaining silent, not saying thank you, etc., did not appear in the film.

The findings suggest that readers should be aware of bald on record impoliteness and their implementation in Arab films. It is hoped that readers will become more aware of impolite by controlling their own rude remarks and behaviors.

This study only provides an in-depth understanding of bald on record impolite used in two Arab films. The study sample is limited, but the results are significant for understanding uncivilized strategies and their implementation by Arab characters. However, this study needs to be repeated in a larger sample and different film genres to better understand the use of uncivilized strategies by Arabs.

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