ABSTRACT

Cindy Karina K.

The Impoliteness in Utterances Produced by Simon Cowell in “The X-Factor USA” Reality Show

The studies conducted in impoliteness phenomenon, more specifically, impoliteness utterances are still quite few. Impoliteness is still often neglected, while in the social interactions of this modern era, it is now highly unavoidable. Moreover, in some situations, it is now considered as important to perform impoliteness for the sake of showing an identity or a trademark. Impoliteness utterances can also be found in television shows, and the people who work as celebrities can be examined as the speakers also as the role models of society. Reality shows are the popular kind of shows nowadays, since they portray the participation of non-celebrities people in the shows. As one of the biggest reality shows nowadays, The X-Factor USA is also connecting the relationship between celebrities and non-celebrities by inviting both the non-celebrities contestants and audience into the venue. That is why, by analyzing the impoliteness of Simon Cowell, who is the personage of the show, the writer hopes to find the types of impoliteness utterances that being used and the factors that cause them. The writer uses politeness theory by Brown and Levinson (1978) and then constructs it using the impoliteness framework by Culpeper (1996) for the elaborative supporting theory. The most used strategies is sarcasm in twenty three (23) utterances, followed by bald on record in eight (8) utterances, positive and negative impoliteness each in three (3) utterances, and then withhold politeness in one (1) utterance. The factors that affect Cowell’s impoliteness are the Power Relation (P), Social Distance (D), and Rank of Imposition (R). There are also entertaining factors which affect Cowell’s impoliteness as well.

Keywords: impoliteness, politeness, entertainment, utterances