

# PRAGMATICS IMPOLITENESS STRATEGIES ANALYSIS BASED ON CULPAPER'S THEORY PERSPECTIVE AT TURNING RED MOVIE

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## **Abstract**

The pragmatic analysis has become progressively noteworthy in understanding impoliteness strategy in recent years, especially in the movie pragmatics analysis. This study aims to examine the types of impoliteness strategies used in the movie Turning Red. The method of qualitative design is qualified to deal with it. The data was collected by watching the movie repeatedly and taking notes in the conversation. The data were analyzed using impoliteness strategies by the Culpeper framework. The result showed that there are thirteen utterances that consisted of three utterances of bald on record, four utterances of positive impoliteness, five utterances of negative impoliteness, and one utterance identified as sarcasm or mock politeness. However, there is one strategy that is not found in the movie it is withhold politeness. It means that this movie is intended to show the negative facial desires (turning red) and put the environment in negative situations, interfering with their freedom of action and humiliation.

**Keywords**— Bald on Record Strategies, Positive Impoliteness, Negative Impoliteness, Sarcasm or Mock Politeness, Withhold Politeness

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## **Introduction**

The field of pragmatics has ended up progressively noteworthy in understanding how dialect capacities in social settings from time to time. Pragmatics emphasizes the study of how people convey meaning through their speech or writing and how others understand the meaning. Rather than just focusing on the literal meaning or phrasing, pragmatics also studies people's expressions focusing on what the speaker is trying to convey (Taiwo et al., 2021). In essence, pragmatics emphasizes interpreting the speaker's