Impoliteness strategy used by the main character in "Enola Holmes 2 (2022)"

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Abstract

The purpose of this study is to analyze and present the types of impoliteness strategy and the function uttered by the main character in Enola Holmes 2 movie. The method being used was qualitative method. The researcher used the data from the movie Enola Holmes 2. Apart from writing the movie script, data is collected through a series of observational steps, including watching the film, downloading the script, identifying and labeling the impoliteness strategy used in the movie, and categorizing each piece of data according to Culpeper (2005). As a result, five types of rudeness strategies are identified that they are bald on record impoliteness (28%), positive impoliteness (14%), negative impoliteness (38%), off-record impoliteness (17%), withhold politeness (3%). The function of each strategy are using direct statement, disassociating from others, ignoring the others, using inappropriate identity markers, condescending or threatening others and talking back, employing insincere politeness and being silent. The mother of the main character has an education, and she lives in a society that does not value women's rights, which influences her decision to use the impoliteness strategy.

Keywords: *Impoliteness Strategy, Pragmatic, Movie*

Introduction

A factor that helps communication is politeness. Ensuring a comfortable environment for both the hearer and the speaker is a matter of the highest priority. People live in a heterogeneous world and come from a range of origins, thus it is important to preserve the feelings and faces of others in this context. These backgrounds include numerous factors such as age, gender, and social environment. Yule (1996) defines face as a technical term that refers to an individual's public self-image. On the other hand, occasionally people behave or say in ways that, whether on purpose or accidentally, put the other person's face in harm to the point where it is considered impolite. According to Culpeper (1996), "The idea that the scope of a politeness theory might be extended to include

antagonistic or confrontational communication is not new." It is possible that during communication, there will be an unpleasant encounter where one person uses frontal remarks to attack the other.

Indirect communication can happen through media like a movie, while direct communication can happen through conversations in real life in society. A film's portrayal of interaction and communication demonstrates an actor's skill in evoking the emotions, speech, and actions of the character they are portraying. As a result, the researcher is interested in examining impoliteness strategies using the November 2022 release of the film "Enola Holmes 2."

The mysterious adventure tale "Enola Holmes 2" features the biggest rivalry between Sherlock Holmes, the world's finest investigator, and Enola Holmes, his teenage sister. The movie takes place in England in 1884, during a time of significant global change. Nancy Springer's crime novel Enola Holmes is the inspiration for the September 23, 2020 release of the film adaptation, Enola Holmes. The Philipian (2022) sets its scenes in the Victorian era, when women are still not deemed suitable for leadership roles in society and have limited freedoms to work, voice their thoughts, and even protest. Because of the main character's jobs, which demands her to speak politely with clients in order to address their problems, the researcher decided to focus on impoliteness strategies. Therefore, the researcher analyses the data from the movie "Enola Holmes 2" using John Culpeper's impoliteness strategies.

Previous researchs provided a foundation for examining these impoliteness strategies and revealed their function within the wider framework of interactions between individuals, cultural distinctions, and linguistic exchanges. Suhandoko et all. (2021) claim that because women are marginalised linguistically and lack power, they are known to be softer-spoken. Ratri and Ardi (2019) conducted an additional research project that looked at Miranda and Emily's use of the impoliteness strategy and how they utilised it to highlight their power hierarchy and make themselves seem better than the lower participants. In contrast to earlier research that looked at the reactions from the FTA and all of the characters in the film, this study just looks at the impoliteness approach used by Enola Holmes, the main character, and analyses the meaning behind the statements she makes in the movie "Enola Holmes 2."

Methods

The purpose of this study is to identify Culpeper (1996) theory of impoliteness method in the film "Enola Holmes 2" and examine how the main character employed it. This study used a qualitative approach. Creswell and Miller (2000) states that qualitative research aims to gather detailed, descriptive information that might provide light on the underlying meanings, trends, and perspectives connected to a certain occurrence.

Using document analysis, a process entails assessing written materials—both digital and physical—to establish their significance, expand upon the data they offer, and interpret them. The main female character, Enola Holmes, produced the words, phrases, and sentences that contained the data. In order to eliminate duplicate and inaccurate data, the researchers reexamined the data after they had been collected. Following confirmation of the data, the researchers put together the codes needed for the next evaluation step. The process of coding involved emphasizing the statements that demonstrated Culpeper's impoliteness theory (Culpeper, 2005). These codes include BR (bald-on record), PI (positive impoliteness), NI (negative impoliteness), OI (Off-Record Impoliteness), and WP (withhold impoliteness). The function of the strategy was done with the codes, 1: Making explicit, concise, and unambiguous statements;2) Distancing oneself from the group; and3) Referring to the other people as a name, 4) Ignoring the others, 5) Adopting unsuitable identity markers, 6) Being condescending, ignorant, and mocking, talking back to the more higher people, 7) blatantly identifying the other with something negative, 8) violating the other person's space or conversation, 9) Using fake kindness, 10) Staying silent, and 11) Avoiding expressing gratitude

No.	Code	Data	BR	PI				NI			OI	WP	
			1	2	3	4	5	6	7	8	9	10	11

Afterwards, the researchers examined how impoliteness strategies work. The last step is to analyses the data in order to respond to the research questions that were posed. The researcher gives their results in the form of a narrative description.

Findings and Discussion
Findings

The research questions are about the types of impoliteness strategies employed by Enola Holmes, the female main character, and the purpose of those strategies are addressed in this chapter. This investigation turned up 29 data with impolite strategies. With eleven utterances, negative politeness is the most common type of impoliteness strategy. Next, there were eight utterances of bald on record, four of positive politeness, five of off-record impoliteness, and one utterance of withheld politeness. Of the eleven functions, the researcher discovered that the main character used nine of them. These are: making direct, clear, and unambiguous statements; separating from others; ignoring others; applying inappropriate identity markers; talking back and being condescending;

explicitly associating the other with a negative aspect; invading the other person's space or conversation; using fake politeness; and remaining silent.

This research found that, in comparison with previous research that described how women in the modern era were thought to have soft speech but could now act impolitely to demonstrate power and hierarchy towards the person they were speaking to, women in the Victorian era, who were still highly oppressed and found it difficult to obtain the right to work, express opinions, and behave, could also act or speak impolitely.
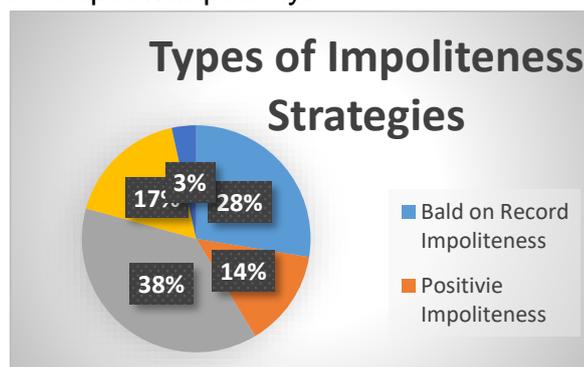

Figure 1. Diagram of Impoliteness Strategy

Bald On Record Impoliteness

When a speaker assaults or harms the other person's face without trying to hide their emotions, it is considered bald on record impoliteness (Culpeper, 2005).

Data BR/1.1

Enola: "Lord Tewkesbury, the champion of change and progress. A man to approach with the noblest cause. But I had no time for distractions. And besides, **he's still a nincompoop**"

The strategy being used here is Bald On Record Impoliteness strategy where **the speaker uses creative words such as nincompoop in her utterances** "And besides, he's still a nincompoop" to attack the hearer 'face. The word nincompoop has a meaning stupid or silly person. It is a slang from England and first recorded in 1672. The context is Enola saying in her monologue about the title Lord Tewksbury has and praising him. However, in the end, she attacking his face, even though Tewksbury is a reliable noble he still a foolish guy.

Data BR/1.2

Enola: "Did she run away with this fellow? Or is she running from him? I hope it's the latter. **His poetry is extremely bad**."

The strategy that being used here is Bald On Record Impoliteness where **the speaker intentionally attacking the suspect face from his writing skill with clear and unambiguous word** such as "His poetry is extremely bad". The context is Enola wondering her victim whereabouts and suspecting the sender of the poem she found. Its function is affective impoliteness since the speaker express her worried emotion as a reaction.

Positive Impoliteness

Culpeper (2005) The goal of this strategy is to destroy the addressee's positive face wants. Some examples of this include being indifferent, apathetic, or disinterested in the other person, removing them from activities or conversations, or neglecting to recognise their existence. Use someone else's identity inappropriately.

Data PI/2

Enola: "(ignore)"

Enola: "**So, Bessie, what was Sarah wearing the day she disappeared? What's she doing?**"

The strategy that being used **Positive Politeness** when the speaker does not pay attention at the hearer and trying to exclude her from the conversation. **The function of the strategy is ignoring the other or disassociation other from the group or conversation**. The context is Mae mocking Enola that she is a weak because after looking at how nicely dress Enola is. Its function is purposely ignoring Mae's rude attitude toward Enola by continue to questioning Bessie about her lost sister.

Data PI/2

Enola: "Uh... I... was busy. Starting my own business. A perpetual challenge. **Perhaps, not something you'd understand**."

The strategy that being used here is **Positive Impoliteness** when the speaker said "Perhaps, not something you'd understand". The context is Tewksbury asking the reason why Enola did not reply his letter. Enola answered that she was busy because she was starting her business but did not explain in detail to Tewksbury. **The speaker used the strategy to divert the conversation by not explaining the business she doing**. In this conversation it is clear that the speaker does not think that the listener will understand the reasons why he does not reply to the hearer's letters.

Negative Impoliteness

According to Culpeper (2005) the employment of strategies intended to get the addressee's negative face aims to intimidate, criticise, and mock others, entering another person's space, either literally or metaphorically. Clearly link the other by highlighting something that is negative such a nickname or the pronoun "I" and "you". Interrupting a conversation.

Data NI/6and7.1

Enola: "The 12th of March. **Does that date mean anything to you**?"

The strategy that being used **is Negative Impoliteness** when the speaker asking "Does that date mean anything to you?". The context is Enola questioning Mae after founded a paper that has a date on it. She is trying to see what kind of reaction Mae will show after Enola asked the question. **The function of the strategy is trying to belittle other by acting condescend and using "I" and "you"**.

Data NI/8.2

Enola: "**Stop!**"

The strategy that being used is **Negative Impoliteness** when the speaker yelling "Stop!". **The function of this strategy is the speaker rudely interrupting the hearer's speech by violating a conversation structure.** The

context is Sherlock lecturing Enola about how messy Enola looked but she interrupting the conversation by shouting Sherlock to stop talking.

Off-Record Impoliteness

In Culpeper (2005) This strategy replaces mock politeness or sarcasm which were thought is used when someone makes nice gestures or statements, but it is clear that the meaning is false or dishonest.

Data OI/9.1

Enola: "Your head is sore? I can't think why."

The strategy that being used is **Off-Record Impoliteness** when the speaker said "I can't think why". **The function of the strategy is the speaker has the opposite meaning of what she says**. Here, the speaker actually knows the answer but still choose to ask the hearer. The context is while having a conversation, Sherlock starting having a headache after drinking too much then Enola questioning him how he gets those headaches.

Data OI/9.2

Enola: "Nothing that need concern you. I like the look of the one you were dancing with. What's her name, Cicely? **She would make you an excellent wife**."

The strategy that being used is **Off-Record Impoliteness**. The speaker praises the girl "She would make you an excellent wife.", **but actually has the opposite meaning of what she says.** The function of the strategy is the speaker praise the hearer that he would have an excellent wife with the girl he dancing with, even though **the speaker does not sincere with her praises.** The context is Enola brings up the topic of a girl named Cicely and praised her that she will be a good future wife for Tewksbury.

Withhold Politeness

Culpeper (2005) As mentioned, this strategy is used when the speaker falls short of or refuses to follow the required standard of politeness.

Data WP/10

Enola: "**Did Sarah work here**? She did, didn't she? And Bessie doesn't know."

The strategy that being used is **Withhold Politeness. The speaker instead answers the question for her but choose to ignore it, so the hearer fails to attain a polite act from the speaker.** It can be interpreted that the speaker is seeking an agreement. The context   is Enola was asked by Mae why she was at her workplace, but she ignored the question by raising another topic. Its function is coercive impoliteness since the speaker uses a threat to show the power, but Enola ignore it and asking another topic.

Discussion

From the 29 data that has been found, 11 data indicate that the most used strategies are the negative impoliteness (38%). Enola mostly attack the target by condescending, threatening, ridicule. The use of this strategy is intended to harm

the hearer's negative face needs, which is in accordance with Culpeper (2005) concept of negative impoliteness. Impoliteness phenomena are very concerned about what causes speakers to be rude. Women are more likely to be polite in communicating (Ambarwati et all., 2019; Nurjanah et all., 2017; Rahmawati & Indrayani, 2019). The nature of women who tend to be friendly, do not like conflict, and like to make small talk are indicators that women are polite. This research found that, in contrast with previous research that described how women in the modern era were thought to have soft speech but could now act impolitely to demonstrate power and hierarchy towards the person they were speaking. According to Suhandoko et all. (2021) women are known to be politer due to their language marginalization and powerless. Women in the Victorian era, who were still highly oppressed and found it difficult to obtain the right to work, express opinions, and does not have a power in politic, could also act or speak impolitely according to the main character utterances in Enola Holmes 2 movie.

Considering from childhood until now, Enola was only taught by her mother to be a brave and smart woman (Ayun, 2017; Azzahra et all., 2021; Lidarnita, 2019). His mother, Eudoria, was a member of the Holy Trinity who fought for women's rights at that time. So Enola was greatly influenced by her mother's teachings to survive and achieve her dream as a detective. In the era where Enola lived, it was a difficult time for women to get the right to work or get a higher position in their job. Enola's profession as a detective demand her to use a negative impoliteness strategy to emphasize her power and make the other feel smaller, scared so that they have no other choice but to answer Enola's questions or speculations in the case she is working on, namely the search for a missing person named Sarah Chapman. A detective must have a sense of responsibility and be honest in his behavior every day, despite demands always work hard to achieve something influential in language (Macicaputri et all., 2023). This is what causes Enola to apply a lot of negative impoliteness.

Conclusion

The researcher comes to the following conclusions are based on the data and the previous chapter's examination of the impoliteness approach in the "Enola Holmes 2" movie, they are: The first finding shows all the 5 types of impoliteness strategies are found in the main character's utterances. They are bald on record impoliteness, positive impoliteness, negative impoliteness, off record impoliteness, and withhold politeness. The highest frequency of the types of impoliteness strategies that being used is negative impoliteness which occurs 11 times out of 29 total data (38%). While the least types are the withhold politeness which occurs 1 times out of 29 total data (3%).

The second objective of this research is to describe the function of the impoliteness uttered by the main character. Culpeper (2005) explain the function

of each types impoliteness strategy which are following; 1) using direct, clear, unambiguous statement 2) disassociating from the others 3) calling the others name, 4) ignoring the others, 5) using inappropriate identity markers, 6) condescending and talking back, 7) associating the other with a negative aspect explicitly, 8) invading the other's space or conversation, 9) employing insincere politeness, 10) being silent, 11) failing to thank. After analyzing the data, the researcher found that there are 9 functions of impoliteness strategy. There are 2 function that has not been found in the analysis are calling the others name and failing to thank. Each types of the impoliteness strategy have its own function. Bald on record impoliteness is used by the main character to attack the other's face intentionally to deliver her anger and disagreement. Positive Impoliteness is used by the main character to ignoring and dissociate the others from activity and conversation. Negative Impoliteness is being used by the main character to intimidate, threaten, ridicule and interrupting a conversation. Off record impoliteness is used by the main character to pretending a polite act and insincerely praising the others. Withhold politeness being used by the main character when she failing to act the politeness the others expect.

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