An analysis of impoliteness strategy used by the main character in *A Man Called Otto* Movie

Achmad Amirul Khaqqi
Universitas 17 Agustus 1945 Surabaya, Indonesia
amirulkhaqqi69@gmail.com

Bramantya Pradipta
Universitas 17 Agustus 1945 Surabaya, Indonesia
bramantya@untag-sby.ac.id

Abstract. This research aims to identify and analysis the types and functions of impoliteness strategies used by the main character in A Man Called Otto movie. This research utilized a descriptive qualitative method. The data consisted of utterances, specifically used by the main character, Otto. The source of the data for this research is A Man Called Otto movie with helps by the transcripts to ensure that utterances in the movie are completely and accurately delivered. The researcher applied Culpeper's theory of impoliteness strategy (2005) and its functions (2011). The results showed that 63 impoliteness strategies were found: bald on-record (11) utterances, positive impoliteness (20) utterances, negative impoliteness (23) utterances, off-record (1) utterance, and withhold politeness (8) utterances. Negative impoliteness more inclined because Otto's characteristic is shaped by profound loneliness after his wife's death, making him impatient, straightforward, and irritable. Furthermore, two out of three functions occur in this research, namely affective impoliteness (25) utterances and coercive functions (38) utterances, coercive impoliteness more inclined because Otto's desire to gain an advantage or maintain control in the situation, coupled with his power dynamic such as being older and more experienced. Furthermore, entertaining function was not found in this movie because it focuses about Otto's personal journey and emotional challenges.

Keywords: Face, Impoliteness, Movie, Politeness, Pragmatic

INTRODUCTION

People use language to share their thoughts and opinions. They often use various styles and methods to convey their messages. Some people choose words carefully and prefer to use polite language to create a situation where everything flows well in interaction. Brown & Levinson (1978) defines that politeness is minimizing threats to a person's sense of self-worth and their desire for freedom of speech and action. In fact, there are instances where individuals deliberately make impolite remarks to undermine or attack someone's sense of face. This deliberate strategy is known as impoliteness.

Impoliteness can be viewed as an extension of Brown and Levinson's (1978) politeness theory, as they acknowledge that certain types of actions inherently pose a threat or attack to someone's face. Jonathan Culpeper (1996) states that impoliteness involves communicative strategies designed to attack face, leading to social conflict and disharmony. People are considered to use impoliteness because it can bring someone down and make them feel bad about themselves (Virginia and Ambalegin, 2023). There

are underlying functions behind people's expressions of impoliteness. It can express emotions like anger and frustration, gain benefits by control or influence, and seek to amuse someone by making fun of them. In this case, the researcher will examine the impoliteness strategy and function from the utterances used by the main character in "A Man Called Otto" movie.

A Man Called Otto" is a movie adaptation of Fredrik Backman's novel "A Man Called Ove," a bestseller that remained on the New York Times list for 77 weeks. The movie narrates the tale of Otto Anderson, an old man who spends his days criticizing and judging his unhappy neighbors. However, his predictable life takes a surprising turn with the arrival of a joyful young family next door. In this movie, Otto's characteristic is marked by a gruff exterior and frequent impoliteness strategies, driven by his deep grief over the loss of his wife. His loneliness makes him irritable and less concerned about politeness, leading to blunt and often rude remarks. Otto's frustration with modern life and his rigid sense of order caused him to be critical and dismissive of others. His impoliteness also serves as a defense mechanism to keep people at a distance, fearing more emotional pain. The researcher used four previous studies relevant to the theoretical framework of impoliteness strategies, research design, and data sources. The first study is an article by Simanjuntak and Ambalegin (2022), which analyzed impoliteness strategies in the movie "Easy A" using Culpeper's theory (1996) from his 2011 book. The second study is an article by Hassan et al. (2023) that examined impoliteness in Putin's speech during the Annexation Ceremony, also utilizing Culpeper's Theory (1996). The third study is a thesis by Wicaksono (2015) that investigated impoliteness in conversations action movies. This research primarily used Culpeper's (1996) framework, with additional theories from Kasper and Halliday (1985) to identify Pragmalinguistic forms and contextual meanings. The final study is an article by Suryani and Khurniawan (2021) which analyzed impoliteness in Eminem's songs, focusing on identifying impoliteness strategies through song lyrics. Those previous studies used theory of impoliteness strategies by Culpeper (1996). However, none of them discussed the function of Impoliteness. The research gap from the previous study is this study use the revised version of Culpeper's theory (2005) of impoliteness strategies and examine the function of impoliteness in the movie.

To thoroughly understand impoliteness in the movie, the researcher applies an impoliteness analysis approach to examine the impoliteness strategies and functions used by the main character in "A Man Called Otto." The primary objective is to identify the impoliteness strategies outlined by Culpeper's 2005 theory and the functions categorized by Culpeper's 2011 theory within the main character's utterance.

The researcher chooses to study impoliteness in "A Man Called Otto" movie because the researcher notices that Otto tends to use impoliteness rather than politeness in many contexts. It is ironic because the fact that impoliteness often backfires and causes disharmony. This aligns with the ideas of Brown and Levinson (1987), who argued that people may use impoliteness to feel powerful or get their point across, but it often damages relationships, creates tension, and ultimately hinders communication. Additionally, this research could help the public understand strategies and functions of impoliteness language that can threaten face, something that is often encountered in our daily lives.

LITERATURE REVIEW

A. Pragmatic

According to Yule (1996), pragmatics is the study of the meaning intended by the speaker. This describes that pragmatics focus on break down the intended meaning behind a speaker's utterance and understanding how hearer interpret that message. The primary purpose of pragmatic in communication is to express meaning effectively from one person to another. This describes that pragmatics focus on break down the intended meaning behind a speaker's utterance and understanding how hearer interpret that message. The primary purpose of pragmatic in communication is to express meaning effectively from one person to another.

B. Politeness

Brown and Levinson (1987) introduced the idea of politeness strategies, which is often called the "face-saving" theory. This theory is about the concept of "face" meaning the social value and respect that people give to themselves and others during interactions. They proposed two aspects of face: positive face refers the desire to gain approval and acceptance from others, and negative face refers the desire to act freely without any interference.

C. Impoliteness

Culpeper (1996) characterizes impoliteness as the direct opposite of politeness, where politeness strategies aim to protect and enhance someone's face, impoliteness strategies aim to attack it. The opposite here refers to its direction towards the face. As Culpeper (2005) defined impoliteness as the use of the strategies to attack the hearer's face. It is related to the theory of rudeness, Beebe (1995) explained that rudeness is an action that violates social norms and is considered a face-threatening act (FTA) that threaten others' social standing. Furthermore, Lakoff (1989) points out that rude behavior occurs when people choose not to use politeness strategies in situations where they're normally expected. This makes their words come across as intentionally and negatively confrontational, leaving little room for other interpretations.

D. Impoliteness Strategies

In 2005, Culpeper introduced a model of five impoliteness strategies as revision to his 1996 theory. He distinguishes among Bald-on Record Impoliteness, Positive Impoliteness, Negative Impoliteness, Off-Record Impoliteness, and Withhold Politeness. These five strategies are utilized to identify utterances contains impoliteness strategy used by the main character are made during conversations in A Man Called Otto movie. The impoliteness strategies are listed as follow:

1. Bald-on Record Impoliteness

Culpeper (2005) defines that bald-on record impoliteness occurs when a face-threatening act (FTA), which involves endangering someone's self-esteem or social identity is executed direct, clear and unambiguous, in situations where preserving one's face is not considered unimportant.

2. Positive Impoliteness

Culpeper (2005) defines that positive impoliteness focuses on damaging the addressee's positive face. These strategies encompass actions like (1) disregarding or avoiding someone, (2) being unsympathetic, disinterested, not concerned, (3) use inappropriate identity references (4) employing secretive language, (5) deliberately engaging in disputes on a sensitive topic, (6) perform disagreement, (7) use taboo language (ass, shit, fuck, etc.), (8) use jokes and engaging in small talk, (9) withdrawing from others, (10) Cause discomfort and (11) call the other names the conversation partners.

3. Negative Impoliteness

Culpeper (2005) defines that positive impoliteness focuses on damaging the hearer negative face. This strategy is often employed by speakers who seek to avoid verbal assaults from their audience. Negative impoliteness is about (1) frightening or intimidating the conversation partner, (2) harassing/disparaging the conversation partners, (3) scorning/taunting/condescending, (4) belittling the conversation partners, (5) Insulting the conversation partners, (6) Invading others' personal space, (7) explicitly associating negative aspects with the conversation partners and (8) Imposing subjection and indebtedness on the conversation partners.

4. Off-record Impoliteness

Culpeper (2005) defines that when using out-of-conversation impoliteness to convey a face-threatening action (FTA), the speaker has a deliberate implicature intent. Off-record involves expressing something with an implicit meaning, often using more indirect forms of impoliteness.

5. Withhold Politeness

Culpeper (2005) defines that withhold politeness happens when a person intentionally refrains from being polite in a situation where politeness is expected. This strategy leads to a deliberate lack of response with silent from the hearer toward the speaker.

E. Impoliteness Functions

Culpeper (2011) categorizes impoliteness into three functions: Affective Impoliteness, Coercive Impoliteness, and Entertaining Impoliteness, which are elaborated upon in detail.

A. Affective Impoliteness

Culpeper (2011) defines that affective impoliteness goes beyond simply expressing strong emotions. It involves strategically displaying heightened emotions, typically anger, to target a specific person

B. Coercive Impoliteness

Culpeper (2011) defines that coercive impoliteness involves using impoliteness as a means to achieve certain benefits or goals, often observed in situations where there is a significant power imbalance between the parties involved.

C. Entertaining Impoliteness

Culpeper (2011) defines entertaining impoliteness as situations where impoliteness is used for entertainment purposes.

METHOD

This study utilizes descriptive qualitative methods by Creswell (2012). The qualitative research approach is used to explore and understand the meaning of individual thoughts on social and human issues, which aims to explore phenomena and understand people's perspectives. Furthermore, Bogdan and Biklen (1982) emphasize that researchers should employ a qualitative approach when examining data related to verbal or social behavior in a descriptive manner. The main source of data for this research is Otto's utterances as the main character in "A Man Called Otto" movie and. This research also uses transcripts to ensure that utterances in the movie are completely and accurately delivered.

In collecting the data, several steps were undertaken by (1) watching the movie carefully, (2) verifying the transcript's fidelity by rewatching the movie, (3) identifying the utterances used by the main character that contain impoliteness strategy and function, and (4) providing the data code to the utterances followed by the type of impoliteness strategy, and the function of the impoliteness.

Data analysis procedure in this study involved several steps. First, sorting out the utterances that aligned with the impoliteness theory proposed by Culpeper (2005) and the functions from Culpeper (2011). Second, Classifying the utterances in the main character using impoliteness strategy and the function. Third, conducting analysis of the data to find out impoliteness strategies and the functions used by the main character. Fourth, Drawing a conclusion and suggestions section.

RESULT AND DISCUSSION

A. Types of Impoliteness Strategies

After analyzing "A Man Called Otto" movie according to the research objectives, the researcher presents the findings in this chapter. The types of impoliteness strategies are shown in Table 1:

Table 1 Frequency types of impoliteness strategy used by the main character in A Man Called Otto movie

No.	Types of Impoliteness	Utterances
1.	Bald-on Record Impoliteness	**11**
2.	Positive Impoliteness	**20**
3.	Negative Impoliteness	**23**
4.	Off-Record Impoliteness	**1**
5.	Withhold Politeness	**8**
	Total	**63**

According to Table 2, there are 63 utterances of impoliteness strategies in total. Specifically, the breakdown includes 11 utterances of bald-on-record impoliteness, 20 utterances of positive impoliteness, 23 utterances of negative impoliteness, 1 utterance of off-record impoliteness, and 8 utterances of withhold politeness, all used by the main character in the movie.

1. **Bald-on Record Impoliteness**
   Data 5BR-CI
   Otto   : **Stop! stop! Stop. Get outta the car.**
   Tommy   : I'm sorry.

In data 5BR-CI, this utterance happens in front of Tommy and Marisol's house when Tommy is not able to park his car, Tommy continues to park his car and he has trouble parking. Seeing that, Otto and Marisol are shaking their heads and sighing at Tommy. Bald-on-record impoliteness used to attack Tommy's face directly and clearly. In addition, Otto directly used dismissal towards Tommy by saying "Get outta the car." It implies that Otto wants to replace him parking the car. This dismissal was explicit and highlights the harm to face caused by Otto. This utterance is regarded as coercive impoliteness function because Otto has power which is more experienced at driving than Tommy.

2. **Positive Impoliteness**
   Data 19PI-CI
   Shari   : You saved that man's life.
   Otto   : **You have the wrong guy.**

> Shari : No, I don't. I've watched the video at least a dozen times. It's gotten over a million views.

The data 19PI-CI happens in front of Otto's garage when he finished helping Malcolm then Otto met Shari, a social media journalist. Otto performs positive impoliteness to respond to Shari's utterance, Otto gives disagreement to Shari's utterance. Otto tries to defend the argument that he thinks is right. Otto chooses to attack the positive face of Shari to protect his statement when Shari meddling in Otto's business. This utterance regarded coercive impoliteness function because Otto defends his current statement to gain more benefits.

3. **Negative Impoliteness**
   Data 2NI-CI

> Clerk : No, it's just that we usually do that for you. No, I - I didn't think you were
>
> Otto : **Are you worried I'm going to cut myself? Bleed all over your floor, then sue you for it?**
>
> Clerk : No

The data 2NI-CI happens in the hardware store when the Hardware Clerk wants to help Otto cut the rope. Otto is unpleasant because he already knows about it. Otto performs negative impoliteness to respond to the clerk's offer. In this scene, Otto performs FTA by frightening and belittling the Clerk. This utterance is regarded coercive impoliteness function because Otto gains benefits by defending his social standing. Power difference plays a big part in between Otto and the Clerk, Otto's older age and experience in Engineering made him feel arrogant.

4. **Off-record Impoliteness**
   Datum 1OR-AI

> Marisol : I suck at this. I suck.
>
> Otto : **You're learning**.

In data 1OR-AI Otto uses the off-record strategy by denying Marisol's statement, implying something from their conversation. Otto says "You're learning," he intends to attack Marisol's face by refuting the statement that Marisol is terrible at driving, which Otto expresses indirectly. This approval does not mean that Otto agrees with Marisol. Data 1OR-AI is affective impoliteness because Otto expresses anger and upset toward Marisol's driving skills even though he tries to hide it.

5. **Withhold Politeness**
   Data 1WH-AI

> Clerk : Have excellent day
>
> Otto : **(Silent)**

Data 1WH-AI is regarded as withhold politeness strategy. Otto ignores the clerk who is trying to assist him. Otto deliberately avoids being polite in this situation. Otto ignores the clerk's greeting by chooses silent instead answer the greeting. Affective impoliteness function is employed because Otto in a state of anger toward the clerk.

Based on the discussion, Otto is more inclined to use negative impoliteness strategies that attack someone's negative face. Otto's deep grief over the loss of his wife fuels much of his impoliteness, as his sadness and loneliness make him less patient and more irritable.

Additionally, Otto's frustration with the changing world around him results in critical and dismissive remarks towards his new neighbors, Tommy and Marisol.

B. Functions of Impoliteness

After analyzing "A Man Called Otto" movie according to the research objectives, the researcher presents the findings in this chapter. The functions of impoliteness strategies are shown in Table 2:

Table 2 Frequency Functions of Impoliteness used by the main character in A Man Called Otto movie

No.	Functions of Impoliteness	Utterances
1.	Affective Impoliteness	**25**
2.	Coercive Impoliteness	**38**
3.	Entertaining Impoliteness	**-**
	Total	**63**

The findings reveal a total of 63 utterances of impoliteness functions. These include 25 utterances of affective impoliteness and 38 utterances of coercive impoliteness. Notably, there are no utterance entertaining impoliteness in the movie.

1. **Affective Impoliteness**
   Data 7NI-AI

Boss	: Come on, Otto.
Otto	: **You're the one who decided to leave. And you did get a nice severance package. You took me off Operations. You cut back on my hours. You made Terry, who I trained, my supervisor.**

The data 7NI-AI happens when Boss tries to persuade Otto to join enthusiastically in the farewell party, instead of accepting, Otto chooses to ignore it. Otto performs FTA which is considered to blame and scolds Boss since do not get along well in the company. This utterance regarded affective impoliteness function because in a state of anger because his boss did not treat him fairly.

2. **Coercive Impoliteness**

Anita	: Otto. Um...
Otto	: **I loaned you my garden hose last August. If you give it back to me, I'll bleed your radiators for you.**
Anita	: Come in.

The data 14NI-CI happens in Anita and Reuben's house. Otto decides to help Anita fix the heater but Otto brings up the garden hose loan to Anita. Otto performs insincerity by brings up the garden hose loan to Anita. This utterance regarded coercive impoliteness function because Otto gets more advantage by defending his current benefit.

Coercive impoliteness more inclined because Otto's desire to gain an advantage or maintain control in the situation, coupled with his power dynamic such as being older and more experienced can make his interlocutor feel uncomfortable. Furthermore, entertaining function was not found in this movie because it focuses about Otto's personal journey and emotional challenges.

CONCLUSION

Based on the findings and discussion, the research reveals that the main character in "A Man Called Otto" movie employs all five types of impoliteness strategies. The data collected consists of 63 utterances containing these strategies. Bald on-record impoliteness with 11 utterances, positive impoliteness 20 utterances, negative impoliteness appears in 23 utterances, withhold politeness with 8 utterances and Off-record strategy rarely appears in only 1 utterance. Furthermore, Otto is more inclined to use negative impoliteness strategies because Otto's characteristic is shaped by profound grief and loneliness after his wife's death, making him impatient, straightforward, and irritable. His frustration with the changing world leads to critical and dismissive remarks directed at his new neighbors or meets someone for the first time.

Moreover, this research examines the function used by the main character in A Man Called Otto Movie. There are two functions of impoliteness that appear in this movie. Affective impoliteness functions with 25 utterances, followed by coercive impoliteness with 38 utterances. Otto is more inclined to use coercive impoliteness because his desire to gain an advantage or maintain control in the situation, coupled with his power dynamic such as being older and more experienced can make his interlocutor feel uncomfortable. Furthermore, entertaining impoliteness functions are not found because the movie tells about his personal journey and emotional challenges rather than aiming to amuse or entertain the other characters with his actions.

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