



## **IMPOLITENESS STRATEGIES IN YOUTUBE COMMENT SECTION FOUND IN INDONESIAN PRESIDENTIAL DEBATE 2019**

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### **Abstract**

The purpose of this study was to find impoliteness strategies used by netizens to Jokowi-Maaruf and netizens to Prabowo-Sandi based on gender in YouTube comments section based on Culpeper's theory (1996). This research was descriptive qualitative research based on impoliteness strategies phenomena in written language. The data on this research were words, phrases, and sentences in online comments that contained impoliteness strategies found in Indonesian Presidential debate 2019 in YouTube comment. The instruments of this research were Wi-Fi, laptop, writing equipment, and indicators of impoliteness strategies. The results of analysis showed that from 200 comments collected, there were 267 impoliteness strategies found. The reason why number of strategies found bigger than the data collected is because the commentators mostly performed more than one strategy in one utterance. Four by five strategies found in this research were bald on record, positive impoliteness, negative impoliteness, and sarcasm or mock politeness. The strategies that were not found were withhold politeness because it only occurred in spoken language. The most used strategies were positive impoliteness. The highest user of positive impoliteness was male netizens to female netizens to Prabowo-Sandi (47%).

**Key words:** Impoliteness, Negative Comment, Indonesian Presidential, YouTube

### **A. INTRODUCTION**

Nowadays, Social media take a big role for human beings. The use of Social media has influenced the ways of communication, but also to share thoughts, such as giving comments for events that occur widely. According to Lisa Buyer (2019), Social media is today's most transparent, engaging and interactive form of public relations, communications and beyond. Social media include social networking sites like YouTube. Various types of shows can be watched on YouTube and everyone can comment or disclaim about the event. According to Halpern & Gibbs (2013) YouTube is social network site allows its users to communicate through video comments and ratings.

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People often express their emotions with impolite language that can cause struggle. They often can't control their behavior or language when they communicate to others. They don't consider about politeness strategy but they want to perform impoliteness strategy to express their emotions. Culpeper (2015:2) Impoliteness is a negative attitude toward specific behaviors occurring in specific contexts. It is sustained by expectations, desires and/or beliefs about social organization, including, in particular, how one person's or group's identities are mediated by others in interaction.

Men and women have their own way in communication. Impoliteness which is uttered by men and women is different one to another based on the cultural and social attributes. Since gender, which refers to cultural and social attributes among men and women, seems to have a close relationship with impoliteness. Sometimes some utterances which they utter convey language impoliteness. There must be different between male's utterances and female's utterances. Even it is generally acceptable that women talk more than men; it is showed that men lead to speak impolitely than women.

Culpeper (1996) lays out five super strategies that speakers use to make impolite utterances: first, *Bald on record impoliteness* is the strategy strategies to express the opinion directly, clear and unambiguous impolitely. Second, *Positive Impoliteness* is the strategy which is intended to attack the recipient's positive face. Third, *Negative Impoliteness* is the strategy which is intended to attack the recipient's negative face wants. Fourth, *Sarcasm or mock politeness*: performing the FTA with politeness strategies that are obviously insincere. Fifth, *Withhold politeness*: Not performing politeness work where it is expected.

## **B. RESEARCH METHOD**

This research used descriptive with qualitative approach because it answered the question about facts or describe existing language phenomena. Since the objectives of the research described the types of impoliteness strategies that used by netizens to Jokowi-Maaruf and netizens to Prabowo-Sandi as Indonesian presidential candidate 2019 based on their gender, this research was included as descriptive qualitative research which the researcher described the phenomena of impoliteness in YouTube post's about Indonesian Presidential debates 2019 in comments section by interpreting the data.

In accordance to Vanderstoep and Johnston (2009:7), they state that literal description of the phenomena under study is produced by qualitative research. It means that qualitative research focuses on describing or explaining the phenomenon naturally. This is relevant to this study because this study investigated the occurrences of impoliteness acts uttered in natural communication in social media. Meanwhile, this research also used quantitative data to show the number of the percentage of occurrences of each characteristic. The findings in frequency or percentage can support the researcher's interpretation. The researcher gave interpretation to the highest and lowest frequency impoliteness strategies used by netizens based on gender in YouTube comment section about

Indonesian Presidential debates 2019. Hence, it could help the researcher found the conclusion of the data completely.

**C. RESULT AND DISCUSSION**

**1. Research Finding (tentative)**

The findings of types of impoliteness strategies by netizens to Jokowi-Maaruf based on gender are shown in the table below:

**Table 1. The Percentage of Occurrence of Impoliteness Strategies by male and female netizens to Jokowi-Maaruf found in YouTube comment sections**

No	Impoliteness Strategies and Sub Strategies		Negative comments to Jokowi-Maaruf						Differences
			Male			Female			
			Total	freq		total	freq		
1	Bald on record		7	11%		3	4%		6
2	Positive Impoliteness	disassociate from the other	0	0%		1	1%		-1
		call the other's name	7	11%		5	7%		0
		Use inappropriate identity markers	7	11%	40%	4	6%	42%	5
		using taboo words	1	2%		3	4%		-2
		be disinterested	0	0%		1	1%		-1
		use obscure of secretive language	1	2%		3	4%		-2
		seek disagreement	9	14%		13	19%		-5
3	Negative Impoliteness	Condescending	7	11%		8	11%		0
		Scorned	6	9%		6	9%		0
		Frightened	2	3%		2	3%		0
		Explicitly associate the other with a negative aspect	1	2%	25%	0	0%	24%	2
		Put the other's indebtedness on record	0	0%		1	1%		-1
		Sarcasm	7	11%		14	20%		-9
4	Sarcasm and mock	9	14%		6	9%		5	
5	Withhold Politeness		0	0%		0	0%		
Total			64	100%		70	100%		
			134						

According to the table 1, from total 100 comments from male and female netizens to Jokowi-Maaruf there are found 134 impoliteness strategies. 64 strategies found in male netizens comments to Jokowi-Maaruf, 70 strategies found in female netizens comments to Jokowi-Maaruf which were consists impoliteness strategies that used in five debates sections posts about Indonesian presidential debates 2019 on YouTube. The reason why number of strategies found bigger than the data collected was because commentator mostly performed more than one strategy.

There are four impoliteness strategies that used by male and female netizens to Jokowi-Maaruf. The highest impoliteness strategy used by male and female netizens is positive impoliteness. Female netizens used this strategy more than male netizens to Jokowi-Maaruf. It found (42%) in the data of female netizens to Jokowi-Maaruf, and (40%) in the data of male netizens to Jokowi-Maaruf.

The second highest impoliteness strategy used by male and female netizens to Jokowi-Maaruf is negative impoliteness. The highest impoliteness strategy used by male and female netizens is positive impoliteness. Male netizens Jokowi-Maaruf used this strategy more than female netizens to Jokowi-Maaruf. It found (25%) in the data of female netizens to Jokowi-Maaruf, and (24%) in the data of female netizens to Jokowi-Maaruf.

The third highest impoliteness strategy used by male and female to Jokowi-Maaruf are sarcasm and mock. Female netizens used sarcasm more than male netizens to Jokowi-Maaruf. It found (20%) in the data of female netizens to Jokowi-Maaruf and (11%) in the data of male netizens to Jokowi-Maaruf. Moreover, male netizens used Mock strategy more than female netizens to Jokowi-Maaruf. It found (14%) in the data of male netizens to Jokowi-Maaruf and (9%) in the data of female netizens to Jokowi-Maaruf. Furthermore, the least impoliteness strategy used by male and female to Jokowi-Maaruf is Bald on record. Male netizens used this strategy more than female netizens to Jokowi-Maaruf. It found (11%) in the data of male netizens to Jokowi-Maaruf and (4%) in the data of female netizens to Jokowi-Maaruf.

For positive impoliteness sub strategies by male and female netizens comments to Jokowi-Maaruf have different of finding. The first highest positive impoliteness sub strategy used by male and female to Jokowi-Maaruf is seek disagreement. Female netizens used this strategy more than male netizens to Jokowi-Maaruf. It found (19%) in the data of female netizens to Jokowi-Maaruf and (14%) in the data of male netizens to Jokowi-Maaruf.

The second highest positive impoliteness sub strategy used by male and female to Jokowi-Maaruf is call the other's name. Male netizens used this strategy more than female netizens to Jokowi-Maaruf. It found (11%) in the data of male netizens to Jokowi-Maaruf and (7%) in the data of female netizens to Jokowi-Maaruf. The third highest positive impoliteness sub strategy used by male and female to Jokowi-Maaruf is Use inappropriate identity markers. Male netizens used this strategy more than female netizens to Jokowi-Maaruf. It found (11%) in the data of male netizens to Jokowi-Maaruf and (6%) in the data of female netizens to Jokowi-Maaruf.

The fourth highest positive impoliteness sub strategy used by male and female netizens to Jokowi-Maaruf are use obscure of secretive language and using taboo words. Female netizens used use obscure of secretive language and using taboo words more than male netizens to Jokowi-Maaruf. It found (4%) in the data of female netizens to Jokowi-Maaruf and (2%) in the data of male netizens to Jokowi-Maaruf. The last positive impoliteness sub strategy used by female to Jokowi-Maaruf are be disinterested and disassociate from the other. It found (1%) in the data of female netizens to Jokowi-Maaruf, but it is not found in the data of male netizens to Jokowi-Maaruf.

In contrast, for negative impoliteness sub strategy by male and female netizens to Jokowi-Maaruf have same finding, for male netizens to Jokowi-Maaruf one strategy that not found that is Put the other's indebtedness on record. Also, for female netizens to Jokowi-Maaruf one strategy that not found that is Explicitly associate the other with a negative aspect.

The most used sub strategy from negative impoliteness by male and female netizens to Jokowi-Maaruf are same that is scorn. It was found (11%) in the data negative comments by male netizens to Jokowi-Maaruf and (11%) negative comments by female netizens to Jokowi-Maaruf. The last rank for male netizens to Jokowi-Maaruf is Explicitly associate the other with a negative aspect which found (1%) only in the data. On the other hand, the last sub strategy of negative impoliteness used by female netizens to Jokowi-Maaruf is Put the other's indebtedness on record which found (1%) in the data.

**Table 2. The Percentage of Occurrence of Impoliteness Strategies by male and female netizens to Prabowo-Sandi found in YouTube comment sections.**

No	Impoliteness Strategies and Sub Strategies	Negative comments to Prabowo-Sandi								Differences	
		Male				Female					
		Total		freq		total		freq			
1	Bald on record	5		8%		3		5%		3	
2	Positive Impoliteness	disassociate from	1	31	1%	42%	1	29	2%	47%	-1
		call the other's	12		17%		7		11%		6
		Use inappropriate	5		7%		3		5%		2
		using taboo words	1		1%		6		9%		-8
		be disinterested	1		1%		0		0%		1
		use obscure of	1		1%		0		0%		1
		seek disagreement	10		14%		12		19%		5
3	Negative Impoliteness	Condescending	6	24	9%	33%	5	17	8%	29%	1
		Scorned	14		20%		11		17%		3
		Frightened	2		3%		1		2%		1
		Explicitly associate	2		3%		0		0%		3
		Put the other's indebtedness on record	0		0%		1		2%		-2
4	Sarcasm and mock	Sarcasm	5		7%		11		17%		-10
		mock	4		6%		4		6%		0
5	Withhold Politeness	0		0%		0		0%			
Total		69		100%		64		100%			
				133							

According to the table 2, from total 100 comments from male and female netizens to Prabowo-Sandi there are found 133 impoliteness strategies. 69 strategies found in male netizens comments to Prabowo-Sandi, 64 strategies found in female netizens comments to Prabowo-Sandi which were consists impoliteness strategies that used in five debates sections posts about Indonesian presidential debates 2019 on YouTube. The reason why number of strategies found bigger than the data collected was because commentator mostly performed more than one strategy.

There are four impoliteness strategies that used by male and female netizens to Prabowo-Sandi. The highest impoliteness strategy used by male and female netizens is positive impoliteness. Female netizens used this strategy more than male netizens to Prabowo-Sandi. It found (47%) in the data of female netizens to Prabowo-Sandi, and (42%) in the data of male netizens to Prabowo-Sandi.

Behind that, the second highest impoliteness strategy used by male and female netizens to Prabowo-Sandi is negative impoliteness. The highest impoliteness strategy used by male and female netizens is positive impoliteness. Male netizens Prabowo-Sandi used this strategy more than female netizens to

Prabowo-Sandi. It found (33%) in the data of female netizens to Prabowo-Sandi, and (29%) in the data of female netizens to Prabowo-Sandi.

The third highest impoliteness strategy used by male and female to Prabowo-Sandi are sarcasm and mock. Female netizens used sarcasm more than male netizens to Prabowo-Sandi. It found (17%) in the data of female netizens Prabowo-Sandi and (7%) in the data of male netizens to Prabowo-Sandi. Moreover, male netizens used Mock strategy in their comments. It found (6%) in each of data male and female negative comment to Prabowo-Sandi. Also, the last impoliteness strategy used by male and female to Prabowo-Sandi is Bald on record. It found (8%) in the data of male netizens to Prabowo-Sandi and (5%) in the data of female netizens to Prabowo-Sandi.

Furthermore, for positive impoliteness sub strategies by male and female netizens comments to Prabowo-Sandi have different of finding. The first highest positive impoliteness sub strategy used by male and female to Prabowo-Sandi is seek disagreement. Female netizens used this strategy more than male netizens to Prabowo-Sandi. It found (19%) in the data of female netizens to Prabowo-Sandi and (14%) in the data of male netizens to Prabowo-Sandi.

The second highest positive impoliteness sub strategy used by male and female to Prabowo-Sandi is call the other's name. Male netizens used this strategy more than female netizens to Prabowo-Sandi. It found (17%) in the data of male netizens to Prabowo-Sandi and (11%) in the data of female netizens to Prabowo-Sandi. The third highest positive impoliteness sub strategy used by male and female to Prabowo-Sandi is Use inappropriate identity markers. Male netizens used this strategy more than female netizens to Prabowo-Sandi. It found (7%) in the data of male netizens to Prabowo-Sandi and (5%) in the data of female netizens to Prabowo-Sandi.

The fourth highest positive impoliteness sub strategy used by male and female to Prabowo-Sandi is using taboo words. Female netizens used this strategy more than male netizens to Prabowo-Sandi. It found (9%) in the data of female netizens to Prabowo-Sandi and (1%) in the data of male netizens to Prabowo-Sandi. Next, impoliteness sub strategy used by male and female to Prabowo-Sandi are use obscure of secretive language and be disinterested. It found (2%) in each of data male netizens comment to Prabowo-Sandi, but It is not found in each the data of female netizens comment. The least sub strategy used by male and female to Prabowo-Sandi is disassociate from the other. It found (2%) for male netizens comment data whereas (1%) in the data of female netizens to Prabowo-Sandi.

In contrast, for negative impoliteness sub strategies by male and female netizens comments to Prabowo-Sandi have different of finding. The first highest negative impoliteness sub strategy used by male and female to Prabowo-Sandi is scorn. Male netizens used this strategy more than female netizens comments to Prabowo-Sandi. It found (20%) in the data of male netizens to Prabowo-Sandi and (17%) in the data of female netizens to Prabowo-Sandi.

The second highest negative impoliteness sub strategy used by male and female to Prabowo-Sandi is condescend. Male netizens used this strategy more than female netizens comments to Prabowo-Sandi. It found (9%) in the data of male netizens to Prabowo-Sandi and (8%) in the data of female netizens to

Prabowo-Sandi. The third highest negative impoliteness sub strategy used by male and female to Prabowo-Sandi is frighened. Male netizens used this strategy more than female netizens to Prabowo-Sandi. It found (3%) in the data of male netizens to Prabowo-Sandi and (2%) in the data of female netizens to Prabowo-Sandi. The least negative sub strategy used by male netizens to Prabowo-Sandi is Explicitly associate the other with a negative aspect. It is only found in Male netizens comments to Prabowo-Sandi (3%) in the data, but did not found in female netizens comments to Prabowo-Sandi. Also, only (2%) negative sub strategy used by female netizens to Prabowo-Sandi is Put the other's indebtedness on record, but not found in male netizens comments to Prabowo-Sandi.

Based on the result finding, negative comments to Jokowi-Maaruf used more strategy than negative comments to Prabowo-Sandi. It can be seen by the total of strategies used. The most used strategies were positive impoliteness and negative impoliteness. Positive impoliteness was the mostly used strategies by all of participant such as male netizens to Jokowi-Maaruf, female netizens to Jokowi-Maaruf, male netizens to Prabowo-Sandi and female netizens to Prabowo-Sandi, followed by negative impoliteness in the second position. The third position is Sarcasm and Mock, than Bald on record in the last. It can means that negative comments to Jokowi-Maaruf and negative comments to Prabowo-Sandi by netizens are have similarity and different at the same time in using impoliteness strategies based on gender. After conducting the research, the writer could not find any commentator doing withhold politeness strategy. The possible reason could be that this strategy can only be used in spoken interaction process. Since the data are comments in a social media. There is no comments responded by other participants, so withhold politeness strategy could not be performed.

For positive impoliteness sub strategy each participants have variety of finding. Male netizens comments to Jokowi-Maaruf are mostly seek disagreement whereas call the other's name for male netizens comments to Prabowo-Sandi. For female netizens to Jokowi-Maaruf and for female netizens to Prabowo-Sandi, the most used positive impoliteness sub strategy is seek disagreement.

## **2. Discussion**

From the result of this research four of five strategies were found. There were bald on record, positive impoliteness, negative impoliteness, and sarcasm or mock politeness. One strategy was not found in this research that was withhold politeness, because it's usually found in spoken communication.

Related to research question, impoliteness strategies that used by male and female netizens to Jokowi-Maaruf are same from the highest to the lowest, the rank is positive impoliteness, negative impoliteness, and sarcasm and mock politeness and bald on record. The positive impoliteness sub strategies that mostly used by male and female netizens to Jokowi-Maaruf is seek disagreement. For negative impoliteness sub strategy, male netizens comments to Jokowi-Maaruf mostly used condescend whereas female netizens comments to Jokowi-Maaruf mostly used scorned.

On the other hand, Impoliteness strategies that are used by male and female netizens to Prabowo-Sandi from the highest and the lowest are also same;

there is positive impoliteness, negative impoliteness, sarcasm and mock politeness, and bald on record. The positive impoliteness sub strategy mostly used by male and female netizens to Prabowo-Sandi is seek disagreement. For negative impoliteness sub strategy mostly used by male and female netizens to Prabowo-Sandi is scorned. It means that same status as netizens comments to Jokowi-Maaruf or netizens comments to Prabowo-Sandi but different in gender. Also, netizens used same strategies but different in sub strategies when doing impoliteness strategies while giving comments in YouTube comment section.

The biggest user of positive impoliteness strategy is male netizens to Prabowo-Sandi, it appeared (47%) in their data. The second biggest user is female netizens to Jokowi-Maaruf and Prabowo-Sandi each appeared (42%) in their data. Then the last is male netizens to Jokowi-Maaruf because positive impoliteness strategies appeared in (40%) of their data.

Negative impoliteness strategy is mostly used by female netizens to Prabowo-Sandi. It can be seen by the finding that shows this strategy appeared on (33%) male netizens to Prabowo-Sandi, followed by female netizens to Prabowo-Sandi that have (29%) of negative impoliteness strategy in their data. The third position is male and netizens to Prabowo-Sandi appeared (25%), and (24%) of negative impoliteness strategy used by female netizens to Prabowo-Sandi.

It might be because social media is not face-to-face communication, people tend to do impoliteness because they did not see each other and they felt brave to do impoliteness. As stated by Suler (2004) states that people reacted differently when they were in face-to-face communication and when they were online. When they were in face to face with a famous figure, normally they would not say directly what was on their minds to avoid punishment or disapproval. Because of that, social media makes people feel that they have more freedom in giving different opinions unlike face-to-face communication which rarely allows them to do so. It can be clearly seen that the commentators have used impolite words not only when they argue among themselves, but also towards high ranking people and even the president. This is unlikely to happen if they are seeing each other face to face as they will know each other's identities.

The result of the research may imply that while coming to impoliteness level, written communication especially through social media tend to be less impolite than polite. As Culpeper proposed that positive impoliteness strategy is the second least face threatening. The result also shows the combination strategy used between positive and negative impoliteness strategy. Those two strategies are often used because they have many sub-strategies compared with other strategies. Finally, overall results of this research are four out of five impoliteness strategies are used both netizens to Jokowi-Maaruf and netizens to Prabowo-Sandi, male or female, and they mostly used positive impoliteness to give online comments.

However, this finding is contradictory with language and gender theories which claimed that women are more polite than man. As stated by Lakoff (1975:45) that women are more polite than men and powerlessness of women is reflected in both the ways women are expected to speak, and are spoken of. In addition, it is also claimed that women are "better" speakers than men. They are more polite and less forceful. While in this research male and female are similar in



using impoliteness strategies in giving online comments. As seen by the most used strategy by male and female was the same that is positive impoliteness. it means that both male and female are impolite in giving online comments in social media like YouTube comment section.

To support this research, the writer definitely searched for some previous researches in order to help the writer for the study. Shinta, Vini Mara (2018) entitled *Impoliteness Strategies Used by Supporters and Detractors of Ahok in Their Online Comments Differed by Gender*. There are some similarities between previous study and the recent study in this research about impoliteness strategies. Those are from the research methods, from the topic and media. We both use descriptive research. Our topic is also similar because both of us choose linguistic study especially in pragmatic field which is study about impoliteness strategies. Both of us analyze the type of impoliteness strategies. Then our media is also similar because both of us comments on internet. The data result of our research is similar. The most strategy that used are positive impoliteness strategy then followed by negative impoliteness strategy even in different total of data. In her research also did not found withhold politeness because of both our data are from written communication. The difference between this present research and other previous researchers is the object of the research, in his research her object are detractors and supporters Ahok commentator. But in this study, the researcher analyzed the differences between impoliteness strategies that used by netizens to Jokowi-Maaruf and netizens to Prabowo-Sandi based on gender.

#### **D. CONCLUSION AND SUGGESTIONS**

This research is about impoliteness strategies used by netizens to Jokowi-Maaruf and netizens to Prabowo-Sandi based on gender in YouTube comment section based on gender. The writer investigated what kinds of impoliteness strategies used by netizens to Jokowi-Maaruf and netizens to Prabowo-Sandi based on gender using the list of impoliteness strategies proposed by Culpeper (1996). After conducting the research, the result showed that there are four by five impoliteness strategies used that is bald on record, positive impoliteness, negative impoliteness, and sarcams and mock politeness.

All commentators have used similar impoliteness strategies. The strategy that is mostly used by all commentators is positive impoliteness, followed by negative impoliteness in the second position. The strategy that is least used are bald on record strategy and sarcasm and mock politeness. The most user of positive impoliteness is female netizens to Prabowo-Sandi, it appeared (47%) in their data. Next, the most user of negative impoliteness is male netizens to Prabowo-Sandi that shows this strategy appeared (33%) in the data. One strategy, withhold politeness, was not used at all. The possible reason could be that social media like YouTube comment section is not implying the real spoken interaction.

Finally, impoliteness strategies in giving online comments that performed by netizens to presidential candidates based on gender indicated that the commentators almost always commenting in impolite way. It also indicated that their no gender difference in doing impoliteness strategies when giving online comments on social media. It can be seen that netizens to Jokowi-Maaruf and

netizens to Prabowo-Sandi, male or female using the impoliteness strategy in similar way.

It is suggested that the students learn more about pragmatics, especially in impoliteness. There have not been many students who conduct research with impoliteness topic. Therefore, the researcher suggests that more students conduct research in pragmatics, especially about impoliteness. Another issue where others may investigate is impoliteness and nonverbal communication which are rarely studied. The future research may provide valuable information on human behavior and give deeper understanding on how impoliteness may work in such gestural version. It is expected that the readers learn more about the aspect of impoliteness. When the readers know and understand impoliteness, they can control their impolite utterances and behavior. This study is also hoped can be good information about both impoliteness and impoliteness strategy to anybody who interested in learning it.

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