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An Analysis of Impoliteness Strategies used by Howard Ratner as the main character in Uncut Gems (2019) Movie.

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Abstract

This study aims to analyze the impoliteness strategies found in the utterances of the main character in *Uncut Games* (2019) namely Howard Ratner which is classified into five types of impoliteness, and also the response of Howard's interlocutor when he uses his impoliteness which is classified into five effect of impoliteness strategies according to Culeper (1996 & 2011) theory. This study was conducted using a descriptive qualitative method. Data were collected from the full transcript of the *Uncut Gems* movie downloaded from internet. The analysis began by analyzing all of Howard's utterances as the main character which include impoliteness language and also the responses of Howard's interlocutors. This study revealed that the impoliteness strategies most frequently used by the main character in *Uncut Gems* is bald on record. Most of the choices of impoliteness strategies in the main character are influenced by Howard's personality who is emotional, cunning, impatient and he does not think about the impact on the people around him. Meanwhile, in the effect of impoliteness strategies that the most frequently used by Howard's interlocutors is conflict escalation when Howard uses his impoliteness.

Key words: Movie, Impoliteness, Character, Uncut Gems.

A. INTRODUCTION

According to Chomsky (1988), language is a mirror of mind in a deep and significant sense and language also plays a vital role as a communication tool that helps people express their thoughts, feelings, and intentions. Chomsky (2000), posits that language is an innate ability or humans, suggesting that the capacity for language is hard-wired into the brain, nabling individuals to generate an infinite number of sentences. Supported by Saussure (2006), language as a social phenomenon that operates through a system of derived from the relationships between these signs rather than from any inherent qualities.

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Therefore, language is also called an art inherent in humans and a movie also uses dirterent language styles depending on the context and genre of the movie. Movies are created not on to entertaiment. but also to inform, educate or through different genres and styles. Wills et a (2009), explain about a movie is a form of visual storytelling that combines moving images, sound, and dialogue to present a narrative or convey a massege to the audience. Eftective analytical tool for comprehending social conventions especially in movie.

As a results. movies that deal with inheritance and familar obligations become effective analytical tools for understanding social conventions in daily communication also in a movie. cultural expectatons, and the ways which people navigate grief, duty, and memory. According to Culpeper (1996). communicative strategies that attack an interlocutor's face, causing social conflict and disharmony. The way language is used depends on the speaker's communicative purpose. Polite language typically employs strategies aimed at preserving the other person's face. Supported by Bousfield (2008), impoliteness is triggered, dynamics progression, and such exchanges reach resolution.

The linguistic manipulation of expected norms to cause impoliteness and contributes to understanding how these factors interact to shape broader communicative experiences. Moreover language in movie often mirrors real-life communication, where characters' speech reflects their personalities, emotions, and social environments. In *Uncut Gems*, Howard Ratner's frequent use of impolite language represents not only his instance emotions but also the stress and chaotic world he lives in. his interactions reveal how impoliteness can be a tool for communication, negotiation, manipulation and selt-detense in high-pressure situations. By looking at these interactions, the study can explain how being impolite works as both a way of speaking and a way of thinking.

This study helps readers see how the words people choose help shape characters, create tension, and affect how the audience sees things. The novelty of the research with entitled "An analysis of impoliteness strategies in Uncut Gems (2019)" offers a unique perspective by focusing specifically on the main character's use of impolite behavior. This study with the title "an analysis of impoliteness strategies used by Howard Ratner as the main character in Uncut Gems (2019) movie" many things can be analyze such as can include politeness and impoliteness, because in a movie there must be a conversation and the context of the conversation and also the demeanor of a character, how he speaks and what is being talked about, whether it is polite or impolite.

However, It also examines how social variables, cultural backgrounds, and conventions impact politeness and impoliteness, which is where interacts with pragmatics. The main thing concern of this research is the author find object for the observing the oral conversations of the main character in Uncut Gems movie. The researcher focuses on several issues that need to be identified, including how the main character in the movie speak and interact with each other and often use impolite words or a high tone, making the atmosphere tense and uncomfortable. The author want to find out the reasons behind such behavior, such as whether the characters feel stressed, angry, or perhaps do not respect each other.

This study extensively examines the main character's interactions with other characters. The study intends to demonstrate how impoliteness affects relationship and advances the plot by looking at these exchanges. It also offers fresh perspectives on the movie's communication techniques. Therefore, by analyzing impoliteness in *Uncut Gems*, this study contributes to the growing field of linguistic analysis in media and highlights the importance of impolite language as both a communicative strategy and a narrative device.

Additionally, literature frequently overlooks the social dynamics among supporting characters and their responsibilities in either challenging or sustaining impoliteness. This research focuses on Howard Ratner as the main character in *Uncut Gems* whose aggressive and risky language. Uncut Gems is a critically acclaimed American crime thriller movie directed by Josh and Benny Safdie. The writer chooses this study because impoliteness is a common part of real-life communication, especially in high- pressure situation such as gambling, business conflicts, and personal crises all of which are central to Howard Ratner's daily life.

B. RESEARCH METHOD

The type of this research is qualitative research, descriptive qualitative research is a method used to provide a comprehensive and detailed description of a phenomenon within its real life context, especially when the boundaries between the phenomenon and its context. This type of research improves the general caliber and breadth of scholarly investigation by assisting in the examination of already published works as well as in finding gaps and developing fresh research issues.

Based on watching full movie entitled Uncut Gems (2019) and the author exploring the script or dialog in this movie and belongs to qualitative research. By using this method, the study provices a detailed account of how Howard's language choices contribute to the development of conflict and tension withing the movie's narrative.

The data of this research are the utterance of Howard Ratner as the main character in this movie which contain impoliteness strategies. The writer focuses on identifying, classifying, and analyzing the types and the effect of impoliteness strategies that used by Howard Ratner and his interlocutor in various conversational context throughout the movie. The documentation technique is uses in this study to gather data from the Uncut Gems movie script.

C. RESULT AND DISCUSSION

1. Research Finding

This section will present the results or findings after data analysis, there is two research questions in this study the first is types of impoliteness strategies used by Howard Ratner as the main character in Uncut Gems, second the effect of impoliteness strategies used by Howard's interlocutor in Uncut Gems. In the data analysis section, the writer did this by dividing it into two categories, namely find the types of impoliteness strategies and find the effect of impoliteness strategies. However, for the findings both categorized the writer uses Culpeper's theory (1996 & 2011).

The main data used in this research is derived from the full script movie of Uncut Gems. The analysis focuses on the linguistics realization of impolite utterances and the pragmatic impact they have within the interactional context. The data for this research comes from the full script of Uncut Gems and the writer focuses to identify impoliteness strategies used by Howard Ratner and classify all Howard's dialogues that are included in impoliteness are then grouped into types of impoliteness strategies based on Culpeper's (1996) theory which is positive impoliteness, negative impoliteness, bald on record, sarcasm and mock of politeness, and withhold politeness.

The writer also identify the effect of impoliteness strategies that show by the other characters from the Howard impoliteness behavior based on Culpeper's (2011) theory that is face threat, conflict escalation, social disruption, emotional impact, and damage to relationships. Therefore, this research not only investigates how Howard utilizes different types of impoliteness strategies but also examines how these behaviors influence social impact in the form of the effect of impoliteness shown by Howard's interlocutor in this movie.

Based on the data above, the writer found 240 types of impoliteness used by Howard in *Uncut Gems*, there are 38 positive impoliteness (PI), 69 negative impoliteness (NI), 100 bald on record (BR), 19 sarcasm of mock politeness (SM), and 14 witthold politeness (WP). Meanwhile, in the effect of impoliteness strategies that occur to the interlocutor when Howard uses his impolite language, the writer also found 240 data, which is 41 face threat. 65 conflict escalation. 61 social distruption, 49 emotional impact and 24 damage to relationships. These strategies show that the characters' communication is very reactive, with each rude action leading to a response that makes the tension between them worse.

Overall, the findings suggest a cycle of provocation and reaction, where Howard's impoliteness behavior and the way others respond create a chaotic and emotionally intense environment throughout the movie *Uncut Gems*. This study not only explains the kinds and effects of impolite language but also shows how Howard Ratner uses these tactics in his everyday life in Uncut Gems. Howard is not just being rude to his business contacts or customers he also talks this way to his friends, family, and coworkers. This means his rude behavior is not just happening in certain situations; it is part of how he always communicates. In every conversation, we see how Howard uses impolite words to deal with stress, show he is in charge, and keep control during tough times.

The analysis shows that Howard Ratner mostly uses bald on-record strategies and positive impoliteness in his conversations. Howard often makes direct and confrontational comments that challenge or threaten the face of the people he's talking to. Moreover, the study observes that recurring patterns of miscommunication, tension, and ascalation create a feedback loop, reinforcing a culture of heightened emotional intensisity in the interactions and shaping how characters negotiate power and social boundaries.

2. Discussion

The analysis showed that Howard's impoliteness often led to face threats and conflict escalation, where the hearers responded with anger, shouting, or even physical aggression. In some scenes, Howard's impoliteness caused social disruption, damaging his relationships with family members and business partners. This supports Culpeper's view (2011) that impoliteness is not only about the speaker's strategy but also about the hearer's reaction and how it affects the interaction as a whole. The conversations studied have different feelings like funny teasing or loud arguing. By looking at these scenes, the writer can see how Howard uses impoliteness to deal with arguments and power struggles in his world.

The way the writer sorts and explains the data is meant to help us understand better how impolite language helps shape a character and how the way someone speaks can show their attitude towards others and what they want in social situations. The situational context played an essential role in interpreting the type of impoliteness strategy. The same utterance could have different values depending on the scene and the relationship between Howard and the hearer. These strategies were identified based on Culpeper's framework and were closely connected to the type of speech act Howard used, such as insulting, mocking, threatening, criticizing, or ignoring.

This finding shows that impoliteness in *Uncut Gems* serves both expressive and strategic purposes it reflects Howard's emotional instability and his attempt to control interactions. In comparison, a similar study conducted by Simanjuntak (2022) titled "The Use of Impoliteness in The Wrong Stepmother Movie: Pragmatic Approach" also applied Culpeper's theory to analyze the use of impoliteness strategies. Simanjuntak found that bald on record and positive impoliteness were the most dominant strategies used by the characters, primarily to express anger, superiority, or emotional dominance. Both studies highlight that impoliteness often emerges in situations of emotional tension and social hierarchy.

This discussion shows that being rude is more than just being mean it's a complex tool that affects how people act, feel, and connect with each other, making it an important topic for studying language and media. Therefore, Howard uses impolite language in the movie is how it helps create tension and make the story feel real. The way he often speaks rudely or harshly makes the conversations sound more natural and believable, especially because Uncut Gems is about business, gambling, and conflict. Furthermore, Howard's rude behavior helps the audience understand how he interacts with other characters. His way of talking shows clear differences in how he treats his friends, coworkers, family, and business partners.

D. CONCLUSION AND SUGGESTIONS

1. Conclusion

This research focuses on an analysis of impoliteness strategies used by Howard Ratner in the movie in Uncut Gems. The central objective of this study is to thoroughly investigate the types of impoliteness strategies employed by the main character, Howard Ratner, by applying Culpeper's (1996) framework of impoliteness strategies, as well as to examine the effects of the impoliteness behaviors on his interlocutors by drawing on Culpeper's (2011) concept of impoliteness effects. Howard Ratner, as the protagonist, operates in a high- pressure and chaotic environment where interpersonal conflicts, financial struggles, and emotional confrontations are dominant themes.

Consequently, Howard's speech frequently reflects intense tension and verbal aggression, making him an ideal subject for examining how impoliteness strategies function discourse and how they impact social interactions. Impoliteness in the movie plays several roles: it shows Howard's inner problems, makes conflicts worse, and moves the story forward by showing how fragile human connections are when under stress. This research also helps us understand more about how language works in general by showing that impoliteness is both a social and story-driving force. It reminds us that words, whether in a movie or real life, are connected to feelings, goals, and situations and that every rude comment can affect how people connect, argue, and see themselves through what they say.

The conclusion of this research reveal that Howard consistently utilizes a range of impoliteness strategies, including bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm, and mock politeness. These strategies are not used randomly but are purposefully employed to achieve his personal goals or responding impulsively to threats and conflicts. Beyond analyzing the strategies themselves, this study also highlights the effects of Howard's impoliteness on his interlocutors. The analysis shows that Howard's interlocutors often react with anger, verbal retaliation, physical aggression, or emotional withdrawal, indicating that his speech acts frequently escalate tension rather than resolve it.

These effects demonstrate how impoliteness not only threatens the face of the interlocutors but also disrupts social harmony and leads to further interpersonal breakdowns, and how those reactions feed back into the interactional context of the movie. Howard's interactions with others show how harsh words can make conflicts worse, hurt relationships, and reveal bigger social problems like greed, bad morals, and emotional instability. By looking at Howard's impolite behavior, this research also shows how language can show deeper human traits like the fight for power, fear of not succeeding, and the need to be seen as important. So, this study shows that impoliteness in Uncut Gems isn't just random or bad, it's a tool used in the story and in understanding how people communicate when they're under pressure.

2. Suggestion

Based on the results of this research, several suggestions can be provided for future studies and academic exploration related to impoliteness strategies. First, future researchers are encouraged to conduct studies on impoliteness strategies in different genres of films or other media, such as comedies, political dramas, or cross-cultural narratives, to compare how the use and perception of impoliteness vary depending on the social and cultural context. Next, further studies should consider analyzing the psychological and emotional impacts of impoliteness more deeply, especially how interlocutors respond. Examining hearers' verbal and non- verbal reactions, as emphasized in Culpeper's 2011 concept of impoliteness effects, can offer richer insights into how face threatening acts influence characters.

Therefore, future research it is suggested to explore impoliteness strategies in a wider range of contexts and genre, and also may focus on the reciprocal and sequential nature of impoliteness interactions, analyzing how impoliteness develops across multiple conversational turns and how these patterns affect the escalation or resolution of conflicts. Such an approach can also be applied to real-world such as political debates, workplace discourse, or online communication, making the study of impoliteness relevant to everyday life. It is also suggested that future studies should look more closely at the emotional and psychological sides of impoliteness.

While this research focused on language strategies and their outcomes, impoliteness is usually linked to deeper feelings like frustration, fear, or conflicts over power. Using a method that brings together linguistics with psychology or communication studies might help improve the analysis and give a better understanding of how emotions and social positions affect the way people speak. By looking at impoliteness from these angles, researchers can find out not just which strategies are used, but also the reasons behind those choices in specific situations.

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