CHARACTERS' IMPOLITENESS IN PARANORMAN MOVIE

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Abstract. This research used a qualitative method. The data were utterances uttered by characters in the Paranorman movie, whereas the contexts were dialogues. The research used the Paranorman movie script and movie as sources. The researcher was the primary instrument, with the data sheet as a secondary. The researcher collected data through analyzing documents by note-taking. The data were analyzed using a reference. The results of the research are as follows. First, other characters in Paranorman use four types of impoliteness strategies. They are bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm. Second, each impoliteness strategy has its own representation. Direct, clear, and unambiguous statements are used to express impoliteness. Positive impoliteness occurs as disassociating from others, calling the other names, and using of taboo words. Negative impoliteness occurs as condescending, scorning, or ridiculing the other. Sarcasm or mock politeness is only performed by using insincere politeness. This is the most representation. Third, the movie shows three responses: no response, accepting, and countering the face attack. Countering a face attack has two parts: offensive and defensive.

Keywords: impoliteness, types, representations, responses, *Paranorman* movie

Abstrak. *Penelitian ini menggunakan metode kualitatif. Datanya adalah ucapan-ucapan yang diucapkan oleh tokoh-tokoh dalam film Paranorman, sedangkan konteksnya adalah dialog. Penelitian ini menggunakan naskah dan film Paranorman sebagai sumber. Peneliti adalah instrumen primer, dengan lembar data sebagai sekunder. Peneliti mengumpulkan data melalui analisis dokumen dengan cara mencatat. Data dianalisis dengan menggunakan referensi. Hasil penelitian adalah sebagai berikut. Pertama, karakter lain dalam Paranorman menggunakan empat jenis strategi ketidaksopanan. Mereka botak pada catatan ketidaksopanan, ketidaksopanan positif, ketidaksopanan negatif, dan sarkasme. Kedua, setiap strategi ketidaksopanan memiliki representasinya sendiri. Pernyataan langsung, jelas, dan tidak ambigu digunakan untuk mengekspresikan ketidaksopanan. Ketidaksopanan positif terjadi seperti memisahkan diri dari orang lain, memanggil nama lain, dan menggunakan kata-kata tabu. Ketidaksopanan negatif muncul sebagai sikap merendahkan, mencemooh, atau mengejek orang lain. Sarkasme atau kesantunan pura-pura hanya dilakukan dengan menggunakan kesantunan yang tidak tulus. Ini adalah representasi yang paling. Ketiga, film menampilkan tiga tanggapan: tidak ada tanggapan, menerima, dan melawan serangan wajah. Melawan serangan wajah memiliki dua bagian: ofensif dan defensif.*

Kata kunci: *ketidaksopanan, tipe, representasi, respon, film Paranorman*

INTRODUCTION

There is a concept of politeness and impoliteness in the discipline of pragmatics. Every individual has a public face or a public self-image that they project to the world. They hope that the appearance of their features would be respected by others. They must pay close attention to their manners if they want to be accepted by the community in which they live. They must demonstrate their politeness to those in their immediate vicinity. The opposite is also true: bullying, threatening, and mocking are common occurrences in the community despite the fact that individuals are aware that these activities are deemed unpleasant. At this point, kids employ language methods that can be used to attack or threaten the faces of others. Therefore, impoliteness is regarded as an unacceptable conduct in communication since it has the potential to create social conflict.

Due to the fact that politeness is the topic of most pragmatic research, there are just a few pragmatic studies that focus on impoliteness as the research issue. Indeed, it is critical to not just study civility but also impoliteness in order to better understand the world around us. By studying impoliteness, people can have a better understanding of bad manners and impolite language, allowing them to avoid or manage their own behavior when talking with other people.

Impolite behavior can be observed not only in real life, but also in films and television shows. The Paranorman movie is one of the films that depicts disrespectful behavior. As a result of the other characters' disrespectful behavior, the main character finds himself on the receiving end of their actions. The Paranorman movie is about a young child named Norman, who possesses a sixth sense of perception. He possesses the power to communicate with the dead. However, those in his immediate vicinity, including his family, do not believe in him, and they frequently insult and expel him. Because of this, he strives to persuade others to believe in his assertions that are related to his capabilities.

For a variety of reasons, the Paranorman movie is an ideal subject for study. First and foremost, the researcher is intrigued by the main character's sixth sense ability and the manner in which he attempts to persuade others of his abilities. For the second, other characters in the Paranorman movie have the opportunity to be disrespectful to the main character since they do not believe in the main character's abilities. The use of disrespectful language by the other characters is a remarkable aspect of the story that deserves to be explored more in this study. Third, the title of the Paranorman movie provokes the researcher's interest. Because the main character's name is Norman, this film is titled Paranorman rather than using the vocabulary of Paranormal to describe what is going on in the story. He possesses supernatural abilities, including the ability to converse with the dead, which he uses to his advantage. This movie's title is a spin on the phrase "paranormal," which means "out of the ordinary." In order to draw people's attention to the movie, the title of Paranorman must be catchy. Therefore, the writer proposes three research questions that becomes the main topic of this study, they are: (1) What are the many types of impoliteness strategies that are directed at the main character in the Paranorman movie? (2) How are the impoliteness strategies directed at the main character in the Paranorman movie portrayed in the movie? (3) What is the main character's response to the impoliteness strategies that are directed at him in the Paranorman movie?

LITERARY REVIEW
Impoliteness Strategy

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Some people still believe impoliteness is a parasite that feeds on politeness. Furthermore, linguists did not focus on impoliteness research until recently, despite the fact that their works did so implicitly. Jonathan Culpeper, Derek Bousfield, and Miriam A. Locher were the first to create the term "impoliteness strategy" (Pramujiono, 2011: 183). Craig, as reported by Culpeper (1996: 366), says: "If politeness theory is to maintain analytical consistency, it must consider confrontational techniques. Furthermore, it is obvious that impoliteness plays a major, not minor, role in some situations ". As a result, many linguists are beginning to consider impoliteness research as a field of study in pragmatics. According to Jonathan Culpeper (2011: 11), Locher and Bousfield argue in a recent collection of impoliteness research that there is no specific concept of impoliteness that linguists agree on.

Linguists have offered numerous definitions (Rahardi, 2013: 63). Several linguists have defined impoliteness as follows: (a) Locher and Bousfield state that "impoliteness is behaviour that is face- aggravating in a particular context". (b) "Impoliteness happens when the expression used is not conventionalized relative to the context of occurrence; it threatens the addressee's face... but the hearer attributes no face-threatening purpose to the speaker," Terkourafi explains. (c) Impoliteness, according to Culpeper, is "communicative behavior intended to cause the face-loss of a target or seen to be so by the target." Impoliteness, he added, is defined as "the use of strategies that are intended to have the opposite impact of social disruption."

As a result, impoliteness is a participant's interaction style that seeks to harm the addressee's face, causing social disruption. From the definitions above, Culpeper has the most comprehensive explanation because he not only mentions impoliteness itself, but also its social consequences in his description. According to Pramujiono, (2011: 183), when Culpeper wrote in 1996 that impoliteness is a tactic for attacking someone's face, social conflict and disharmony will result.

Impoliteness, according to Culpeper's book Impoliteness: Using Language to Cause Offence (2011: xii-3), is "a new subject of study, and any new discipline is prone to insecurity." This research is a part of assault, harassment, mistreatment, and abuse, all of which lead people to suffer and even commit suicide. Impoliteness, he claims, can be studied from a variety of perspectives, including social psychology (especially verbal aggression), sociology (especially verbal abuse), conflict studies (especially the resolution of verbal conflict), media studies (especially exploitative TV and entertainment), business studies (especially workplace interactions), history (especially social history), and literary studies, to name a few.

Culpeper (2011: 117) said that there are various reasons why people utilize the impoliteness strategy in conversation. The following elements are important to consider: (a) The speaker and the listener have a close social relationship. (b) Inequality of social authority among individuals. Speakers with more power in society are more likely to be rude to their listeners who have less power. (c) The speaker's motives are not to rescue the listeners' faces. This could be due to the importance of the battle. Culpeper's strategies are more comprehensive as they consist of five strategies; meanwhile, Lachenict's strategies consist of four strategies. By using Culpeper's impoliteness strategies, the researcher can gain complete and obvious finding of the data analyzed. Hence, the researcher uses Culpeper's impoliteness strategies to analyze the data. Impoliteness strategies which proposed by Culpeper (1996: 356-357) can be described as follows. (1) Bald on Record Impoliteness. It is a strategy employed by the speaker to attack the addressee's face in a simple, evident, unambiguous, and brief manner in situations where the addressee's face is at risk (Culpeper,

1996: 356). (2) Positive Impoliteness. It, according to Culpeper (1996: 356), is a strategy that is intended to challenge the recipient's positive face. Using this method, an individual who wishes to be recognized as a contributing member of society can have their face attacked. Positive impoliteness realization, according to Culpeper (1996: 357), manifests itself in the form of disassociating from others, calling the other names, employing taboo terms, and using inappropriate identity markers. (3) Negative Impoliteness. A strategy for attacking the recipient's negative face needs is defined by Culpeper (1996: 356) as negative impoliteness. According to Culpeper, there are a few realizations of negative impoliteness that can occur (1996: 358), they are Condescending, Scorning or Ridiculing, Associating the other with a negative aspect explicitly, Invading the Other's Space, Sarcasm or Mock Politeness, and Withhold Politeness.

Impoliteness and Responses to It

Impoliteness is something that happens to everyone at some point in their lives, and it is especially prevalent in communication situations. When a speaker speaks in an unfriendly manner to the listener, the addressee has a number of options to choose from. According to Culpeper et al. (2003: 1562), the addressee of the impoliteness strategies has the option of accepting the face attack, countering it, or responding with silence.

The subsequent response to the face attack can be either offensive or defensive in nature. (1) Accepting the Face Attack. It is a strategy of impoliteness that is used when the speaker's words are accepted by the addressee, as stated by Bousfield (2008: 193). The addressee expresses agreement with the speaker's point of view by nodding his or her head. (2) Countering the Face Attack. It is possible to counter a face attack when the addressee responds to one that has been launched by the speaker. The addressee does not just remain silent or agree with the speaker's verbal assault on his or her appearance. (3) Offensive Countering. He or she can choose to respond to an impoliteness approach by using offensive strategy, or he or she can respond with a face attack by utilizing a defensive strategy. The addressee employs offensive countering by responding to the face attack with a face attack of his or her own (Bousfield, 2008: 193). (4) Defensive Countering. To deal with impoliteness technique, the addressee has another option: he or she might oppose the face attack by employing a defensive approach. According to Bousfield (2008: 193), defensive countering is defined as the act of the addressee defending his or her own face. A face attack victim will employ this kind by responding to or explaining something in order to defend oneself when confronted with a face attack. (5) No Response. Towards the strategy of impoliteness, the addressee is unable to respond in any way. By being silent, the addressee can indicate that he or she has no response (Bousfield, 2008: 188). Several factors influence the decision of whether or not to answer, including the addressee's refusal to speak, the fact that he or she did not have the opportunity to speak, and whether or not the addressee understood the content of the speaker's speech.

RESEARCH METHOD

Since the objectives of the research were to describe the types; realizations; and responses of impoliteness strategies, this research was included as descriptive qualitative research in which the researcher described the phenomena of impoliteness in *Paranorman* movie by interpreting the data. The data of the research are the texts in the script of *Paranorman* movie that cover words, phrases, clauses, sentences, dialogues, and narrations. While, the techniques of collecting data employed by the researcher in this research are: (1) The researcher watched *Paranorman* movie. (2) The researcher checked the accuracy of the script with the dialogues in the movie. (3) The researcher took notes of the character's utterances from the conversation or dialogue of the movie which contains impoliteness

aspects. (4) The researcher recorded the data into data sheet. Lastly, for analyzing the data, the researcher took some steps to do the analysis, they are transferring the collected data into a data sheet; classifying the data using a table with three different classifications; identifying the types, representations, and responses of the impoliteness strategies; applying the trustworthiness of the data by asking friends and lectures to check the data and support data analysis; describing the data in order to answer the formulation of the problems, and drawing conclusion based on the result of the research.

FINDINGS AND DISCUSSION

To make it easier in analyzing the object of the study, the writer elaborated this chapter into two sub-chapters, firstly, the findings which is to describe the data found about the amount of impoliteness strategies occurred in Paranorman movie. Secondly, discussion, whereby the writer analyzes the data, it is then connected to Culpeper's theory.

Findings

The total of impoliteness strategy's types occurred in the movie can be served in the table below, whereby not all representation and its responses occurred in the movie.

Table 1. Percentage of Impoliteness Strategy addressed to Norman in Paranorman Movie

Types	Total	Percentage (%)
Bald on Record	35	67,3
Positive Impoliteness	4	7,7
Negative Impoliteness	8	15,4
Sarcasm or Mock Politeness	5	9,6
Withhold Politeness	0	0
Total	52	100

Based on the table above, it can be concluded that all impoliteness strategies occurred 52 times in total during the movie. Seen from those five types of impoliteness strategy, the dominant types of impoliteness strategy occurred in the movie is bald on record, which is shown 35 occurrences in total or 67,3%. The second amount of the total occurrence of impoliteness strategy is negative impoliteness, which shows eight occurrences or 15,4%. Meanwhile, sarcasm or mock politeness takes place the third position of the most occurred in the movie, that is five times or 9,6% in the movie. The forth type is positive impoliteness which shows four times of occurrences in the movie or 7,7%. The last is withhold politeness that has nothing occurred during the movie.

In the Paranorman movie, bald on record impoliteness becomes the most dominant type employed by other characters such as Perry, Sandra, Courtney, and Mr. Prenderghast, because they wish to express their doubts in Norman's sixth sense clearly and explicitly. They believe that by employing bald on record impoliteness, the face threatening behavior is conveyed in a plain or straightforward manner, and that as a result, Norman may comprehend

the meaning of the other characters' utterances without difficulty. Meanwhile, the type of impoliteness strategy of withhold politeness with its representation being silent and failing to thank seemingly did not occur in the Paranorman movie. It is probably because Perry, Sandra, Courtney, Alvin, Mr. Prenderghast, Neil, and Mitch use impolite utterances rather than being silent to express their doubt in Norman's sixth sense. They wish to convey their thoughts to Norman directly by their words in order for Norman to understand them. If the other characters decide to remain silent, it will have an ambiguous meaning. Furthermore, withhold politeness by the representation of failing to thank is not present in the movie since Norman does not make the utterances that require a congratulating response when he interacts with the other characters.

Discussion
Types and Representations of Impoliteness Strategy Addressed to the Main Character in Paranorman Movie

There are also four types of impoliteness strategies found in the movie addressed to the main character, Norman. They are bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm or mock politeness. Furthermore, bald on record impoliteness is realized by the use of direct, clear, and unambiguous statements. Positive impoliteness is also manifested in the dissociation from the other, the calling of names, and the use of taboo words. Negative impoliteness is also communicated in the form of condescension, scorn, or ridicule, as well as overtly associating the other with a negative aspect. Finally, sarcasm or mock politeness is realized by using insincere politeness.

Bald on Record Impoliteness

When the addressee's face is at stake, the speaker employs bald on record impoliteness; the speaker employs this approach to attack the addressee's face in a direct, obvious, unambiguous, and brief manner (Culpeper, 1996: 356). The most common sort of impoliteness in the Paranorman movie is bald on record impoliteness. It is accomplished by the use of straight, clear, and unambiguous statements.

The dialogue between Norman and Prenderghast ghost (Norman's uncle) is one of example of bald on record impoliteness. The following discussion takes place while Norman is in the school's restroom, where his uncle's ghost appears out of nowhere. His uncle gives him orders immediately. Prenderghast ghost: "Get the book and read from it! Before the sun sets tonight!" Since he attacks Norman's face directly with demanding sentences, the Prenderghast ghost uses bald on record impoliteness. "Get the book and read from it!" he tells Norman. Before the sun sets tonight!" Norman receives a clear order from Prenderghast's ghost to take the book and read it before the sun sets in order to break the witch's curse. Prenderghast's ghost's negative attitude toward Norman is conveyed by the rising tone in ordering Norman. Norman is forced to follow his orders. Furthermore, Prenderghast's ghost emphasizes his relative power as Norman's uncle in order to command him. The ghost of Prenderghast prefers to continue his power by attacking Norman's face.

In the movie, when the other characters want to say anything that directly and obviously attacks Norman's face, they employ the impoliteness strategy of bald on record impoliteness. They want to use face-to-face interaction to show their doubt in Norman's sixth sense. Norman can easily understand the meaning of impolite utterances when he employs this type of impoliteness strategy.

Positive Impoliteness

Positive impoliteness, according to Culpeper (1996: 356), is a method for attacking the recipient's positive face. Dissociating from others, calling others names, using taboo words, and using inappropriate identity markers are four representations of impoliteness

strategy. Meanwhile, in the Paranorman movie, there are three representations of positive impoliteness. Disassociating from others, calling others names, and using taboo words are examples of representations. The following are examples of positive impoliteness with its representation in the movie.

1. Disassociating from the Other

The dialogue between Courtney and Norman is one of the examples of disassociating from the other. When they are at the archives searching for the book that will break the witch's curse, they have a conversation. Courtney : "Why d'you have to go and get everyone involved in all your weird stuff?!"Courtney acts in positive impoliteness since she does not want to be entangled in Norman's bizarre activities in searching for a book that will end the witch's curse. Norman is not treated as if he were a normal member of her company. She separates herself from Norman, who wants her to find the book. She calls Norman "weird stuff" in an impolite manner, implying that his act of breaking the witch's curse cannot be accepted in her opinion. Courtney considers his behavior to be abnormal. She also attacks Norman's face in an attempt to get him to quit his weird behavior.

2. Calling Other Names

A kid's utterance below is an example of calling others names. The dialogue occurs in the context of a large group of children who are oddly watching Norman as he comes along the school corridor. Norman is mocked by one of the kids in front of the other kids. KID :"Look! It's AbNorman!"The kid's expression is harsh, and he taunts Norman in an impolite manner. When the kid does not treat Norman as a normal person, he or she engages in positive impoliteness. Furthermore, Norman's schoolmate refuses to play with him. The kid even uses the word 'AbNorman' to refer to Norman's other names. This word is classified as a derogative term. It's a word play on the word abnormal; the kid changes the word normal to 'norman' as Norman's name. Norman is a weird boy, according to the kid, because he frequently acts strangely with his sixth sense.

3. Using Taboo Words

Alvin's next act of positive impoliteness is directed toward Norman. They're having a talk in the school corridor. Norman is bullied by Alvin at school. As in the following example, he frequently abuses Norman's sixth sense. Alvin: "Hey, ghost jerk! You know what?" Since Alvin does not accept Norman as a member of his gang or group at school, he uses positive impoliteness. Norman is not one that Alvin wants to be friends with. Because of Norman's ability, he frequently bullies him. To discredit Norman's good name, he even employs the taboo words "ghost jerk" in his utterance. Alvin's remark to Norman is unquestionably impolite. The term 'ghost jerk' is a harsh or vulgar term that refers to a foolish person. Alvin wants to mock Norman by calling him a moron who can see and communicate with ghosts.

Negative Impoliteness

Negative impoliteness, according to Culpeper (1996: 356), is a method used to target the recipient's negative face. From the other characters' impolite utterances against Norman in the Paranorman movie, negative impoliteness can be realized in two ways. They are condescending, scorning, or ridiculing, and associating the other with a negative aspect.

1. Condescending, Scorning, or Ridiculing

In the dialogue between Sandra and his son, Norman, one of the examples of negative impoliteness and its representation may be noticed. Sandra and Norman had a disagreement

over Norman's ability to communicate with his dead grandmother. Sandra is skeptical of Norman's claim to be able to communicate with his dead grandmother. Sandra Babcock : "Norman, I know you and Grandma were very close, but we all have to move on. Grandma's in a better place now."

Sandra attacks Norman's negative face since she doubts Norman's sixth sense. Meanwhile, Norman's negative face here is that he wants the others to believe in his sixth sense when he presents it to them. Sandra also degrades Norman by emphasizing her relative power as Norman's mother. Norman's mother even advises him to go on and accept his grandmother's loss because she is now in a better place (in heaven).

2. Associating the Other with Explicit Negative Aspect

When Norman's sister, Courtney, accuses Norman of sneaking around in her personal belongings, the following conversation occurs. Norman, on the other hand, does not sneak around in Courtney's personal belongings. Courtney : You better not be sneaking out. You little weirdo! Since she does not even respect or believe in Norman's sixth sense, Courtney behaves in negative impoliteness. She is doubtful of Norman's wish to reveal his sixth sense to others. Norman, on the other hand, is mocked by her, who says, "You little weirdo!" By employing the pronoun 'You,' Courtney explicitly identifies Norman with a negative aspect. She also uses the phrase 'little weirdo' as a negative aspect, which is meant to be insulting to Norman. The negative aspect of Norman as a kid is that he is abnormal or weird since he has sixth sense ability.

Furthermore, because they have relative power as Norman's relatives, elder characters in the film, such as Perry, Sandra, Mr. Prenderghast, and Courtney, frequently condescend Norman. As a result, they feel more powerful and have the authority to give Norman, who is still a kid, orders or advice. Furthermore, when the pronoun 'you' is followed by a negative aspect, such as 'little weirdo,' it is regarded as impolite. Norman wishes the other characters in this movie to acknowledge his sixth sense. Furthermore, when Norman wishes to show or convey his abilities to the other characters, they insult him. They make fun of Norman to express their mistrust in his ability.

Sarcasm or Mock Politeness

Sarcasm is a face-threatening conduct that is perpetrated by employing an impoliteness strategy (Culpeper, 1996: 356). Sarcasm or mock politeness is manifested through the use of insincere politeness. The interaction between Alvin and Norman is an example of sarcasm or mock politeness. Norman is about to put his bag in the locker when Alvin appears. Norman is sarcastically insulted by Alvin's request to speak with a dead fly. Alvin (cont'd) : "Talk to that." Since he insincerely tells Norman to communicate to the dead fly, Alvin's words are regarded as sarcasm or mock politeness. Norman is asked by Alvin to communicate with the dead fly that he had swatted flat with his hand. When Alvin says "Talk to that!" he means the exact opposite of what he says because he does not really trust in Norman's sixth sense but still wants Norman to speak to the dead fly. He only wants to insult Norman by talking with the dead fly like Norman talks with the dead humans. He also wants to see if Norman can communicate with the dead fly.

Other characters in the Paranorman movie use sarcasm or mock politeness to insincerely attack or humiliate Norman. They mean the exact opposite of what they say. They behave as if they believe in Norman's sixth sense, but their true motive is to sarcastically humiliate Norman. Norman realizes that the other characters are only trying to play with Norman's sixth sense. For example, Alvin asks Norman to communicate with the dead fly. He does not believe in Norman's sixth sense, but he continually asks Norman to communicate with it. In this situation, he only wants to make a sarcastic word about Norman.

The Main Character's Responses to Impoliteness Strategies

Accepting the face attack, countering the face attack, and making no response are all examples of impoliteness strategy responses in the movie. This movie depicts the subcategories of countering the face attack, such as offensive countering and defending countering.

Accepting the Face Attack

According to Bousfield (2008: 193), the addressee approves the speaker's face attack when he or she agrees with the speaker's impoliteness strategy utterances. Accepting the face attack, on the other hand, becomes the lowest response employed by Norman, the main character in the Paranorman movie. The following are some examples of accepting the face attack.

Norman's interaction with his uncle ghost, Mr. Prenderghast, serves as an example of accepting the attack on the face. Norman's uncle forces Norman to read the book that will help him break the witch's curse. This dialogue takes place in the school's restroom. Norman: "What book?" Norman implicitly accepts his uncle's order in the dialogue above because he does not directly mention 'yes' to his uncle. He conveys his agreement by asking his uncle, "What book?" It implies that Norman will seek out the book that will enable him to break the witch's curse. Considering Norman is afraid of his uncle, he accepts his uncle's face attack. He is afraid that if he does not obey his uncle's orders, he would be hurt. Furthermore, Norman does not want to cause his uncle's face-threatening act. Norman uses his uncle ghost as the next example of accepting the face attack. Norman is forced to promise to read the book that would break the witch's curse by Prenderghast's ghost. Norman responses the face attack from the Prenderghast ghost. "OK, okay, I promise..." he says to his uncle. He complies with his uncle's request to make a promise to him. He promises to his uncle that he will read the book that would end the witch's curse. Norman, on the other hand, does not defend himself against his uncle's face attack because he is frightened of his uncle's threat. He is afraid that if he does not obey his uncle's orders, he would be hurt. Furthermore, he prefers to save his face rather than causing the face-threatening act by accepting the face attack.

This response option was also infrequently used by Norman. He responses the face attack from the other characters for a reasons, including fear of the other characters, a desire protect his image in front of other characters, and a desire to cause the face attack.

Countering the Face Attack

Offensive countering and defensive countering are the two subcategories of countering a face attack (Bousfield, 2008:193). Norman's responses to the impoliteness strategies used by the other characters in the Paranorman movie are all subcategories of countering the face attack; offensive countering and defensive countering.

1. Offensive Countering

By responding to the face attack with a face attack, the addressee uses offensive countering (Bousfield, 2008: 193). The offensive countering is mostly used by the main character, Norman, in the Paranorman movie. Each of the examples can be summarized below.

Mitch assists Norman in searching the archives for the book that will break the witch's curse. He knows, however, that it is a time - wasting and foolish task. Mitch will never be able to find the book because there are so many in the archives. Norman : "If I'd known there was so much reading involved, I would have brought a completely different group of people who hate me." To oppose Mitch, Norman attempts to offend him. He also responds to Mitch's

face attack with a face attack. He offends Mitch by stating that if he knows there are so many books to read, he will bring different groups of citizens who dislike him. It suggests that Norman is upset with Mitch, Alvin, and Courtney for assisting him in finding the book, yet they continue to use an impoliteness strategy when assisting him. They are not honest in their assistance to Norman.like in the following dialogue, as Courtney and Norman go to the archives to look for the book that can break the witch's curse. Courtney claims that his brother's sixth sense scares her. Furthermore, she has had enough of Norman's weird behavior. Norman : "You never listen! No one ever listens! I'm scared too, but I've still gotta do this."

Using his words, Norman offends Courtney by implementing a verbal attack against her face. "You never listen! No one ever listens!" he exclaims to his sister. He expresses his displeasure at his sister's statement in an impolite way. When she insults Norman's sixth sense, Norman shows his rage by declaring that his sister does not really care about him. Norman tries to offend his sister because he does not want her to doubt his ability. He wants her to trust him and believe in his ability. Norman also frequently employs the offensive countering as a response. He offends the other characters by returning the face attack with a face attack of his own. Since he does not like to appear as a loser in front of the other characters, Norman frequently employs this response.

2. Defensive Countering

According to Bousfield (2008: 193), defensive countering refers to the addressee defending his or her own face. The dialogue between Courtney and Norman is an example of defensive countering. Courtney blames Norman for knowing her secret by looking through her personal belongings. Norman, on the other hand, is informed of her secret of hiding images of a boy without a shirt in her underwear drawer by his grandmother ghost. He never sneaks around for his sister's personal belongings. Norman : "No I haven't! Grandma told me!" Norman responds to his sister's accusation that he has sneaked about her personal belongings by responding, "No, I haven't!" "Grandma informed me!" Norman strongly refutes his sister's claim in this case. He protects himself by saying that he would not go through her personal belongings, but he does know her secret from his grandmother's ghost. He tries to defend himself in order to protect his face in front of his sister. He does not want his sister to think of him as a liar who likes to sneak about her personal belongings.

Norman also defends himself against the other characters' face attacks by clarifying the situation or answering their questions. For example, when Norman's uncle asks him whether he knows anything about the witch's curse, he responds truthfully that he does not. Norman would rather say the truth to save face in front of his uncle. Furthermore, when defending himself, he does not respond to the other characters' face attacks with a face attack of his own. Furthermore, he chooses this response because he wants protect his face rather than make the others' face-threatening behaviour worse.

No Response

By being silent, the addressee can give no response (Bousfield, 2008: 188). Norman, the main character in the Paranorman movie, chooses to remain silent as a type of non-response. Meanwhile, there are a lot of reasons why people choose not to respond. Mr. Prenderghast appears out of nowhere and requests Norman's assistance in breaking the witch's curse. There is a rumor concerning the witch's curse in Norman's city. Norman hears from his uncle that the witch's curse is true. It isn't only a local folklore in their town. Norman knows from Mr. Prenderghast that the witch's curse is real, and Norman is the only one who can break it. Norman is also threatened by his uncle, who claims that the fate of everyone is in his hands. Norman remains silent in answer to his uncle since he does not understand what his uncle is saying. He has never heard of the witch's curse and believes that he is merely a

child incapable of breaking it. Furthermore, Norman chooses to remain silent since he is afraid of his uncle's threatening words.

In actuality, there are several reasons why Norman decided to remain silent since he is the target of the other characters' face attack. Norman is afraid of the threat posed by the other characters, he does not really know the topic of the conversation, and he does not have to cause the face-threatening act. Furthermore, Norman is frequently faced with a lot of impolite behaviors from other characters that employ various impoliteness strategies. Although Norman wants the others to trust in his sixth sense, the other characters frequently employ impolite behaviors to attack Norman's negative face. Norman, on the other hand, has a habit of proving the validity of his sixth sense. By refuting the others' face attack; he aims to prove that he does not lie and that he has a robust or strong conviction character. Norman frequently argues with other characters who do not trust in Norman's sixth sense by defending with a face attack of his own. When others embarrass him, he would respond with a straight response to their face attack. Norman, on the other hand, tends to respond to the face attack in an indirect manner if the impolite behaviors are not presented directly. As a matter of fact, Norman routinely offends characters that are the same age as him. He, on the other hand, frequently remains silent or defends himself when other characters who are older than him insult him.

In other words, when people are mocked by other people and their face is at threat, they would respond by countering the other person's face attack in a communication setting. It is done in order to defend their opinion in front of the other people involved. Furthermore, people would respond to other people's face attacks with a comparable face attack. Furthermore, people are more likely to counter others of the same age rather than those who are older. People in various cultures understand the importance of being polite to those who are older than them. As a result, cultures also define polite and impolite behavior. It is determined whether an act is impolite or polite based on the culture of the person performing it.

CONCLUSION

There are only four of the five types of impoliteness strategy appear in other characters' utterances to the main character, such as bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm or mock impoliteness. The reason the characters addressed impolite behavior to Norman because other characters in the movie want to express their feelings to Norman in this way. They think Norman would understand if they do not really believe in his ability. Inappropriate identity markers are not used in the movie because the other characters are close to Norman. So they can call Norman's nickname. The other characters do not use invading their space. So they can ask Norman about something personal or intimate. The other characters never use silence because they want to express themselves directly. However, Norman only responds with three responses, no response and two countering acts, offensive and defensive. Norman does not want other characters to insult him with their impoliteness strategies and he wants others to believe in his sixth sense. In the movie, accepting the face attack is considered impolite because admitting that his sixth sense is fictitious would be considered weak.

Suggestion

In this way, the researcher encourages more students to study pragmatics, specifically impoliteness strategy. Besides that, Future studies should explore for data from other movies, novels, and plays. Aside from the strategy's types, representations, and responses, impoliteness' systems and ideas or feelings can be explored. Inaddition, the readers should

learn more about impoliteness. Reading impoliteness helps readers regulate their impolite words and deeds. Lastly, This study can be one of useful references and knowledge about impoliteness for teenagers to understand what can and cannot be done in speaking with other people. It is because that politeness in language is a reflection of the good character that a person has. Teaching language politeness can build a person's character to respect others.

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