

Cross-Cultural Language Impoliteness: A Literature Review

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Abstract

This literature review study is based on empirical phenomena that show that the phenomenon of language impoliteness across cultures is increasingly worrying. The implications of the phenomenon of language impoliteness often trigger various social problems among cross-cultural communities. Various forms of language impoliteness are often found, including violating the maxims of politeness and engaging in verbal violence, which, of course, can cause fatal problems. This literature review research aims to describe how much previous research in the last three years discussing language impoliteness was searched through electronic databases, namely Google Scholar, Taylor & Francis Online, and ScienceDirect. Meanwhile, the second research aims to find out how much the issue of language impoliteness is of concern to researchers from various circles so that a conclusion can be reached about the urgency of this research topic. This research method is to search various articles published between 2021 and 2023. The search results found 44 articles on the topic of impoliteness, but in the discussion, we will discuss eight articles that are considered the most representative of the 44 articles. These eight articles can represent all the issues that are the topic of discussion of language impoliteness in cross-cultural societies. Thus, it can be concluded that the topic of language impoliteness is still an important issue that requires further study to find various solutions to this problem

Keywords: *language impoliteness, maxim of politeness, cross-cultural, sociolinguistics.*

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Introduction

Interactions across cultures are becoming more pervasive and profound in the contemporary era of globalization. This is inextricably linked to the proliferation of communication and media platforms that facilitate connections between members of cross-cultural communities. In addition to exchanging knowledge and ideas regarding diverse phenomena that transpire in human existence and social, political, economic, and

religious spheres, this form of communication frequently gives rise to several negative consequences, including linguistic impoliteness. Language impoliteness can manifest in nonverbal communication as well as verbal communication (Setiawati et al., 2021). Conversely, the investigation of language impoliteness is of the utmost importance due to the undeniable fact that language, being a medium of communication, inevitably entails complications such as discrepancies between formal and informal language.

Due to divergent viewpoints among linguistic experts and researchers, the precise concept of language impoliteness has been subject to contention. However, in general, the definition of impoliteness is subjective and depends on the user's intentions and the context in which the expression is used. In accordance with the intended purpose of its application, impoliteness could be defined as a language action that deliberately harms interpersonal relationships or insults the interlocutor (Culpeper, 1996; Félix-Brasdefer & McKinnon, 2016; Higashino et al., 2023). Impoliteness as a strategic maneuver utilized to undermine social connections between speakers and their speech partners; it is the exact opposite of politeness (Culpeper, 1996)s. As an additional explanation for impoliteness, Culpeper argues that the setting for the adoption of impolite verbal strategies is established by a number of elements. A significant determinant is the speaking partner of the speaker, with whom they have the closest or most intimate social bond. As acquaintanceship between individuals increases, the likelihood of impoliteness occurring increases. The gap in social or political power between speakers is an additional factor to consider. When conversing with persons who hold less influential social status, speakers who possess greater social power frequently elicit negative reactions. Furthermore, the speaker's deliberate avoidance of facial protection may be motivated by a conflict of interest. This becomes the third element.

a. Impoliteness

Culpeper (1996) established the concept of impoliteness strategy, most specifically approach (a) Bald on record impoliteness (1996). This technique is considered impolite since the speaker deliberately declines to collaborate or fails to sustain a positive connection with the other individual. b) Positive impoliteness is a deliberate strategy utilized to disrupt the speaker's favorable disposition. By employing this strategy, the speaker hopes to reduce the speaker's pleased countenance. The positive aspect being examined pertains to the intrinsic desire of each individual to be regarded, appreciated, sought after, and necessary by others. The subsequent points delineate sub-strategies. (1) Isolating oneself from others; (2) Disregarding the viewpoints of others; (3) Maintaining a safe distance from speech partners who hold opposing views to one's own or those of one's organization; (4) Exhibiting or expressing emotions of disinterest, indifference, or lack of sympathy; (5) Referring to the speaker using inappropriate appellations or aliases; (6) Utilizing technical terminology or specialized terms that impede others' comprehension; (7) Inducing discomfort Negative impoliteness, as opposed to negative politeness, which aims to safeguard the speaker's reputation by preventing disruptions, has the opposite effect: it detrimentally affects the speaker by interfering with their intention to stay undisturbed. (d) Mock politeness refers to a deliberate attempt to appear polite; (e) Withhold politeness denotes impoliteness resulting from the speaker's negligence or deliberate use of an expected but inappropriate form of politeness for example, neglecting to express gratitude when receiving assistance or borrowing items is an example of withhold politeness. Following

this, others request about permission. Negatively reacts to greetings and similar expressions.

An additional notion of linguistic impoliteness is relative impoliteness, which refers to impoliteness that arises from the misuse of English language usage in light of its sociocultural context; such behavior is referred to as rudeness (Tenchini & Frigerio, 2020; Zhong, 2018). Although the impoliteness employed may potentially endanger the interlocutor's face, the speaker does not deliberately employ this impoliteness to threaten the interlocutor's face. Within this framework, impoliteness refers to the speaker's negative evaluation of the speech partner's linguistic conduct that deviates from the appropriate social context. Alternatively, one could argue that the occurrence of impoliteness is due to a breach of specific social norms (Locher & Bousfield, 2008). Moreover, according to Culpeper (2005) it is a negative disposition toward a certain activity that takes place in a particular setting. Language behavior that deviates from the expectations, desires, and beliefs of a specific organization or group constitutes impoliteness. According to this viewpoint, impoliteness is contingent upon certain social settings and not on particular linguistic marks or statements.

Presented a similar perspective, contending that no form of discourse is inherently or essentially hostile. Certain expressions are considered impolite because their assessment is based on the criteria or requirements that constitute the bedrock of established standards of courtesy. Locher & Bousfield (2008) concurs, arguing that the speaker's assessment of its suitability or acceptability in respect to established social norms is profoundly instrumental in determining what is considered polite or unpleasant. Hence, occurrences of impoliteness do not originate from specific statements or expressions, but rather from a contradiction between the mode of communication utilized and particular social conventions or environments.

In the social and cultural context of Indonesia, discourse is deemed courteous when the speaker and interlocutor conform their exchanges to the norms and values of politeness that have been societally established. The language etiquette principles described above pertain to the right utilization of idiomatic expressions, syntax, and vocabulary. In order to be pragmatically acceptable, one must possess an understanding of the social and cultural customs prevalent in Indonesia. Furthermore, should the speaking community fail to adhere to the rules of etiquette, it will be considered impolite. A linguistic phenomenon distinguished by the employment of impolite terminology. Culpeper (Fadlilah et al., 2023) identifies the use of profanity and the act of diverting one's attention during conversation with another person as manifestations of impoliteness.

A multiplicity of communication techniques and language patterns are commonly influenced by individuals' varied linguistic and cultural heritages (Al-Khatib, 2021). Moreover, patterns of cross-cultural communication may manifest themselves both internally and outwardly to the broader population. By actively participating and conversing, every individual influences the others. The occurrence of current global phenomena requires the emergence of an innovative communication culture in reaction to the contacts that transpire on an international level (Anggraeni & Rachmijati, 2017; Bosman & Taljard, 2021; Pangaribuan, 2022). Language politeness is a concrete expression of social interaction wherein a characteristic or culture from a certain location becomes deeply embedded in the linguistic culture of the community. This is as a result of the fact

that each geographical area has its own distinct cultural dialect and natural mode of interaction (Franzen et al., 2022; Guttormsen & Lauring, 2018; Karem et al., 2022; Lane, 2019).

b. Cross-cultural

In this setting, cross-cultural communication has numerous ramifications (Titarenko & Little, 2017). Awareness and comprehension are both necessary for efficient cross-cultural communication, which necessitates an understanding of cultural differences (No et al., 2024; Utami, 2018). A multitude of cross-cultural research categories serve to underscore the inherently subjective nature of cultural norms and values (Atherton et al., 2023). A multitude of scholars have observed that cross-cultural inquiries are frequently conducted in academic settings to determine how instructors interact with pupils of various cultural heritages (Evans, 2018; Kidwell & Triyoko, 2021; Lee et al., 2021; Saleem et al., 2021; Wang et al., 2022). Analyses of the American and Chinese cultures across civilizations reveal that sacrifice consciousness exerts a greater influence than obedience (Ge, 2022). Cross-cultural knowledge is comprehension and personal experience of the cultural exchange that occurs between individuals of many cultures.

An investigation was carried out by Bach-Nguyen and Morey (Bach-Nguyen & Morey, 2018) to assess the cross-cultural applicability of the Personality Assessment Inventory (PAI) developed by Morey in 1991. For this purpose, data were collected from 128 non-clinical native Vietnamese speakers and 53 bilingual Vietnamese/English speakers. Scholarly investigations into cross-cultural management frequently adhere to the positivist paradigm, as exemplified by the work of Mani Hofstede (Romani et al., 2018). However, in order to present a more comprehensive analysis of the subject, the inquiry should incorporate three further paradigms of inquiry namely, interpretive, postmodern, and critical. Our objective with this undertaking is to increase recognition of the diversity of perspectives that exist within the realm of cross-cultural management study.

Examines linguistic variances as a factor in cross-cultural differences in individuals' perception and cognition of the environment; explores the psychological repercussions of these inconsistencies (Lomas, 2020). Further investigation into cross-cultural studies comparing the value of English and several other languages has revealed that scholarly discourse in English seems to be more tentative in nature (Gong et al., 2023). Linguistic specialists, particularly those specializing in sociolinguistics, have acknowledged the significance of discrepancies in the utilization of communication languages across different cultures. Several scholars have proposed that specific cultural groups exhibit culturally distinct silent behaviors during and between conversational turns; some of these groups favor silent pauses that are comparatively longer in duration than those that occur between and within (Fadlilah et al., 2023; Félix-Brasdefer & McKinnon, 2016; Pacheco Baldó, 2019). Hence, in assessing impoliteness, discourse analysis studies must consistently incorporate the three components indicated above. In the process of categorizing impoliteness techniques, it is crucial to emphasize prior scholarly investigations that have been deemed foundational in this domain (Garrido & Sabaté-Dalmau, 2020).

Through the examination of linguistic characteristics shared by dissimilar and comparable languages, a number of academics have explored the phenomena of language impoliteness in the context of cross-cultural research (Garrido & Sabaté-Dalmau, 2020; House, 2012; Kamalu & Fasasi, 2018). The degree of impoliteness has nearly stabilized at

this point. Disagreements may arise, although they typically take place in less formal settings, in which the disagreeing parties intentionally employ incivility tactics. Diverse causes may give rise to animosity between two or more parties, such as competing interests, self-serving objectives, contrasting viewpoints on a certain matter or approach, and additional elements. These components possess the capacity to intensify into the implementation of impolite strategies (Culpeper, 2005; Tenchini & Frigerio, 2020).

c. Sociolinguistics

Longstanding bias exists in sociolinguistic studies of variation and change toward language communities, particularly Anglophone populations in the West. In order to investigate variation in our field, we must adopt a broader perspective that highlights the culturally contextualized social meanings that span the whole range of human societies. To attain comprehension, generalization, and even universality, the study of the social life of human language requires a global empirical base (Smakman & Heinrich, 2015; Staicov, 2017; Suparno et al., 2023). A meta-analysis of articles published in prominent sociolinguistic journals and conferences during the last thirty years revealed a little expansion in the extent of language and culture. Certain Western societies and the English language continue to be the subject of the majority of research (Adli & Guy, 2022). This article examines linguistic landscapes within the framework of sociolinguistics (Lee et al., 2021). The study is based on research conducted at the Palace Museum in Beijing, China, which focused on the dynamic qualities of English semiotic materials in the area and the viewpoints of the local population.

Until then, academic research investigates how sociolinguistics might function as a gateway to discussions on diversity, equality, and social justice in the framework of global citizenship education (Abe & Shapiro, 2021). The paper titled "Sociolinguistics in Research" examines how sociolinguistics might serve as a catalyst for discussions regarding diversity, equity, and social justice in the context of global citizenship education.

According to (Sah, 2018), there are three sociolinguistic boundaries: society, language, and the connection between language and society. Additionally, certain authorities, including Sumarsono, examine the outcomes and limitations of sociolinguistics. A subfield of linguistics known as sociolinguistics, as described by (Abe & Shapiro, 2021; Gregersen et al., 2018; Schreiber & Sitaridou, 2018), examines the ways in which language reflects and is influenced by culture and society (Charalambous et al., 2021; Garrido & Sabaté-Dalmau, 2020; Mirvahedi, 2021; Purser et al., 2020).

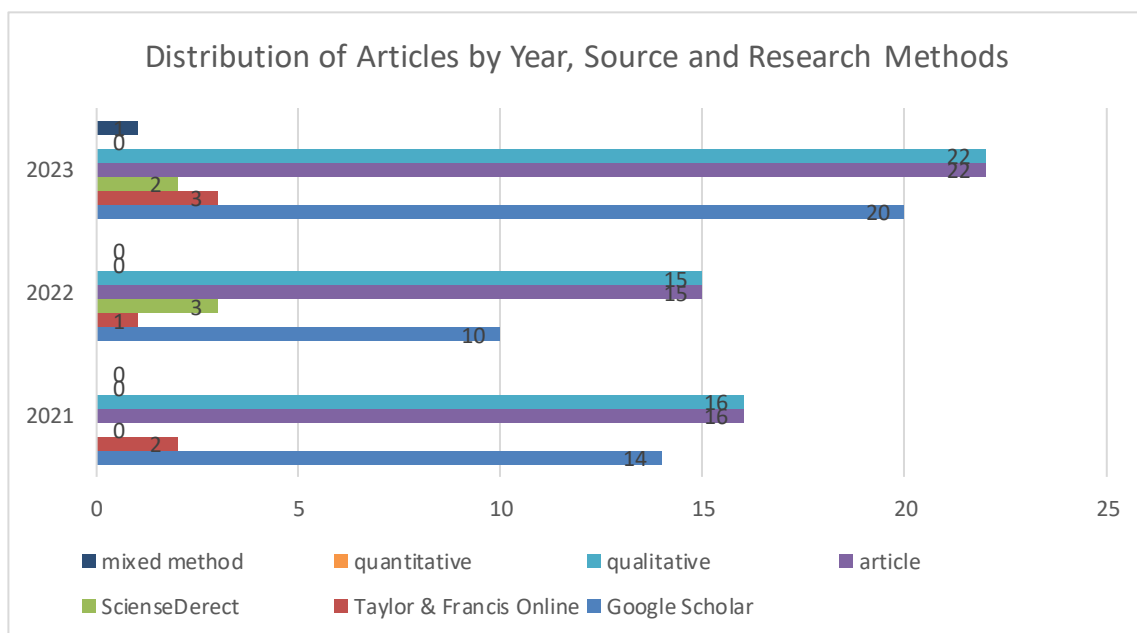
In contrast to sociology, which focuses on the study of society as a whole, sociolinguistics explores the manner in which a particular society utilizes language. (Álvarez-Mosquera, 2017; Feng & Adamson, 2018; French & Beaulieu, 2016; Nassif & Al Masaed, 2020; Woolard, 2020). In contrast to the scientific nature of general linguistics, sociolinguistics operates within an interdisciplinary framework. Linguistics is the study of language as a formal system composed of the subsystems of discourse, sound, morphology, syntax, and semantics. Sociolinguistics comprises an even greater variety of subjects. Sociolinguistics is classified as an interdisciplinary field of study on account of its theoretical framework, which integrates social and linguistic processes. Sociolinguistics develops a connection between linguistics, science, and humanity through an examination of the word forms utilized in the context of social existence.

Method

This study constitutes a literature review. A literature review consists of a search and analysis of the existing body of knowledge by examining several prior works that were retrieved from three electronic databases: ScienceDirect, Google Scholar, and Taylor & Francis Online. This qualitative investigation examines a number of scholarly works concerning cross-cultural language impoliteness. This study used a search and review methodology to gather publications published in the years 2021, 2022, and 2023 from ScienceDirect, Google Scholar, Taylor & Francis Online, and Taylor & Francis Online. In the interim, the method of data analysis employed is one in which information is systematically arranged and interpreted in order to deduce insights and comprehend the phenomenon of impoliteness. Typically, this procedure has multiple stages, including data compression, data presentation, and conclusion. The data analysis in this study was updated expressly in accordance with the analysis of qualitative research needs that was formulated by (Creswell & Miller, 2000). The literature research yielded a total of 51 papers pertaining to the subject of impoliteness. These articles were categorized as follows: sixteen were published in 2021, fifteen in 2022, and twenty-two in 2023. Eight of the fifty-one articles were selected and deemed to be the most representative of the entire set of publications included as study data. Thus, language impoliteness remains a contentious issue that requires additional research in order to provide a variety of viable remedies.

Discussion

In this section, the analysis and discussion of the search results will be



presented, showing that several pieces of literature have been determined and are related to the topic of impoliteness and sociolinguistic studies. Following is the distribution of several articles from the search results, which are classified based on the year the article was published, the source of the article search database, and the method used and used in articles that are used as study material.

Table 1. Data of Trends in Language Impoliteness Research

No	Author/Year/Source Article	Title	Method	Result
1	Mahmoud A. Al-Khatib/ 2021 Source: <i>Taylor & Francis Online</i>	(Im) politeness in Intercultural Email Communication between People of Different Cultural Backgrounds: A Case Study of Jordan and the USA	Qualitative	The research results from the 120 emails studied provided insight into the nature of the politeness strategies applied by both groups of students. This research argues for the importance of including pragmatic and intercultural communication in language classes to teach students how to be polite in a foreign language.
2	Dorcas Oteng Acheampong and Michael Kwarteng/ 2021 Source: <i>ScienceDirect</i>	A Pragmatic Analysis of Impoliteness in Selected Ghanaian Social Interactions	Qualitative	The results of this research suggest five types of impoliteness strategies, including positive impoliteness, negative impoliteness, sarcasm or mocking politeness, withholding politeness, and honest impoliteness. Negative impoliteness is the most dominant impoliteness strategy, while positive impoliteness is the least common strategy in this study. The use of vocatives, denials, threats, and silencers represents linguistic strategies of impoliteness.
3	Kiftian Hady Prasetya ¹ , Hani Subakti ² , Ari Musdolifah ³ / 2022 Source: <i>Google Scholar</i>	Pelanggaran Prinsip Kesantunan Berbahasa Peserta Didik terhadap Guru Sekolah Dasar	Qualitative descriptive	The results of the research found types of violations of politeness principles in the form of (1) maxim of acceptance, (2) maxim of generosity, (3) maxim of humility, (4) maxim of agreement, and (5) maxim of sympathy.
4	Afi Fadlilah ⁽¹⁾ , Emah Khuzaemah ^(2*) , Ikhwan Zuhdi ⁽³⁾ , Rahmawati Rahmawati ⁽⁴⁾ / 2023 Source: <i>Google Scholar</i>	Ketidaksantunan Berbahasa Di Indonesia: Kajian Sociolinguistik (Impoliteness In Language In Indonesia: A Sociolinguistic Study)	Qualitative descriptive	The research results show that impoliteness in language is a form of moral degradation in society. This degradation occurs because the role of oneself, family, environment, and society has not been maximized in creating a positive communication atmosphere, so character education needs to be implemented to minimize this problem. Sociolinguistics has a strategic role in regulating human behavior in language so that harmonious relationships can be established

5	Annisa Fatmaa dan Agustinab/ 2023 Source: <i>Google Scholar</i>	Pelanggaran Prinsip Kesantunan Berbahasa dalam Novel Bergenre Perempuan Tertindas dalam Novel Perempuan di Titik Nol dan Novel Cantik Itu Luka	Mixed method	The results of the research found types of violations of politeness principles in the form of (1) maxim of acceptance, (2) maxim of generosity, (3) maxim of humility, (4) maxim of agreement, and (5) maxim of sympathy.
6	Cahaya Buana dan Nailil Huda/ 2023 Source: <i>Google Scholar</i>	SARKASME DAN KETIDAKSANTUNAN BERBAHASA PADA AKRONIM PPKM DI MASA PANDEMI COVID-19	Qualitative	The research found that language impoliteness appears in the form of carelessness and conflict, insulting and playing with one's face, threatening one's face, and even losing one's face.
7	Fani Apriani Latuconsina ¹ , Petrus Jacob Pattiasina ² , Heppy Leonard Lelapary ³ / 2023 Source: <i>Google Scholar</i>	Penyimpangan Prinsip Kesantunan Berbahasa dalam Interaksi Pembelajaran Bahasa Indonesia di Kelas VIII MTS Nadil Ulum Ory Kecamatan Pulau Haruku	Qualitative	The results of the research found types of violations of politeness principles in the form of (1) maxim of acceptance, (2) maxim of generosity, (3) maxim of humility, (4) maxim of agreement, and (5) maxim of sympathy.
8	Chioma Juliet Ikechukwu-Ibe/ 2023 Source: <i>Taylor & Francis Online</i>	An analysis of impoliteness as the oppositional discourse in the Nigerian #EndSARS protest	Descriptive	The research results are based on the hypothesis that incivility strategies were applied to the 2020 Nigerian #EndSARS protest discourse on Twitter. Data was taken from 350 to 100 tweets and 250 comments with the hashtag #EndSARS. The concept of impoliteness applied in this research is a concept initiated by Culpeper. Research findings: Five categories of incivility were found. Facial threatening acts (FTA) are culture and context-specific; Membership categorization and incivility strategies, especially off-the-record and negative incivility, work together to produce maximum impact.

A study titled "(Im)politeness in Intercultural Email Communication between People of Different Cultural Backgrounds: A Case Study of Jordan and the USA" (Al-Khatib, 2021) investigated the impact of threatening face action (imp/FTA) on conversation breakdown and disruption among undergraduate students at a public university in the southwestern region of Nigeria. The study aimed to ascertain whether such actions constitute impoliteness. This study also examined the responses and rationales of listeners to imp/FTA. Several recordings of undergraduate conversations are subjected

to descriptive analysis in this study, utilizing Watt's relational work and Brown and Levinson's politeness theory. Even when there are numerous imp/FTAs in a conversation, listeners frequently disregard the indicators or offer innocuous remarks to indicate that they are attentive to the imp/FTA while the speaker is still speaking, according to one study. Students exhibited Imp/FTA, according to this study.

In the interim, the following research articles were published: (1) Prasetya, KH. et al. authored the study "Violations of Students' Language Politeness Principles against Elementary School Teachers"; (2) Annisa Fatmaa and Agustinab authored "Violations of the Principles of Politeness in Language within Novels featuring Oppressed Women Genre in Women at Zero Point and Cantik Itu Luka"; (3) Prasetya, KH. et al.

The focus of this study is the research titled "Linguistic politeness of Pakistani English and British English speakers: Culture and gender perspectives" (Saleem et al., 2021), which describes how individuals from different cultures negotiate meaning in email correspondence. The dataset comprises two cohorts of students: sixty electronic mails from university students in Jordan and sixty electronic mails from university students in the United States. Emails should be written by friends. The data underwent qualitative analysis, which involved the use of discourse analysis, politeness theory, and the notion of cultural stereotypes. According to the data, American students employ indirect tactics at a higher rate than their Jordanian counterparts. The findings of this study present a comprehensive synopsis of the attributes of the courtesy approach implemented by the two cohorts of pupils. This study provides more evidence that it is crucial to incorporate pragmatic and intercultural communication instruction into language curricula in order to foster students' self-expression.

An investigation was carried out under the heading An examination of impoliteness as oppositional discourse in the #EndSARS demonstration in Nigeria. The objective of this research is to analyze the incivility tactics employed in tweets and comments during the #EndSARS demonstrations in Nigeria. Specifically, it seeks to identify the incivility methods that were utilized most frequently and to provide context for the identified strategies. A descriptive analysis was conducted on data consisting of 100 comments and 350 tweets including the hashtag #EndSARS. The analysis was guided by Culpeper's concepts of the anatomy of incivility. Without recording instances of incivility, the research findings demonstrated the existence of five techniques of incivility in tweets and comments including the hashtag #EndSARS. It was discovered that face threatening acts (FTA) vary by culture and setting; for maximum effect, membership categorization and incivility methods, particularly off-the-record and negative incivility, complement one another. Additionally, this study establishes that unrecorded impoliteness can result from the interaction between prior knowledge and knowledge of the actual situation. Furthermore, it demonstrates that impoliteness can be induced by conjunctions, modal auxiliary verbs, and adverbs, depending on their application. Thus, the findings of this research indicate that impoliteness in any given speech is determined by the construction unit (TCU) of each turn, in addition to the surrounding context.

Conclusion

Six out of the eight papers examined explicitly cite the writers' reference to Culpeper's concept of impoliteness. This conclusion is drawn from an examination of the entire body of literature (1996). Furthermore, empirical investigations unequivocally shown that impoliteness culminates in transgressions against the fundamental tenets of

courtesy, including the maxims of wisdom, generosity, praise, humility, agreement, and sympathy. In contrast, the remaining three research failed to provide an explicit explanation for the manifestation of impoliteness. Conversely, they focused the plea on the necessity of including pragmatic and intercultural communication instruction into language courses in order to instruct pupils in the proper use of courtesy when speaking a foreign language. Furthermore, it was elaborated that linguistic impoliteness is a societal manifestation of moral deterioration. This degradation transpires due to the underutilization of the potential contributions of one's self, family, environment, and society in fostering a constructive atmosphere for communication; therefore, character education must be undertaken in order to mitigate this issue. The strategic function of sociolinguistics is to regulate human language behavior in order to foster happy relationships. In the interim, there is a dearth of research that specifically examines the issue of language impoliteness among cross-cultural pupils. Therefore, this presents a potential avenue for future scholars interested in investigating verbal impoliteness among students from different cultures.

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