LingPoet: Journal of Linguistics and Literary Research

# The Impoliteness Strategies of Prime Minister Benjamin Netanyahu on Twitter

*Khairina Juliana br Pane[1*], Rahmadsyah Rangkuti[2], Muhammad Yusuf[3]*

[1,23] *English Department, Faculty of Cultural Sciences, Universitas Sumatera Utara*

**Abstract.** This study discusses the types of impoliteness strategies and their realization found on Prime Minister Benjamin Netanyahu's Twitter account on Twitter. The idea is used to identify and categorize different sorts of impoliteness methods, as well as how they are implemented. A descriptive qualitative technique was employed for the investigation. According to the findings of this study, Prime Minister Benjamin Netanyahu employs a variety of impoliteness tactics, which are (1) Bald on record impoliteness, (2) Positive impoliteness, (3) Negative impoliteness, and (4) Sarcasm or mock politeness. While withholding politeness was not found in the Prime Minister of the Republic of Indonesia, Benjamin Netanyahu's tweet. Imprudence is the most common category, with 11 tweets accounting for 57.90 percent of the total. Negative impoliteness is ranked second, with 5 tweets (or 26.31 percent) on the list. Next, sarcasm or fake politeness received two tweets, accounting for 10.52 percent of the total. Only one tweet, or 5.26 percent, had a positive impoliteness.

## 1. Introduction

Impoliteness is usually performed in many communications, not only in verbal but also be able to write in social media. Nowadays we are in the era of industrial 4,0. Many people in the new media have wished for the digital era. Nowadays, social media makes it very easy to share information, and there is no place to conceal it because everyone can access it effortlessly, and it also eternal. It is pointless to hide the negativity to thwart the attempts or hide unpleasant remarks that would be disrespectful to others. Thus, it would be known by eagle-eyed observers. Social media platforms such as Facebook, Twitter, Path, and Instagram are participating in providing statistics on how individuals use their words and contribute to impoliteness. Impoliteness is viewed as a purposeful behavior intended to hurt the feelings of others.

[* *]Corresponding author at: English department, Faculty of Cultural Sciences, Universitas Sumatera Utara

E-mail address: khairinajulianabrpane@gmail.com

Impoliteness is conducted in a variety of circumstances to learn how the language individuals use to be offensive and face-threatening in rhetorical ways that are nonetheless effective (Bousfield, 2008).

This research analyzed the language in online communication, especially impoliteness performed in social media by people. This study has been a power to consider and influencing the impoliteness performed in some cases a social context. Nowadays, humans live in an era where technology is advancing at such a rapid pace. Impoliteness is not only practiced orally but also in writing on social media. In other words, the phenomena categorized as rude language conduct might be viewed as speaking actions that target the other side of the face (Culpeper, 1996).

Furthermore, Culpeper (2005) asserts that when speakers engage in impolite behavior, they actively choose an unpleasant phrase to target others. Some academics feel that the speaker's purpose is a significant part of impoliteness. Others claim that the reception and wants of a good listener are vital in the impoliteness process. Based on Tracy and Tracy (1998), impoliteness refers to communication activities felt by members of the social community that is intended by the interlocutor to be disrespectful. Culpeper (2005) highlights that impoliteness arises when the speaker consciously communicates a face assault and/or the listener sees the conduct by purposefully assaulting the face in the same discourse. Furthermore, research indicates that impoliteness is more probable to appear in settings when individuals have potential conflicts of interest (Bousfield, 2007a; Culpeper, 2005) and had close relations (Culpeper, 2005).

Twitter and other social media platforms are currently popular platforms for conveying opinions regarding public events (Vaccari et al. 2015). Twitter is one of the social media platforms that has evolved into a tool for publicly sharing any thoughts in the form of brief but powerful comments. The quick increase and acceptance of Twitter's existence, as well as its prominence in the digital world, have preceded adoption and common choices for a variety of objectives (Highfield, Harrington, & Bruns, 2013). It also implies that studies on Twitter usage should address the various language and cultural settings.

In this study, Twitter is utilized as a medium to express rudeness through tweets (Twitter posts) that other individuals could see, analyze, or comment too. On Twitter, everyone may openly publish or publish whatever they want and whatever they feel, though, witness, or enjoy as long as it does not threaten anybody. This fact, however, is frequently abused by some individuals to conduct heinous crimes like bullying, breaches, inciting violence, discrimination, heresy, and so on (Bromwich, 2018). Furthermore, there is a great likelihood that various rude words will be used in Twitter tweets. It is because Twitter has become one of the social media networks that allow us to fully express and communicate sentiments and ideas to the world; no one can regulate or restrict the right to free speech when people use it (Anton, 2013).

Israeli Prime Minister is among Israel's most well-known leaders, and he has made several contentious tweets on his official Twitter account. Benjamin Netanyahu has frequently used Twitter to insult or threaten other persons or organizations. His status as an exclusive person speaking is frequently used to discredit other persons, organizations, communities, institutions, statutes, or the racial of other countries. In this situation, impoliteness is exemplified by Benjamin's tweets since he has made multiple tweets that insult the person to demonstrate his power and influence. Even if he has tweeted kindly, he appears to be secure in his job. As a result, it raises problems on how authority grows in the presence of continued impoliteness by powerful individuals.

There are many more primary reasons why Benjamin Netanyahu was considered a topic of interest. First, the Israeli Prime minister has made forceful remarks on Twitter that have often been deemed contentious, indicating inappropriate language conduct. Then, due to his status as Prime Minister of Israel, his tweets might be widely seen by people across the world. Additionally, in certain circumstances, the tweet appears to enrage a person or group of people. The Tweet was taken from the website https://twitter.com/netanyahuas original account that is officially managed by the Prime Minister and https://twitter.com/israelipm.

This result is consistent with prior research done by (Salman, 2017). The study Impoliteness Approaches in English and Arabic Facebook Comments identifies some impoliteness and politeness in legal communication. This study investigated how Facebook users employed unpleasant methods when commenting on various postings on Facebook in English and Arabic. In this example, Salman discovers and examines unpleasant comments made in Arabic and English by several people in Iraq.

This study is meant to provide readers with either theoretical or experimental value. In theory, it will be believed to improve to the area of linguistics, particularly in the functional sector of impoliteness, and might be utilized as data for the next research about the impoliteness approach. In practice, it will expand people's awareness of the impoliteness approach and offer the reader an understanding of Prime Minister Netanyahu's impoliteness plan.

## 2.    Research Method

This research used a descriptive qualitative approach. Based on the problems and research objectives, the researcher described the types and realization of impoliteness strategies and the data from an account of social media. The research use content analysis that focuses on analyzing and interpreting. According to Ary (2009), descriptive qualitative research seeks to comprehend phenomena by concentrating on the larger picture instead of writing it down into factors. The qualitative investigation tries to comprehend and analyze individual and social behavior as it is manifested by people in a specific social situation.

The information was gleaned from Benjamin Netanyahu's official English tweets on foreign politics from November 2018, December 2018, January 2019, March 2019, April 2019, July 2019, and August 2019. There are a total of 15 tweets. The tweets were collected from the website https://twitter.com/netanyahu, which is the official account of Prime Minister Benjamin Netanyahu. The information is presented in the form of words, phrases, clauses, and sentences.

The following stages are involved in gathering data for this study. First, it downloaded Prime Minister Benjamin Netanyahu's tweets from the website https://twitter.com/netanyahu. Then, certain tweets were picked as they include inflammatory statements on foreign affairs, indicating impoliteness. Third, the settings are studied by knowledge reading. Moreover, the tweets' utterances were classified by using the bold style and code related to Culpeper's viewpoint on impoliteness tactics.

The codes are as shown in: Bald on record impoliteness (BR), which encompasses clear and precise inappropriate comments, Positive Impoliteness (PI), which attacks other individuals through using unacceptable identity markers and publishing other individuals, Negative Impoliteness (NI), which encompasses implicit inflammatory comments, Sarcasm, or mock impoliteness (SMP), which uses disparaging comment to insult individuals. In addition, the formation of power relations from data sample was examined using Culpeper's impoliteness tactics.

After categorizing the data using code, I reviewed the phrases from Netanyahu's tweet that suggest impoliteness with different countries and authorities. Following that, the discoveries were expanded upon by the rise of power in the discourse. Last but not least, the summary was written to synthesize the study's results and debate.

The goal of data condensation is to transform raw data that emerged in the written-up field notes that were required to be evaluated. Choosing, concentrating, reducing, extracting, and converting might all be part of the learning process. After collecting all the data for this study, the following step is to condense the material. It entails picking utterances/status of haters on social media, then focusing on statements that included a hateful speech to ensure that it was especially appropriate as the data, and then refining the data by classifying the statements into a sort of impoliteness techniques. Drawing conclusions entails taking a step back to assess what the studied facts imply and how they apply to the subject of the article. The data presented is used to form a conclusion. At this point, researchers will consult with supervisors to confirm the results.

## 3. Result and Discussion

The researcher presents the data analysis and findings based on the analysis in Netanyahu's tweets. This research answers of the problems from the chapter one by using Culpeper's theory

that proposed impoliteness strategies by five types that are, bald on record, positive impoliteness, negative impoliteness, sarcasm, or mock politeness, and withhold politeness.

The result of the analysis confirms that Bald on record impoliteness mostly occurred when Benjamin attacks a leader publicly, he is a president's Turkey. Sarcasm, impoliteness, and positive impoliteness mostly used when Benjamin Netanyahu tried to mock leaders personally by using metaphors.

This research also shows the power of a person with more power to be impolite to those with less power. The result confirms that Benjamin Netanyahu used his power as a president to deliberately attack some countries which disturbing him and his country.

From the five types of impoliteness strategies from Culpeper's theory, Bald on record often appear and the most types because the percentage from the type is 42,85%, this type consists of 9 data. Bald on record is the types that have a characteristic clear, direct, unambiguous and these types usually to attack others. The data analysis could from verbal or nonverbal communication. The second highest from the types is negative impoliteness, the value is 28,55%, the data from this type is 6. Negative impoliteness consists of some category, that is condescending, ridiculing, and scorning. Next, the value of positive impoliteness is 19,05%, the data consist of 4, and the last type is sarcasm or mock politeness that has value 9,55% from 2 data. Finally, withhold politeness is not found in Prime Minister Benjamin Netanyahu's tweet in his official account. The data can be seen below.

## 3.1 Types of Impoliteness

### 3.1.1 Bald On Record

Bald on record impoliteness is employed by the speaker to target the addressee's face in a direct, evident, clear, and concise manner whenever the addressee's face is at issue. There are many data that realized in bald on record, that is:

**Data 1**

Israel knows very well how to defend itself from the **murderous** Iranian regime. (November 24, 2018)

Prime Minister Benjamin Netanyahu used blatant on-the-record impoliteness when he stated that Iran is murderous. The language out from tweets is a clear assault and retaliation towards Iranian President Hassan Rouhani just after the Iranian leader referred to Israel as a "cancerous tumour" created by Western nations to further their interests in the Region. It is apparent and straightforward from Prime Minister Benjamin Netanyahu's tweets.

**Data 4**

Becoming **more dictatorial** day by day. **(December 23, 2018)**

Prime Minister Benjamin Netanyahu used blatant on-the-record impoliteness, with the phrase in the twitter a direct assault on Erdogan (Turkey's President). Erdogan sparked the controversy when he stated that "Jews in Israel" assaulted helpless Palestinians, especially women and kids, and promised to "give them a lesson." It is apparent and straightforward from Prime Minister Netanyahu's tweets.

**Data 8**

Hezbollah's operational plan was to **use the tunnels weapon to infiltrate many fighters.** (January 14, 2019)

Prime Minister Benjamin Netanyahu used bald on record, where the wording from the tweets is explicit to strike an Iranian military depot at Damascus' airport. It is understood in a plain and unambiguous manner that he expresses his displeasure with Iran by reinforcing itself aggressively in Syria.

**Data 12**

**Turkish journalists and judges fill his prisons**. What a joke! (March 13, 2019)

Prime Minister Benjamin Netanyahu employed bald on record where the sentence from the tweets is direct to spokesman Turkey's President, he said: "I strongly condemn this blatant racism and discrimination." By responding with a statement, Netanyahu expresses his displeasure in a direct and unequivocal manner.

**Data 15**

Erdogan **can only learn from us how to respect** every religion and protect human rights. (March 13, 2019)

Prime Minister Benjamin Netanyahu employed bald on record where the sentence from the tweets is direct to Erdogan (Turkey's President), where before "You are a tyrant," Erdogan said, addressing Netanyahu at the rally. "You are a tyrant who slaughters 7-year-old Palestinian kids". It is realized in a direct and clear way that he shows by his dislike respond from Erdogan's statement.

**Data 18**

Iran has been **lying** this whole time. (July 2, 2019)

Prime Minister Benjamin Netanyahu employee bald on record impoliteness, where the phrase from the tweets is directly attack to Iran. It is realized in a direct and clear from Prime Minister Benjamin Netanyahu's tweets.

**Data 19**

The Palestinians' connection to the Land of Israel is **nothing compared** to the 4,000-year connection. (July 7, 2019)

Prime Minister Benjamin Netanyahu used blatant on-the-record impoliteness, with the language from the tweets openly attacking Palestinian citizens. Netanyahu dislikes Palestine since he started his career in politics against Palestine, switched to embracing a demilitarized one for six years, and now rejects Palestinian independence yet again.

**Data 20**

A Palestinian summer campus teaching child **to hate.** (July 8, 2019)

Prime Minister Benjamin Netanyahu's bald on record impoliteness, at which line from the tweets explicitly criticizes Palestine since they are educating their kids to despise America. It may be seen in Prime Minister Benjamin Netanyahu's tweets in a straight and plain manner.

**Data 21**

**If someone rises to kill you, kill him first."** (August 25, 2019)

Prime Minister Benjamin Netanyahu employed negative impoliteness, where the sentence from the tweets about Iran spent years trying to build a nuclear bomb. And Israel and the United States spent years threatening the country with war. The nuclear deal ensured peace - until U.S. President Trump withdrew from the treaty. It is directly realized in a direct and clear from Prime Minister Benjamin Netanyahu's tweets to defend oneself. The frequency of occurrence of types of the impoliteness strategies of Prime Minister Benjamin Netanyahu on bald on record is 42,85%.

**3.1.2 Negative Impoliteness**

Negative impoliteness is a method used to challenge the participant's negative face desires. There are certain manifestations of bad impoliteness, such as patronizing derision or ridicule, overtly linking the other with a bad quality, and violating the other's privacy. Negative face is the desire of every responsible adult representative for his or her behavior to be uninhibited by others. The following are some outcomes of negative impoliteness strategies: a) Frighten: Create a fear that harmful acts will be taken against others. b) Condescend, insult, and mock:

Emphasize relative power. Be disdainful. Do not take the other's threats seriously. c) Attack the opposing space. d) Explicitly identify the other with the unpleasant aspect: personalize, use the words "I" and "You" g) Document the other person's obligation. This is a collection of negative impoliteness tweets discovered on Benjamin's Twitter feed, that is:

**Data 2**

Erdogan – the occupier of Northern Cyprus, whose army massacres women, and children in Kurdish villages, inside and outside Turkey – should not **preach** to Israel. (December 23, 2019)

Prime Minister Benjamin Netanyahu employs a negative impoliteness where the sentence from the tweets above is realized by using scorning others to do not teach them if themselves also massacres.

**Data 6**

Erdogan used **to attack** me every two hours and now it is every six hours. (December 23, 2018)

Prime Minister Benjamin Netanyahu employed negative impoliteness, where the sentence from the tweet Netanyahu additional verbal jabs at the Turkish leader. Netanyahu frighten Erdogan from the statement because they are known their mutual resentment. It is realized in demeaned from Prime Minister Benjamin Netanyahu's tweets.

**Data 9**

Whoever tries **to hurt us – we hurt them.** Whoever **threatens to destroy us will bear the full responsibility**. (January 21, 2019)

Prime Minister Benjamin Netanyahu employed negative impoliteness, where is the sentences from the tweets referring to Syria when opening of the Ilan and Asaf Ramon Airport, "is a direct attack and give a warning to whoever from Iran and Syrian that want to hurt and threatens Israel. It is realized in a frighten manner from Prime Minister Benjamin Netanyahu's tweets.

**Data 10**

Turkey's dictator Erdogan **attacks** Israel's democracy. (March 13, 2019)

Prime Minister Benjamin Netanyahu employed negative impoliteness, where the sentence from the tweets is Netanyahu directly attack spokesperson for Erdogan that slammed Netanyahu for comments, he had made regarding the Nation-State Law. It is realized in a frighten from Prime Minister Benjamin Netanyahu's tweets.

**Data 14**

Erdogan, the dictator who sends tens of thousands of political opponents to prison, **commits genocide against the Kurds**. (March 13, 2019)

Prime Minister Benjamin Netanyahu employed negative impoliteness, where the sentence from the tweets scorn because Erdogan also called Netanyahu "the thief who heads Israel" in a reference to corruption allegations against the long-seated Israeli prime minister.

**Data 17**

I condemn the **abhorrent attack** on a synagogue in California. (April 20, 2019)

Prime Minister Benjamin Netanyahu employed negative impoliteness, where the sentence from the tweets Netanyahu condemned a shooting at a synagogue that left one person dead, and three wounded is attack others. It is realized in frighten from Prime Minister Benjamin Netanyahu's tweets. The frequency of occurrence of types of the impoliteness strategies of Prime Minister Benjamin Netanyahu on negative impoliteness is 28,55%.

**3.1.3 Positive Impoliteness**

Optimistic impoliteness is defined as a tactic for attacking the recipient's positive face. This method is used to target someone's face who wishes to be recognized as a member of society. Positive impoliteness has the following outcomes: a) Ignore, snub the other: neglect to recognize the other's existence. b) Refrain from participating in an activity with the other. c) Disassociate from the other; d) Be indifferent, careless, and unsympathetic. g) Employ ineffective identity indicators. f) Use cryptic or covert language. g) Seek controversy, such as by choosing a sensitive issue. h) Make the other person feel uneasy. Use derogatory language; j) Call the other person by a derogatory name. This is one good impoliteness tweet that found in Benjamin's account on Twitter, that is:

**Data 3**

I was just exposed to the daily trolling of the anti – Semitic **dictator** Erdogan. (December 23, 2018).

Prime Minister Benjamin Netanyahu employed positive impoliteness, where the sentence from the tweets is a direct to attack Erdogan (Turkey's President). Prime Minister Benjamin Netanyahu called Turkish President Recep Tayyip Erdogan an 'anti-Semitic dictator' in Tel Aviv, as the two leaders' verbal spat continued. It is realized use obscure from Prime Minister Benjamin Netanyahu's tweets

**Data 11**

Turkey's **dictator** Erdogan attacks Israel's democracy. (March 13, 2019)

Prime Minister Benjamin Netanyahu employed negative impoliteness, where the sentence from the tweets is Netanyahu directly attack spokesperson for Erdogan that slammed Netanyahu for comments, he had made regarding the Nation-State Law. It is realized use obscure from Prime Minister Benjamin Netanyahu's tweets.

**Data 13**

Erdogan, **the dictator** who sends tens of thousands of political opponents to prison. (March 13, 2019)

Prime Minister Benjamin Netanyahu employed positive impoliteness, where the sentence from the tweets above is a direct attack to Erdogan (Turkey's President). It is realized use obscure from Prime Minister Benjamin Netanyahu's tweets.

**Data 16**

I **condemn** the abhorrent attack on a synagogue in California. (April 20, 2019)

Prime Minister Benjamin Netanyahu employed positive impoliteness, where the sentence from the tweets Netanyahu condemned a shooting at a synagogue that left one person dead, and three wounded is attacked to others. It is realized by using taboo words from Prime Minister Benjamin Netanyahu's tweets.

The frequency of occurrence of types of the impoliteness strategies of Prime Minister Benjamin Netanyahu on positive impoliteness is 19,05%.

**3.1.4 Sarcasm or Mock Politeness**

Sarcasm is a face-threatening conduct conducted rudely by use of politeness approach. Someone might use sarcasm to communicate his or her opposing sentiment, which implies that the true content of what he or she says is not conveyed. It is reasonable to assume that the manifestation of irony or mock politeness employs fake politeness. This is a collection of two sarcastic or faux politeness tweets from Benjamin's Twitter account. that is:

**Data 5**

He is obsessed with Israel. He knows **what a moral army is,** and he knows **what a genuine democracy is**. (December 23, 2018)

Prime Minister Benjamin Netanyahu employs a sarcasm where the sentence from the tweets is a direct attack to Erdogan (Presidents' Turkey). Relations between Turkey and Israel have deteriorated due to several reasons, including the passage of legislation declaring Israel to be the legitimate land of the Jewish people. He uses false civility to convey that he intends the opposite of what he tweets.

**Data 7**

But there has been **an improvement.** (December 23, 2018)

Prime Minister Benjamin Netanyahu employs a sarcasm or mock politeness where the phrase from the tweets after Erdogan (Presidents' Turkey) accuses Israel of 'lawless occupation of Palestinian lands. He uses false civility to convey that he intends the opposite about what he obviously tweets. Through his tweets, he aims to offend Erdogan.

The frequency of occurrence of types of the impoliteness strategies of Prime Minister Benjamin Netanyahu on Sarcasm or mock politeness is 9,55%.

From the Netanyahu's tweets, the researcher found that from five types only four types included in the Netanyahu's tweets. The data can be seen below:

| No | Impoliteness Strategies of Hate Speech | Total | Percentage |
|---|---|---|---|
| 1 | Bald on Record Impoliteness | 9 | 42,85% |
| 2 | Negative Impoliteness | 6 | 28,55% |
| 3 | Positive Impoliteness | 4 | 19,05% |
| 4 | Sarcasm | 2 | 9,55 % |
| **Total** | | 21 | 100% |

## 4. Conclusion

This chapter gives the study's result and recommendations based on the analysis and results. It brings the preceding chapter's data results to a close in order to address the study problem of Prime Minister Benjamin Netanyahu's impoliteness methods on Twitter.

Prime Minister Benjamin Netanyahu employs four sorts of impoliteness methods on Twitter. They are bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock impoliteness, and sarcasm or mock impoliteness. Withhold politeness does not show up in his tweets. Many impoliteness methods are implemented in some form and in a certain method. Using a straightforward, concise, and unmistakable declaration, Bald on record impoliteness. Positive impoliteness manifested as disassociation from the other. Negative impoliteness in the form of patronizing, scorning, and mocking. Sarcasm is mock impoliteness attained via the use of false politeness.

**REFRENCES**

[1]     Acevedo, M. (2017). The *Effect of Social Media on Human Behavior* Newinfluencers.com. Retrieved from https://www.newinfluencers.com/the- effect-of-social-media-on-human-behavior/ (April 2019).

[2]     Anton. (2013). *Bagaimana Twitter Mempengaruhipolitik* [Text]. Retrieved from https://www.eyerys.com/id/forum/techtalk/337/bagaimana-twitter-mempengaruhi-politik (April 2019).

[3]     Ary, D., Jacobs, L. C., Razavieh, A., & Sorensen, C. (2002). *Introduction to research in education. Belmont, CA: Wadsworth*.

[4]     Bousfield, D. (2008). *Impoliteness in Interaction.* Philadelphia: John Benyamin's Publishing Company.

[5]     Bousfield, D. (2007). Beginnings, middles and ends: A biopsy of the dynamics of impolite exchanges. *Journal of Pragmatics*, *39*(18) 2185-2216.

[6]     Bousfield, D. (2008). Impoliteness in the struggle for power. In D. Bousfield & M. A. Locher (Eds.), *Impoliteness in language: Studies on its interplay with power in theory and practice,* 127-154. New York: Mouton de Gruyter.

[7]     Bromwich, J. E., & Barr, J. (2018) Twitter 's Shifting Positions on Trump 's Tweets. *The New York Times*. Retrieved from https://www.nytimes.com/2018/01/03/technology/twitter-trump-rules.html(March 2019).

[8]     Cha, M., Kwak, H., Rodriguez, P., Ahn, Y., & Moon, S. (2007). *Analyzing the World's Largest User Generated Content Video System*. Paper presented at the 7th ACM SIGCOMM conference on Internet measurement (July 2019).

[9]     Christakis, N. A., & Shakya, H. B. (2017). *A New, More Rigorous Study Confirms: The More You Use Facebook, the Worse You Feel*. Retrieved from use Facebook-the-worse-you-feel (Mei 2019).

[10]    Culpeper, J. (1996). *Towards an anatomy of impoliteness*. UK: Lancaster University.

[11]    Culpeper, J. (2005). Impoliteness and entertainment in the television quiz show: The Weakest Link, *Journal of Politeness Research: Language, Behavior, Culture.*

[12]    Culpeper, J. (2011). *Impoliteness: Using language to cause offence* (Vol. 28). Cambridge University Press.

[13]    Dailynews. (2017). Kenya considers jail for disrespectful tweets. Retrieved from https://www.dailynews.co.zw/articles/2017/06/29/kenyaconsiders-jail-for disrespectful tweets/ (June 2019).

[14]    Highfield, T., Harrington, S., & Bruns, A. (2013). Twitter as a technology for audiencing and fandom: The #Eurovisionphenomenon. *Information,*

Communication & Society, *16*(3), 315–339.
https://doi.org/10.1080/1369118X.2012.756053( June 2019).

[15]   Leech, G. N. (2014). *The pragmatics of politeness*. Oxford Studies in Sociolinguists. New York: Oxford University Press.

[16]   Levinson, C.S. (1983). *Pragmatics*. Cambridge: Cambridge University Press.

[17]   Locher, M. A. (2004). *Power and politeness in action: Disagreements in oral communication*. Berlin: Mouton de Gruyter. Locher, M. A. (2006). Polite behaviour within relational work: The discursive approach to politeness. *Multilingual*, *25*(3), 249-267.

[18]   Miles M.B., Huberman, M.A., & Saldana, J. (2014). *Qualitative data analysis*. London: Sage Publication.

[19]   Mills, S. (2003) *Gender and Politeness*. Cambridge: Cambridge University Press.

[20]   Mirhosseini et al. (2017). Impoliteness Strategies Based on Culpeper 's Model: An
Analysis of Gender Differences between Two Characters in the movie Mother. *Journal of Applied Linguistics and Language* Research 4 (3), 22-25.

[21]   Muralidharan K. and Sundararaman V. (2011), "Teacher Performance Pay: Experimental Evidence from India," *Journal of Political Economy* 119(1), 39-77. https://doi.org/10.1086/659655 (June 2019).

[22]   Newkirk, V. R. (2016, March 24). The American Idea in 140 Characters. *The Atlantic*.                                          Retrieved                                          from https://www.theatlantic.com/politics/archive/2016/03/twitter-politics-last decade/475131 (June 2019).

[23]   Tracy, K., & Tracy, S. J. (1998). Rudeness at 911: Reconceptualizing face and face attack. *Human Communication Research*, *25*, 225-251.

[24]   Ramsay, M. (2010). *Social media etiquette*: A guide and checklist to the benefits and perils of social marketing. *Journal of Database Marketing &Customer Strategy Management*, *17*(3–4), 257–261.  https://doi.org/10.1057/dbm.2010.24 (February 2019)

[25]   Salman, A. (2017). Impoliteness Strategies in English And Arabic Facebook Comments.Diyala University, Iraq.

[26]   Scollon, R., &Scollon, S. B. K. (2001). *Intercultural communication: a discourse*
*approach* (2nd ed). Malden, Mass: Blackwell.

[27]   Spolsky, (2008). *Sociolinguistics.* Oxford: Oxford University Press Van Dijk, T. A. (1997).

[28]   What is political discourse analysis. *Belgian journal of        linguistics*, *11*(1), 11-52.

[29]    Yule, G. (1996). *Pragmatics.* Oxford: Oxford University Press.

[30]    L, Yulidar. (2017). *Impoliteness Strategies Used in Dailymail's Comments.* (Bachelor Thesis). Surakarta: Universitas Muhammadiyah Surakarta.