ISSN: 2663-9033 (Online) | ISSN: 2616-6224 (Print)

Journal of Language Studies

Contents available at: https://jls.tu.edu.iq/index.php/JLS

Impoliteness Strategies in *The Daily Show* (TDS)

Atheer Ibraheem Wahab∗
English Department College of Education for Humanities Tikrit University
Atheeribraheem69@gmail.com
&
Prof .Dr. Muhammed Badea' Ahmed
English Department College of Education for Humanities Tikrit University
m.badea@tu.edu.iq

Abstract

This research focuses on identifying the impoliteness strategies used by the host Trevor Noah in *The Daily Show* and explaining the purposes of the most frequently used strategy. It also aims at analyzing Trevor Noah's utterances that use impoliteness strategies proposed by Jonathan Culpeper (1996 / 2005). According to the findings of this research, Trevor's total impoliteness utterances are (19), which encompass four impoliteness strategies outlined by Culpeper: bald on record impoliteness, positive

∗ **Corresponding Author**: Atheer Ibraheem**, Email:** Atheeribraheem69@gmail.com
Affiliation: Tikrit University - Iraq

impoliteness, negative impoliteness, and sarcasm or mock politeness. It also shows that negative impoliteness is the most commonly employed strategy. It recurs (10) times and accounts for (52.631%) of the total strategies within the data. Trevor employs it as a strategy to delight the audience. He usually employs 'condescend, despise, scorn, belittle or ridicule' negative impoliteness sub-categories to create laughter and amuse (entertain) the audience by providing them the pleasure of hearing someone being mocked, ridiculed, scorned or belittled.

<u>Key Word</u> : Trevor, impoliteness strategies, the daily show, ridicule, scorn

استراتيجيات عدم التأدب في البرنامج اليومي

اثير إبراهيم وهب
قسم اللغة الانكليزية/ كلية التربية للعلوم الانسانية/ جامعة تكريت

&

أ.د. محمد بديع احمد

قسم اللغة الانكليزية/ كلية التربية للعلوم الانسانية/ جامعة تكريت

الـمـستخلـص

يركـز هذا البحـث علـى تحديـد استراتيجيـات عدم التـأدب التـي يستخدمها تريفور نـوح فـي TDS وتوضيـح أغـراض الإستراتيجية الأكثـر استخدامًـا. ويهدف أيضًـا إلـى تحليل أقوال تريفور نـوح التـي تستخدم استراتيجيـات عدم التـأدب التي اقترحها جوناثان كولبيير (2005/1996). وفقًـا لنتائـج هذه الدراسة ، فإن أقوال تريفور غير المهذبـة هي (19) ، والتي تشمل أربع استراتيجيات لعدم التهذيب حددها كولبيير: استراتيجية عدم التادب المجرد او المباشر، استراتيجية عدم التادب الايجابية ، استراتيجية عدم التأدب السلبية ، و إستراتيجية التادب غير الصادق او التهكمي. كما يشيرالبحث إلى أن استراتيجية عدم التـأدب السلبية هـي الإستراتيجية الأكثر استخدامًا, حيث تم استخدامها (10) مـرات وتمثـل (52.631٪) من إجمـالي الإستراتيجيات ضـمن البيانـات المستخدمة وقد استخدمها تريفور كاستراتيجية لإسعاد الجمهور. عادة ما يستخدم استراتيجيات فرعية لاستراتيجية عدم التأدب السلبي كالاستهزاء و الاحتقار و الازدراء و الاستخفاف أو السخرية وذلك لخلق الضـحك والتسلية (الترفيـه) عن طريـق منح الجمهور متعـة سماع شـخص مـا يتم الاستهزاء بـه أو السخرية منـه أو أزدرائه أو التقليل من شأنه.

1. INTRODUCTION

Language is a structured system of communication used by humans where the communication process is a basic human need whether in spoken or even written form. Culpepper (2003:1545) states that impoliteness is defined as the employment of communicative strategies that are intended to assault the face, causing social conflict and disharmony .Hence, Omar (2012: 190) argues that depending on the context and other factors, impoliteness might be seen differently by various people. Furthermore, even if the speaker's statements are not meant to be disrespectful, the hearer may take them as such, resulting in an assault between the speaker and the hearer. The Daily Show is a good example of the TV shows that have impoliteness language. As a result, this research has set itself to provide an exploration of impoliteness strategies that are used in *The Daily Show* by its host Trevor Noah, as there is lack of studies and research papers that tackle the impoliteness strategies in the TV show mentioned above. Therefore; this study will bridge this gap. Accordingly, six extracts are chosen randomly from different episodes posted on the official YouTube channel and other social media applications of *The Daily Show*. They are analyzed according to Culpeper's (1996/2005) impoliteness strategies.

This research attempts to identify the impoliteness strategies used by the host Trevor Noah in *The Daily Show* and explain the purposes of the most frequently used strategy. The research also attempts to answer the following questions: 1. what are the impoliteness strategies that are used in The Daily Show? 2. Which is the most frequently used strategy by Trevor in the TV Show under investigation?

In relation to the aim mentioned above, it is hypothesized that negative impoliteness, bald on record, positive and sarcasm or mock politeness are the impoliteness strategies that are used in the daily show and hence, negative impoliteness strategy is the most frequently used one.

The following procedures are adopted to achieve the aims and test the validity of the hypothesis in the research under scrutiny: 1) presenting a review of

literature about impoliteness and its strategies, and giving a brief explanation about *The Daily Show* 2) adopting Culpepper's (1996 / 2005) impoliteness strategies to analyze the data of this work, 3) Using a mixed method (qualitative and quantitative) is used, 4) finally, drawing conclusions.

2. Impoliteness Theoretical Review

Culpeper (1996:355) makes the assumption −that impoliteness is very much the parasite of politeness. According to Bousfield (2008:43), models and procedures developed to account for and explain impoliteness have evolved out of existing approaches developed for politeness. Culpepper (1996:349) argues that over the past two decades, theories of politeness have focused on how we use communication strategies to keep or improve social harmony. Therefore, to understand the notion of impoliteness one firstly recommends having a look at politeness theories. According to Leech (1983:82) −the principle of politeness has a higher regulative role than this: to maintain the social equilibrium and the friendly relations which enable us to assume that our interlocutors are being cooperative in the first place. Brown and Levinson (1987:1) claim, that politeness, like formal diplomatic protocol (for which it must surely be the model), presupposes that potential for aggression as it seeks to disarm it, and makes possible communication between potentially aggressive parties. According to Lakoff (1989:102) "Politeness can be defined as a means of minimizing the risk of confrontation in discourse — both the possibility of confrontation occurring at all, and the possibility that a confrontation will be perceived as threatening."

However, these theories are not without critique. Culpepper (1996:350) claims, that none of these studies take a full look into impoliteness in an effort to enhance our comprehension of its operation and theoretical foundation. Culpepper (2011:6) argues, that Brown and Levinson (1987 [1978]) and Leech (1983), the traditional politeness theories, concentrated on harmonious interactions and hence, understandably, neglected impoliteness. According to Bousfield (2008:71), despite the fact that all of the major politeness theories at least mention the concept of impoliteness, the issue is that, in practice, they all focus primarily on politeness. As a result, their comments on impoliteness are

often conceptually biased and descriptively inadequate. They assume that impoliteness is "marginal" and can be addressed within existing structures.

In conclusion, the present methods of politeness have failed to fully account for the confrontational interaction that occurs in discourses that are considered impolite. As a result, there has been a recent interest in impoliteness model. According to Culpeper (1996:350), impoliteness is —the use of strategies that are designed to have the opposite effect - that of social disruption. These strategies are oriented towards attacking face, an emotionally sensitive concept of the self".

3. The Daily Show

A talk show is a sort of television show in which a host talks about a wide range of topics with a single individual or group of people. In general, guests are a group of people who are knowledgeable or have extensive understanding of the issue being talked about on the episode of the show. A single guest will occasionally chat with a host or co-host about their career or area of expertise. Timberg (2002:1) argues that television shows firstly appeared in the twentieth century. They are quite current, much like the daily newspaper, and have long been seen as a disposable medium. In the early 1990s, new books about the TV discussion show were published. According to Ilie (2006:489), the talk show is a highly contested discourse genre, a media phenomenon with significant power, and a type of entertainment that is morally and politically contentious.

The Daily Show is one of the most enjoyable satire TV shows. According to Momen (2019: 49), The Daily Show was originally broadcast in 1996. The show's most well-known presenter, Jon Stewart, resigned in 2015, but its replacement host, Trevor Noah, has agreed to continue hosting it until 2022. According to Baumgartner (2019: 633) Noah's sarcastic humor from stand-up comedy has been transferred to his work as executive producer, writer, and presenter of *The Daily Show* with Trevor Noah. The show follows a style similar to Jon Stewart's, featuring video clips of political news interspersed with discussion. Noah's judgments regarding American racial discourse in the early stages of his career were couched in the pretended ignorance of a foreign person. Noah's talent to

mock was on display during a segment of *The Daily Show* in which he tackled President Donald Trump's unfavorable reaction to NFL (National Football League) players protesting police brutality against people of color.

4. Methodology

This section discusses the study's methodology. It includes data collection and description, research design as well as the eclectic model used in the analysis of data of this research. Below is a detailed description of each of them.

4.1 Data Collection and Description

To fulfill the goals of this research, five extracts employing impoliteness strategies in *TDS* are chosen. The data is retrieved from TDS's official YouTube channel and other social media applications, like Instagram, Twitter, Facebook, etc. The analysis includes extracts from episodes that are posted on *TDS* official websites between 2015 and 2022. The pragmatic analysis is carried out in accordance with the impoliteness strategies employed in the data set under consideration.

4.2 Research Design

The current research employs a mixed method of analysis. It employs both qualitative and quantitative approaches. It is mostly qualitative since it provides for a more in-depth comprehension of the language under consideration. Furthermore, it is of an explanatory character, which is beneficial in the inquiry by demonstrating the pragmatic features of impoliteness strategies.

4.3 The Adopted Model

The model adopted in this research is Culpepper's (1996 / 2005) Impoliteness Strategies. According to Culpeper (2005: 38), impoliteness occurs when either (1) the speaker intentionally communicates a face-attack, (2) the listener recognizes and/or constructs behavior as purposefully face-attacking, or (3) a mixture of (1) and (2). As a result, Culpeper (1996/2005) constructs his model of impoliteness as the inverse of Brown and Levinson's model of politeness:

1) Bald on record impoliteness: in situations where face is not irrelevant or minimized, the face threatening act (FTA) is performed in a direct, clear, unambiguous, and concise manner.

2) Positive impoliteness: the use of strategies intended to harm the addressee's positive face wants, such as ignoring the other, excluding the other from an activity, appearing disinterested, unconcerned, and unsympathetic, using inappropriate identity markers, using obscure or mysterious language, seeking disagreement, using taboo words, and calling the other names.

3) Negative impoliteness: the use of strategies intended to attack the addressee's negative face wants, such as frightening, condescending, scorning, or ridiculing, being contemptuous, not treating the other seriously, belittling the other, colonizing the other's space, clearly associating the other with a negative aspect, and publicly recording the other's indebtedness.

4) Sarcasm or mock politeness: the FTA is carried out using politeness strategies that are clearly insincere and thus remain surface realizations.

5) Withhold politeness: the absence of politeness in situations where politeness is expected. Failure to thank someone for a gift, for example, may be interpreted as deliberate impoliteness (Culpeper, 1996: 356-7).

Figure (1): Culpeper's (1996, 2005) Impoliteness Strategies

5. Data Analysis

The extracts are going to be analyzed according to a mixed method. As a result, utterances that show impoliteness strategies will be analyzed qualitatively and quantitatively. In terms of qualitative analysis, these extracts will be provided first, followed by contextual hints that provide a good sense about the events that occurred in their respective contexts to make the data being analyzed simpler to understand. When it comes to quanitative analysis, frequencies and percentages are employed to display the results.

5.1 Qualitative Analysis

Extract (1)

"Guys, I don't know how to break this to you, but I think the President might be racist. No, no, Wait, wait. Hear me out. I know I sound crazy. I know I sound crazy. They know it personally. As someone from South shithole, I'm offended, Mr. President. OK, I'm offended. Because. Because not only does he think brown countries are shitholes, he thinks what? We're never gonna know what he said. I mean, don't get me wrong, it might take a few weeks, but as soon as the news donkey reaches our village, we'll be so mad, so mad. What do you think? And, you know, I, I know that everyone's focusing on him calling country shitholes and whatever. I'm like, whatever you could say whatever you want. But you know what part really put it over the line for me is no way. Yeah. When he said where he wanted immigrants to come from, he didn't just name a white country, he named the whitest country. Yeah. He didn't even go with like a more subtle country that might leave it up in the air, you know, like we need to let in more people from Portugal. And they're like, hmm, what does that mean? No, he goes from Norway. People super white, so white they wear moon screen. That's how white they are. It's almost like yesterday when Trump met with the Prime Minister of Norway, he was like, what do you guys do with your black people? And she was like, oh, we don't have any. It was like, wow."

The speaker is Trevor Noah. The topic is a phrase "sh**thole countries" said by Trump. President Trump on a meeting in the white house regarding immigration, asks why we should bring in people (immigrants) from "sh**hole countries", referring to people from Haiti, El Salvador and African countries. He also suggests bringing in people from his preferable countries, like Norway. Trevor starts his show by swearing that he is about to say positive things about Trump, but he is shocked of what (Trump) has announces recently. Noah considers himself to be offended because he is originally African. He classifies Trump to be so racist that he does not think of bringing in any white people from any country but he is racist to the degree that makes him looking forward to bringing immigrants who are extremely white (super white). Trevor ironically continues to say that they (the people) wear moonscreen, he wants to say that the people Trump needs cannot be left out in the air, and they could be hurt from the moonlight. The data used for the purpose of analysis are retrieved from https://youtu.be/OQkfDJ2zVNo**.**

a. Impoliteness Strategies

Negative impoliteness strategy is employed by the speaker to damage Trump's face wants. Trevor associates Donald with negative aspect (racist), trying to humiliate and belittle him. He uses a sarcastic tone to say that Trump might be racist.

Trevor uses bald on record impoliteness because the FTA is conveyed in a direct, clear, and unambiguous way as he addresses Trump "*I'm offended, Mr. President. OK, I'm offended*", claiming that the president calling African countries as "sh**hole", insult him (Trevor) because he is originally African.

The speaker again uses the negative impoliteness strategy when he says that Trump prefers to get immigrants who are not just white, but they have to be super white. Trevor states this to associate Trump with negative aspect, even if he doesn't say that but he implies that Trump is white supremacy which also means that he (Trump) is so racist.

Extract (2)

Trevor: "OK, I learned two things from that. One, Donald Trump is not a fan of Muslims; and two, he would be a snitch *** neighbor. That dude would be looking through his people the entire time, spying on your apartments. But now that Trump's gonna be president, he doesn't need people anymore. He has the full force of the American government, and unfortunately, he plans to use it".

Fox News: Trump's policies advisors are drafting. They're discussing drafting a proposal to reinstate a registry for immigrants from Muslim countries.

Trevor: "A registry for immigrants from Muslim countries. Let's not freak out just yet. Maybe it's a gift registry, you know? Yeah, you just moved to the country. You need stuff to get started. Monogrammed towels, a new toaster. Umm, a pressure cooker. Actually, don't get a pressure cooker. Don't... that'll raise some questions. Maybe just the crockpot, but you know what I mean"

Trevor is the speaker in the extract above. He talks about Trump's intention to establish a registry for Muslim immigrants and to gradually ban them from the US. Noah satirizes Trump who appears on his presidential campaign calling for a total and complete shutdown of Muslim immigrants who travel to the United States. Trevor seems to be sure that Trump does not like Muslims and he (Trump) is the type of people who are so curious and always trying to spy their apartment neighbor. Trevor criticizes Trump for this behavior which to Noah is unfair. The data to be analyzed are retrieved from https://youtu.be/obRAYBt70SE.

a. Impoliteness Strategies

Negative impoliteness strategy is used by the speaker as he uses a strategy that aims to damage Trump's negative face wants. He intends to ridicule, scorn and belittle Trump as he states that he (Trump) does not like Muslims. He also associates Trump with a negative aspect which is "snitching" or "spying".

Bald on record impoliteness is used when Trevor says directly, clearly and unambiguously that Trump is going to use his presidential powers to implement

his decisions. This strategy is carried out in situations where the face is irrelevant or minimized.

Trevor also uses sarcasm or mock politeness strategy as he insincerely says that they (Trump and his advisors) call for a registry because they feel pity for people who just move to the US and might need some stuff to start their new life, therefore they try to register their names (the immigrants') in order to distribute them some necessary aids.

Extract (3)

"You know, sometimes Trump is so stupid that it's not funny. The names are in a bowl! There are 15 million applications, and it's all online. This is not some scam where other countries send America their worst individuals, right? People apply, and then after vetting them, the US State Department chooses who comes in. Trump makes it sound like there's some dude on the local news. Like your lucky immigrants tonight: Shakir, Masiko and your power immigrant Al Chapo. so either trump is lying about the visa lottery or he's a dumb*** who doesn't know how it works and I really don't know which one it is."

Trevor Noah is the speaker in the extract above. The topic is "so stupid it is not funny: Trump's crackdown on legal immigration". The Trump administration is attempting to restrict legal pathways to citizenship, such as the visa lottery, while Congress works to pass immigration reform. Trevor satirizes Trump's way of talking about the lottery. He describes him of being stupid and have no idea about what is going on with the visa lottery, because Trump talks about the way the US choose immigrants as if the number is like hundred that one can put them in a bowl and spin, then to pick up a piece of paper and find who wins the opportunity to emigrate to the US. Trump claims that other countries do not give their best people, instead they choose to put the people who are accused of being criminals (the worst people in the country) in the lottery, and then the US takes them to be its citizens. Trevor and in order to mock, ridicule and degrade Trump, he says Trump is stupid has no idea about the

lottery works. He (Trevor) states that first, people apply online and then the US departments check and determine who deserves to be the next American citizen. The number of the applicants reaches to about 15 million so it is impossible to put all this number in a bowl. Trevor tries to tell Americans that your president is not qualified to run America. As if he tries to say that Trump's idiocy knows no limits. The data used for the purpose of analysis are retrieved from https://youtu.be/tmsC-7QwRjU.

a. Impoliteness Strategies

Negative impoliteness strategy is used by Trevor who intends to damage Trump's negative face wants as he associates him with negative aspects (stupidity). Trevor uses this strategy to ridicule and belittle Trump in front of Americans.

Once again Trevor uses negative impoliteness strategy when he describes Trump to be the guy who either lying on the lottery or to be a real dumb***(idiot) who does not know how it works. Trevor uses these negative aspects to damage Trump's negative face desire.

Extract (4)

"Are you sh***ing me?! Did this guy, a man running for president, just ask Russia to hack America? You know, for a person who's claiming, "Bring jobs back to America," he sure started outsourcing them real quick. So let me understand this. So, Donald Trump called on a foreign nation to commit a crime in order to hurt his political opponent. This is, this is what happened, people... in real life. It's not a matter of Interpretation. And here's, here's why this worries many people. Because during the campaign, Trump has called to change American foreign policy in a way that directly benefits Russia. Right? On multiple occasions, he said he wouldn't necessarily intervene if Russia invaded a NATO ally. On Monday, he said that the US should abandon a whole bunch of countries that have always been aligned with the US against Russia."

The speaker is Trevor. He talks about Trump's Shady ties to Russia. He satirizes Trump who during his presidential campaign and on a press conference addresses Russia to help him hacking Clinton's email accounts and find the 30,000 missing emails that belong to Hillary, because he doubts that these emails have top secret about her, so he can condemn her and may lock her up and be the president of the United states without any competition. The data used for the purpose of analysis are retrieved from https://youtu.be/_HYe9VdOGIQ**.**

a. Impoliteness Strategies

In terms of impoliteness, Trevor uses positive impoliteness strategy as he uses a taboo word "sh***ing*" intending to damage Trump's positive face wants. Furthermore, Trevor uses positive impoliteness strategy when he addresses Trump using incorrect identification "guy" and "man". He intends to insult and degrade Trump; therefore he did not address him by using his real name.

Negative impoliteness strategy is used by Trevor for the purpose of belittling and scoring as he associates him with negative aspects. Trevor claims that Trump starts outsourcing the job quickly. He tries to accuse Trump of providing the jobs for people out of his country because they benefit him, and this is kind of treason or a conspiracy against his nation.

The speaker also employs bald on record Impoliteness since he clearly, directly and unambiguously accuses Trump of calling another country to interfere in his country and hack the personal emails of his Democrat party opponent (Hillary Clinton). Trevor uses this strategy to convey the idea that Trump is dishonest, hypocrite and misogyny.

Once again, to insult, scorn and belittle Trump, Trevor uses negative impoliteness strategy as he associates Trump with negative aspects (disloyalty). Trevor claims that Trump does his best to change the United States foreign policy against Russia. He tries to make the US foreign policy benefit Russia.

Extract (5)

"How is that the most insulting question he's ever been asked? I mean, people have been asking him if he wants to bang his daughter, but that is more insulting. Yeah. The other question was way more reasonable. I mean, we've all seen her, right? We've all seen her. But yes, the New York Times reported that the FBI investigated Donald Trump because they thought. He might be a secret Russian spy, which, I'm sorry, is just crazy. And not because he wouldn't do it, but because Donald Trump would be the world's worst spy. No one would hire him, right? He can't be a spy. He doesn't even have an inside voice. He'd be out there like, "thank you for meeting me under this bridge. To exchange these top secret documents." And also, spies are known for blending in. If there's one thing Trump doesn't do, it's to blend in. Red tie, orange skin, blonde hair. The only place he'd blend is in a jar of Starburst. Like he's not blending in."

The speaker in the extract above is Trevor. The topic he talks about is "Trump is the world's worst spy". Trevor comments on a report presented by *The New York Times,* claiming that the FBI investigating Trump for they suspect that he has a secret relationship with Russia. They think that he may be a secret spy that works for Russia. Trevor uses a mockery language to say that Trump cannot be a spy, not because he (Trevor) wants to defend him, but because he knows that Trump is unfit to be a spy for many reasons. First, he states that Trump cannot keep secrets. Second, he cannot hide (blend in) like other spies because he is known for the whole world (he is unique). The data used for the purpose of analysis are retrieved from https://fb.watch/jtjaBOMfXU/?mibextid=YCRyoi**.**

a. Impoliteness Strategies

Noah uses negative impoliteness strategy to ridicule, offend and belittle Trump as he states that Trump cannot be a Russian spy, because if he be so, he will be the worst spy ever. The speaker associates Trump with negative aspects to damage his negative face wants.

Negative impoliteness strategy is also used by the speaker to cause damage to Trump's negative face wants. In order to insult, ridicule and underestimate Trump, Trevor claims that he (Trump) will not be a spy or hired by countries for

he is talkative, therefore; secrets will be revealed and also he cannot hide because everyone knows him.

Extract (6)

"Donald Trump can declassify documents with his brain? How? He can't even read documents with his brain. How does this happen? I really hope that I can make things happen with my mind is going to be the actual argument at the trial. That would be great. "Your honor the defendant pleads JEDI." so Trump is saying that he declassified these documents just by thinking about it. Which I don't even believe because that'll be the first time in his life that Trump has thought something and not said it out loud. Think about it this is a man who thought to himself oh if I wasn't related to my daughter I would date her and then he told everyone on TV he said it out of his mouth".

The speaker is the host of *The Daily show* (Trevor Noah). The listeners are his audience of the show who directly watch it, and his followers on social media applications like Instagram, YouTube, and Twitter etc. In this extract Trevor satirizes the former president of the United States Donald Trump who appears on FOX NEWS CHANNEL. He (Trump) claims that he has the ability to declassify documents just by thinking about them. He adds that it does not have to be a process to do that. As a result, Trevor criticizes Trump because he doubts Trump's ability to do such a thing and he justifies that by saying that Trump cannot keep personal secrets, then how can he do a very sensitive job that needs to be highly secured? He (Trevor) gives his evidence about what he thinks of Trump.   The data used for the purpose of analysis are retrieved from https://www.instagram.com/reel/Ci28Y67pCaB/?igshid=YmMyMTA2M2Y=.

a. Impoliteness Strategies

In this extract, Trevor uses bald on record impoliteness strategy when he directly, concisely and in an unambiguous way accuses Trump of being disable of reading easy documents. Noah uses this strategy intentionally to humiliate and insult Trump. He also intends to tell Americans that the former president does

not deserve to be the president of the United States because he is not qualified for this position.

Trevor uses sarcasm or mock politeness strategy to talk about Trump. He wishes to have a superpower just like him (Trump) that enables him solving difficult problems and makes him absolutely confident when he is in front of the judge at the trial. Trevor emphasizes that this strategy is clearly insincere as he just wants to mock and ridicule Trump for his childish behaviors.

In terms of impoliteness, the speaker also uses negative impoliteness strategy by saying that he doesn't believe Trump because he cannot be trusted as he (Trump) cannot keep secret. Trevor intends to ridicule and insult Trump.

The speaker employs bald on record impoliteness strategy as he associates Trump with negative aspects in a direct and clear manner. He claims that Trump is dishonest because he is a man who thinks of dating his daughter if he were not her father. Trevor aims to turn the American public opinion and especially Trump's base (gullible supporters) against him. In short, it's a message for Americans and especially Trump's supporters to stop believing and supporting him.

5.2 Quantitative Analysis

As indicated in Table (1) and Figure (2), the total number of impoliteness strategies employed by Trevor (the host of TDS) is (19). Negative impoliteness is the most employed strategy. It accounts for (10) frequencies out of total impoliteness strategies used and with a percentage of (52.631%). It follows by bald-on record with a frequency of (5) times and with a percentage of (26.315%). Positive impoliteness and sarcasm or mock politeness come in the third position as they stand for the same frequency which is of (2) times and a percentage of (10.526%). Withhold politeness comes last as it has not been used.

Table (1): The Rates of Impoliteness Strategies in *the Daily Show*

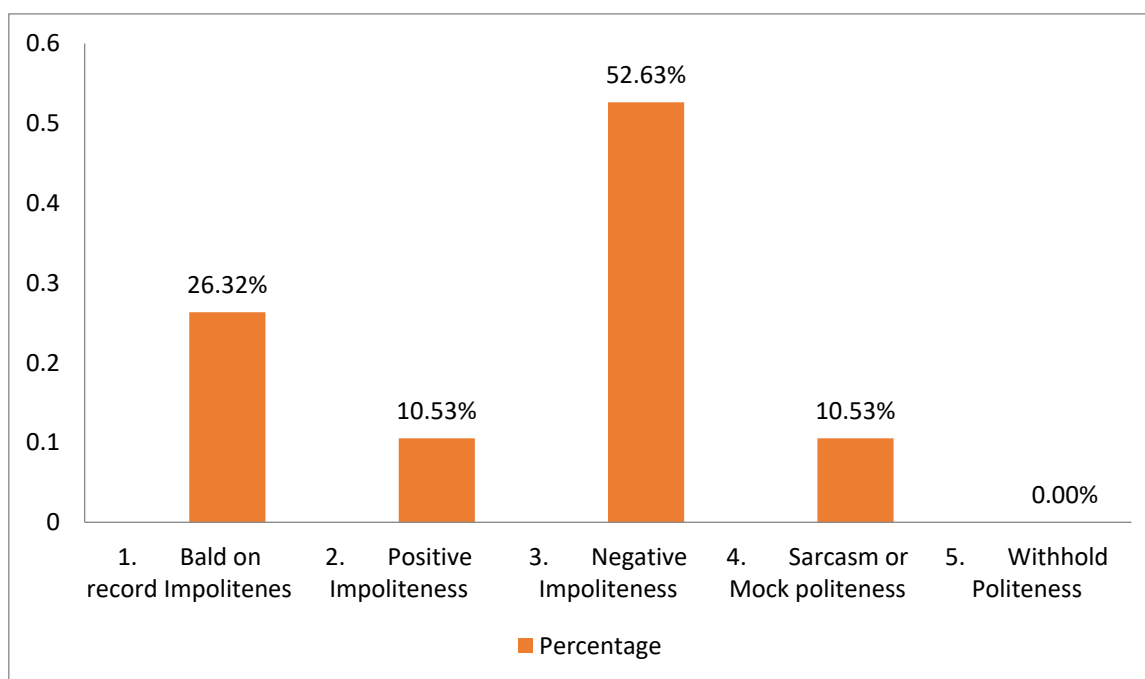| Impoliteness Strategies	Frequency	Percentage
1. Bald on record Impolitenes	5	26.315%
2. Positive Impoliteness	2	10.526%
3. Negative Impoliteness	10	52.631%
4. Sarcasm or Mock politeness	2	10.526%
5. Withhold Politeness	0	0%
Total	**19**	**100**

Fig (2): The Rates of Impoliteness Strategies in *the Daily Show*

6. Conclusion

This research investigates the employment of impoliteness strategies in The Daily Show presented host (Trevor). It is found that Trevor employs four strategies of impoliteness; bald on record impoliteness, positive impoliteness, negative impoliteness and sarcasm or mock politeness. The most frequent strategy is the negative impoliteness strategy. It is noticed that the most frequent strategy employed by host (Trevor) is negative impoliteness strategy. Trevor uses this strategy to belittle, offend, ridicule and insult Trump using impoliteness utterances. It is used to give the audience enjoyment and pleasure when hearing one being ridiculed or condescended. The second most occurrence strategy is bald on record, followed by positive impoliteness strategy and sarcasm or mock politeness as they share the same percentage. Hence, the hypothesis has been verified which reads that negative impoliteness strategy is the highly used strategy followed by bald on record impoliteness and positive impoliteness with different percentages and sarcasm or mock politeness which is the least used.

References

Baumgartner, J. C. (Ed.). (2019). *American Political Humor: Masters of Satire and Their Impact on US Policy and Culture [2 volumes].* ABC-CLIO.

Bousfield, D. (2008). *Impoliteness in interaction* (Vol. 167). John Benjamins Pub..

Brown, P., Levinson, S. C., & Levinson, S. C. (1987). *Politeness: Some universals in language usage (Vol. 4)*. Cambridge university press.

Culpeper, J. (1996). Towards an anatomy of impoliteness*. Journal of pragmatics*, *25*(3), 349-367.

_____. (2011). *Impoliteness: Using language to cause offence* (Vol. 28). Cambridge University Press.

Culpeper, J., Bousfield, D., & Wichmann, A. (2003). Impoliteness revisited: With special reference to dynamic and prosodic aspects. *Journal of pragmatics***,** *35*(10-11), 1545-1579.

Ilie, C. (2006). *Talk shows. Encyclopedia of Language and linguistics*, *12*, 489-94.

Lakoff, R. T. (1989). *The limits of politeness: Therapeutic and courtroom discourse.*

Leech, G. N. (1983). *Principles of pragmatics*. Routledge.

Momen, M. (2019). *Political Satire, Postmodern Reality, and the Trump Presidency: Who are We Laughing At?*. Rowman & Littlefield.

Omar, Z. K. (2012). A Pragmatic Analysis of Impoliteness in Some of Harold Pinter's Plays. *Journal of Al_Anbar University for Language and Literature*, (8).

Timberg, B. M., & Erler, B. (2002). *Television talk: A history of the TV talk show.* University of Texas Press.