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Research Paper on

**“Use of Impoliteness Strategies in Social Media Memes : A Study on
Bangladeshi Facebook Netizens”**

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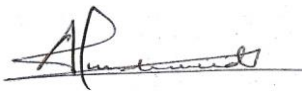
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June, 2023

Approval

The Research paper titled “Use of Impoliteness Strategies in Social Media Memes : A Study on Bangladeshi Facebook Netizens” has been written based on the author's personal research (Anamika Biswas, ID- 191-10-1993). The paper is submitted to the Department of English, Faculty of Humanities and Social Sciences, Daffodil International University. The paper has been approved as its style and content and has been acknowledged as satisfactory for the partial fulfilment of the criteria for the degree of Bachelor of Arts in English.

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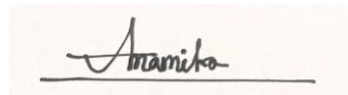
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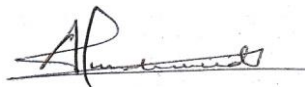
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CERTIFICATION

This is to confirm that the research findings included in this study are new and have never been submitted in full for a degree from this university. The whole existing study, which has been submitted as a research paper toward a Bachelor of Arts degree in English, is based on the findings of the author's (ID: 191-10-1993) personal research.

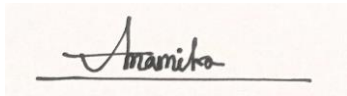
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DECLARATION

I hereby certify that I have completed my research paper titled “**Use of Impoliteness Strategies in Facebook Memes: A Study on Bangladeshi Facebook Netizens**” in complete satisfaction of the requirements for the degree of Bachelor of Arts in English at Daffodil International University (DIU) under the guidance of Al Mahmud Rumman, Senior Lecturer, Department of English, Faculty of Humanities and Social Science (FHSS). I can certify that this work has entirely been completed by myself with the guidance of my respective supervisor. I am also stating that this thesis paper, or any portion thereof, has not been submitted to another institution for the award of a bachelor's degree or any other degree.

A handwritten signature in black ink on a light-colored background. The signature appears to be 'Anamika' written in a cursive style. Below the signature is a horizontal line.

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ACKNOWLEDGEMENT

In the very beginning, I want to express my gratitude to the Almighty for creating ways and opportunities for me to do something valuable for my life. And after that, I want to dedicate all my hardworking to my mother, who is the major inspiration of my all good actions.

I express my utmost gratitude to my respective supervisor, Al Mahmud Rumman, Senior Lecturer, Department of English, Daffodil International University, for his sincerest support and guidance to complete this paper. I would not be able to complete this work properly if he did not guide and motivate me in such way. I dedicate the value of this study to my respected supervisor.

I want to thank my best friend Santa Islam, ID – 191-29-253, Department of Pharmacy, Daffodil International University, for continuously motivating me to complete this thesis paper in a standard way. Her assistance by sharing all kind of memes in my “messenger” helped a lot to collect the data easily.

In the end, I thank the Department of English, Daffodil International University for giving such opportunity where students can keep a remark.

A rectangular box containing a handwritten signature in black ink. The signature appears to be 'Anamika' written in a cursive style.

Author

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ABSTRACT

The study aims to deal with the rate and effectiveness of “impoliteness strategies” in Facebook memes. The popularity of Facebook Memes are increasing day by day and becoming one of the major features of this platform. In this paper, the five politeness strategies of Culpeper is going to be analyzed among Bangladeshi Facebook memes. To reach the research goal, both qualitative and quantitative method has been followed. A survey questionnaire was designed and distributed among 200 Bangladeshi Facebook users for analyzing the qualitative data. And 100 anonymous memes and screenshots were collected from Facebook wall posted by random Bangladeshi users. The result of the research shows that Culpeper’s all of the impoliteness strategies are present in Bangladeshi Facebook memes except with-hold politeness. The research is the first attempt to work with Impoliteness strategies on Facebook memes. Thus, the result and findings are going to make a unique remark in this area of pragmatics.

Chapter – 1

Introduction

1.1 Background of the Study

Facebook is the largest social networking site, with nearly 3 billion people using it monthly (Alfred Lua, 2023). Besides communication via messenger, posting and sharing memes has become a major feature of Facebook too. The popularity of memes has a major effect on increasing the popularity of Facebook. According to Davinson (2012) and Shifman (2013), internet memes are good example of successful cultural replication and they follow the systematic mechanism of transmission.

Memes are defined as amateur-created, shareable images which are popular and the participatory media where humor, emotions, politics everything is combined (Baldwin Philippi, 2019; Frazer and Carlson, 2017). There are number of effects of memes on social media in this 21st century. Practices of making, sharing and enjoying memes on social media are developing affective bonds among users and create opportunities for engagement and enjoyment also (Moody Ramirez and Church, 2019). As one of the most popular phenomena in social media, memes are one of the major media of containing impoliteness strategies.

The five types of impoliteness strategies based on Culpeper's model have been analyzed in several context such as social media comments, posts, movie characters and dialogues etc. This study has been conducted to measure the rate and effect of Culpeper's five impoliteness strategies on the basis of Facebook memes.

1.2 Culpeper and Impoliteness Strategies

In pragmatics, politeness theory was introduced by Penelope Brown and Stephen C. Levinson in 1978. As the parasite model of politeness, Culpeper developed the term “impoliteness” (1996). According to Culpeper (2010), impoliteness is a negative attitude toward specific behaviors occurring in specific context. In an easier concept, “impoliteness is behavior that is face-aggravating in a particular context” (Lochar and Bousfield, 2008)

In his model of impoliteness, Culpeper describes about the five strategies of impoliteness, which are – 1) Bald on-record impoliteness 2) Positive impoliteness 3) Negative impoliteness 4) Sarcasm or Mock impoliteness 5) Withhold Politeness.

Culpeper (1996) identifies these five super-strategies to explain impoliteness phenomena, the first four of which mirror the “politeness” strategies developed by Brown and Levinson (Lochar and Bousfield 2008).

Bald on Record Impoliteness –This is the first Impoliteness strategy of Culpeper which is considered as the most obvious and straightforward impoliteness. In this strategy, addressee's face is attacked directly and unambiguously. Any kind of polite word or phrase such as “please” “Could you” “thank you” etc. are avoided by the speaker and they direct command on the addressee. For example, “Give me the pen”, “Shut up and sit down”, “Leave the room” etc. To exemplify this strategy, Culpeper, Bousfield and Wichmann (2003) give an example of a disgruntled driver who told a parking attendant to Shut up and act like a parking attendant. (Lochar and Bousfield, 2008). Directness in speech, lack of politeness markers, intentional offensive language etc. are the common features of this strategy.

Positive Impoliteness: This strategy is used in communication which attacks the positive face of the addressee. The positive face or desire of the addressee such as to be accepted of any proposal, appreciated or approved of something is ignored or mocked harshly. Example include –

- Exclude other from an activity
- Being unsympathetic and harsh
- Using inappropriate identity markers
- Obscure or secretive language
- Use of taboo words
- Seeking disagreement

Negative Impoliteness – In this strategy, addressee’s negative face is damaged by the speaker. This one aims to minimize or avoid any threat to the speaker's or the hearer's face by distancing oneself from the other person. It can involve indirect speech acts, using euphemisms or vague language, or minimizing contact or involvement. Examples include -

- Frightening the other

- Being condescending, Scorning or Ridiculing.
- Being contemptuous.
- Not treating others seriously.
- Invading the other's space. Etc.

Sarcasm or Mock Politeness – This strategy is designed with the politeness strategies which are obviously insincere and thus remain surface realization. This strategy is considered to be a surface politeness which can be interpreted in an impolite way because of certain contextual clues. Speaker often means the opposite aspect which he is saying. One has to know the person well in order to understand whether he is being sarcastic or mocking other or he is serious.

Withhold Politeness – The absence of politeness work where it would be expected. For example, failing to thank someone for a present may be taken as deliberate impoliteness (Culpeper, 2005: 42)

1.3. Facebook Memes

Meme is a genre of items which are usually pictures or videos with some caption that are spread widely online, especially through social media. The British scientist Richard Dawkins first coined the term “meme” in his book “The Selfish Gene” (1972). Meme was defined as “a unit of cultural transmission” by Richard (1972). But this definition of memes has evolved over time, precisely with the rise of the Internet and social media (Dyner, 2006). According to Silvestri (2013), the creative use of digital contents are offered by social media, by which people are allowed to establish community, spread ideas and participate in culture. This term was coined by Richard just to highlight how human culture can replicate itself. That declares that probably memes have been existing since humans have had cultures.

In this 21st Century, memes are not only used as a form of online humor and social commentary, but also as the media of sharing thoughts, opinions, resistance and cultural engagements. Memes often reflect current events, trends, and pop culture phenomena. And they can address various social and political issues and criticize them in a satirical way. Social media memes have become the media of communicating the thoughts of people now. These are used either to downplay issues or just to raise

the voice out about what is in their mind (Amor Jude, 2021). These memes also serve as a mode of starting conversation.

The popularity of memes on Facebook among Bangladeshi netizens can be detected by the number of memes group and pages. There are 300+ popular memes group have been found while conducting the survey for this research purpose. The most popular groups are: Bangla Meme-posting, Bangla Sahittyta meme-posting, Memes hub, Bangladeshi meme-posting 2.0, Savage Nation, Memers of Bangladesh etc. Moreover, all other normal groups also share memes in a regular basis. Use of memes are not only bounded among humorous post, but also in advertising, resisting, expressing emotions and other aspects. Even, users share memes in their regular conversation also. Memes contain an uncanny way of capturing any experience, feelings, or state of mind which might resonates with people (Helen Brown, 2022). That means memes on social media have become the way of relating users' life with. Although memes are known as the documentaries or media of containing humor, they can be the media of expressing every state of mind and can draw the every scenario of contemporary world.

Chapter-2

Objectives of the Study

2.1 Objectives

- i. To find out the usage of impoliteness strategies in the memes of Bangladeshi Facebook netizens.
- ii. To find out the effectiveness of impoliteness strategies in memes in society of Bangladesh.
- iii. To relate Culpeper's model in the modern era of CMC (Computer Mediated Communication)

2.2 Research Questions

- i. To what extent Culpeper's impoliteness strategies are used in the Facebook memes by Bangladeshi users?
- ii. What is the effect of impoliteness strategies used in memes among Bangladeshi Facebook netizens?

Chapter-3

Literature Review

Both politeness and impoliteness are the studies under the branch of Pragmatics in linguistics. According to Levinson (1983:5), "Pragmatics" is the study of language usage. In this branch of linguistics, the underlying means of the speech or the untold speeches are analyzed and discussed. Speech act, face and politeness are the most popular studies under pragmatics.

After coining the term "politeness" by Levinson and Brown in 1978, there have been a lot of studies conducted by several researchers on this theory. Brown and Levinson has referred politeness as the way of conveying the utterance as polite as possible which is needed to minimize conflicts with others. The way for exploring the phenomenon of "impoliteness" by the linguists was mainly paved by the model of politeness. In 1996, Jonathan Culpeper introduced the most notable model of impoliteness. Based on the politeness theory by Brown and Levinson (1978), Culpeper claims that understanding the notion of politeness is quite impossible without comprehending the impoliteness phenomenon. This model of impoliteness is empowered by various type of verbal and written data by Culpeper (Bousfield, 2008). He distinguishes five strategies of impoliteness and analyzed them on the basis of various types of data collected from media and television programs.

There are number of researches on "politeness" under the area of pragmatics. Although there are not that much studies on "impoliteness", impolite behavior is something that can draw more attention in society. As Culpeper himself used the data from television programs and other general Medias for analyzing his model of model of impoliteness, most of the researchers choose similar type of data for conducting researches in impoliteness. For example, recently a research (Emiliya and Fleiza; 2022) had published on "Linguistics and English Language Journal" titled "Politeness and Impoliteness Strategies used in the movie 'Sleeping Beauty' ". The researchers claim that the politeness and impoliteness strategies used in this movie are dominated by positive impoliteness and approbation maxim. Social Media is a notable platform for analyzing impoliteness strategies. The comments and posts have always been used as the convenient data for analyzing politeness and impoliteness strategies. According to Subyantoro and Apriyanto (2020), there are three main impoliteness strategies are found on the hate-speech on instagram comments, they are – positive impoliteness, negative impoliteness and sarcasm or mocking impoliteness. Hammod and Rasul

(2017) finds out that among the five impoliteness strategies by Culpeper, positive and negative impoliteness are the most frequent types, whereas withhold politeness does not exist in online context. Furthermore, on the basis of hate comments on Instagram, Decy Anggriani (2016) claims that the reason for using language impoliteness were to vent negative feelings, to entertain the viewers and to serve collective purpose.

These all findings are the result of the studies conducted on social media hate comments, posts, YouTube videos and comments of those videos, etc. There has been no such work on memes regarding Impoliteness Strategies. No research on impoliteness in memes in Bangla language has been published or conducted yet. For this reason this study is going to be the first attempt on a new sector of analyzing the impoliteness strategies of Culpeper which is going to take this area of pragmatics a step ahead.

Chapter-4

Methodology

4.1. Participants and Sites

As the research was conducted on the use of impoliteness strategies in Facebook memes, researcher made a survey on 100 Facebook users to reach the objectives of the study. For quantitative data analysis, a questionnaire was prepared in Google form. As the paper is an online-based study, the Google form was provided to 200 active Facebook users. Among those 200 people, 142 of them completed the survey. These Facebook users are using Facebook more than 5 years and all of them are familiar with memes (less or more). The major group of respondents (82.1%) are teenager, 16 to 25 years. 80.4% of the respondents are student. And 41% of the participants spend 6 to 9 hours per day on Facebooking. However, their responses are calculated in percentage and then used as the final result of the survey.

For qualitative data analysis, more than 500 memes were collected and analyzed. These memes were collected from random posts, groups and pages on Facebook.

4.2. Data Collection.

The research was conducted by both type of data – qualitative and quantitative.

4.2.1 Quantitative Data Collection.

For quantitative data collection, a questionnaire was prepared which consists of total four parts. As the survey was conducted on online, it was quite easy to find participants and collect the response. It took approximately ten days to collect the data of 200 participants. The participants willingly filled up the forum as they found the survey topic interesting.

4.2.1.1. Questionnaire design – The questionnaire contains four parts. Part-A is the general section where the basic information of the participants are collected. The questions of this parts collect the name, age and gender and employment status of the participant. This part will help to categorize the participants according to age, gender and employment status.

Second part of the questionnaire has four questions which have been used for calculating the rate of usage of Facebook and memes among those participants.

The usage of impoliteness strategies among the memes have been measured by the third part of the questionnaire. Although there is no such direct question about impoliteness strategies, questions have been prepared on the basis of the features of impoliteness strategies.

Final part of the questionnaire is designed to find out which impoliteness strategy of Culpeper is used the most among the memes. These questions are also prepared on the basis of the features of each strategy.

4.2.2 Qualitative Data Collection

As the research was conducted on the impoliteness strategies on Facebook memes, the qualitative data was anonymously collected from random Facebook users of Bangladesh. The collected memes are analyzed and categorized in the five impoliteness strategies by Culpeper. Memes are analyzed by their context, use of language and the underlying meaning they contain.

4.3 Data Analysis

4.3.1 Quantitative Data Analysis

As the quantitative data was collected from 200 Facebook users of Bangladesh, the Google form of the questionnaire was distributed among them through Facebook Messenger. The responses from the survey were calculated by Google form itself. The graphical representation of the collected data was done by Google form chart and MS Excel 2013.

4.3.2 Qualitative Data Analysis

To analyze the collected memes from Facebook, qualitative content analysis method has been used. The memes are analyzed and explained by their contexts and actual underlying messages. The language, meaning and representation of the memes are analyzed in order to categorize in the five impoliteness strategies by Culpeper.

4.4 Data Sampling Technique

All the data was collecting in a convenient technique. Quantitative data was collected by the free will and qualitative data was collected maintaining all the privacy of the users and the data is not for any personal purpose except this research.

Chapter-5

Research Findings and Discussion

By conducting questionnaire survey and collecting anonymous screenshots of memes from Facebook wall, group and pages, all the necessary data have been collected.

The first part of the questionnaire displays a general data of the respondents. The next three parts mainly provide the answer of research questions regarding the rate and usage of Impoliteness strategies of Culpeper.

5.1. Result of the “General Section” of the Participants

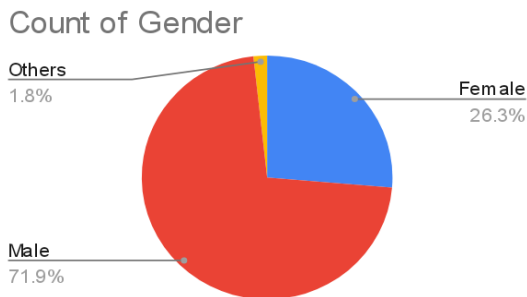


Figure 1.1: Count of Gender of Participants

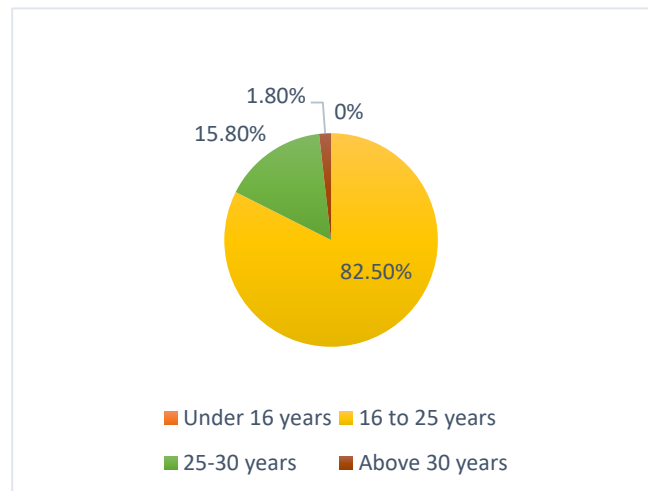


Figure- 1.2: Age of the Participants

From conducting the survey by the questionnaire, it is found that among 200 participants of Facebook users, 71.9% are male and 26.3% are female (Figure 1.1). Most of the participants are the young generation of this era. 82.5% participants are the teenagers (16 to 25 years). 15.8% of the

participants are of 25 to 30 years old, rest of them are of above 30 years. No participant was under 16 years old in this survey (Figure 1.2).

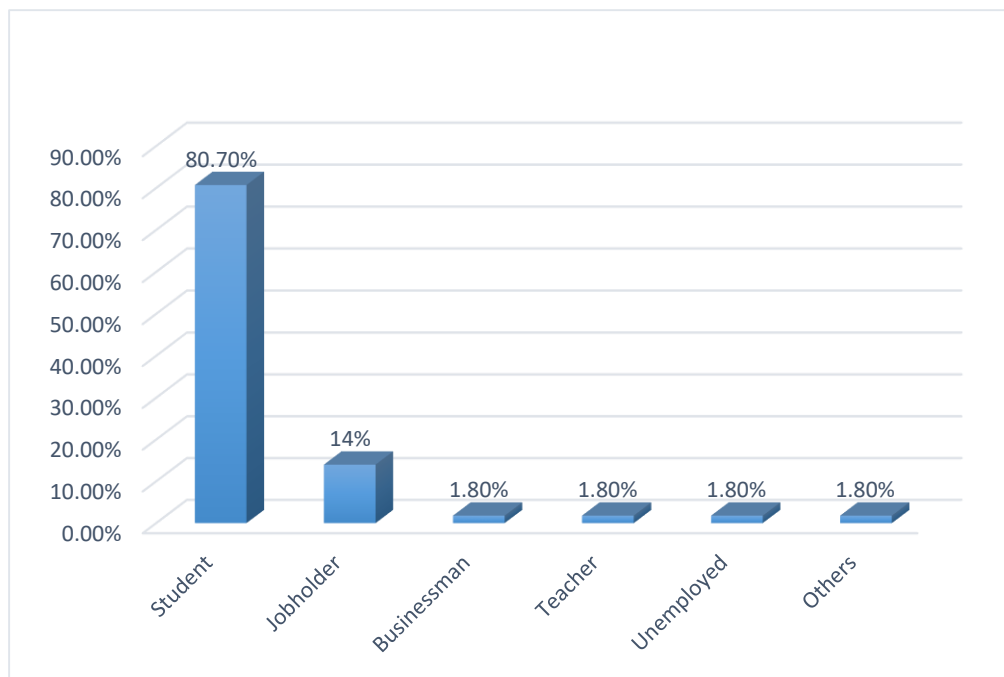


Figure-1.3: Employment Status of the Participants

According to the calculation of the “Employment Status”, it is found that the major participants are student which is 80.7% and 14% of the participants are jobholder. 1.8% of the participants were teachers and rest of them are either unemployed or involved in other works (Figure 1.3).

While collecting the screenshots of memes from Facebook groups and pages, majority of the people who share memes in their wall are teenagers and students. There are a lot of institution-wise and batch-wise Facebook group and pages such as “DU Meme groups”, “Campus of JU”, “Public University Diaries”, “HSC batch 2017” etc. These all groups and pages share the memes containing the context of their own class, batch, type and all other aspects. These pages and groups depict that the majority of the Facebook users are students and teenagers in Bangladesh.

5.2 Rate of the Usage of Memes in Facebook

This part of survey was designed by some questions which contain the responses regarding the regular spending time on Facebook, major reason for using Facebook, if the participants enjoy the memes or not, and how much they involve themselves in sharing memes.

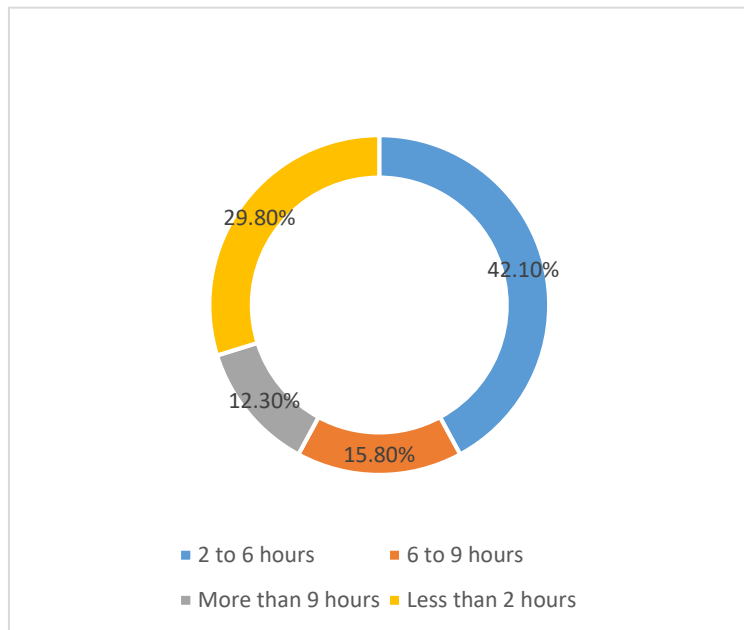


Figure-2.1: Rate of the Spent times on Facebook

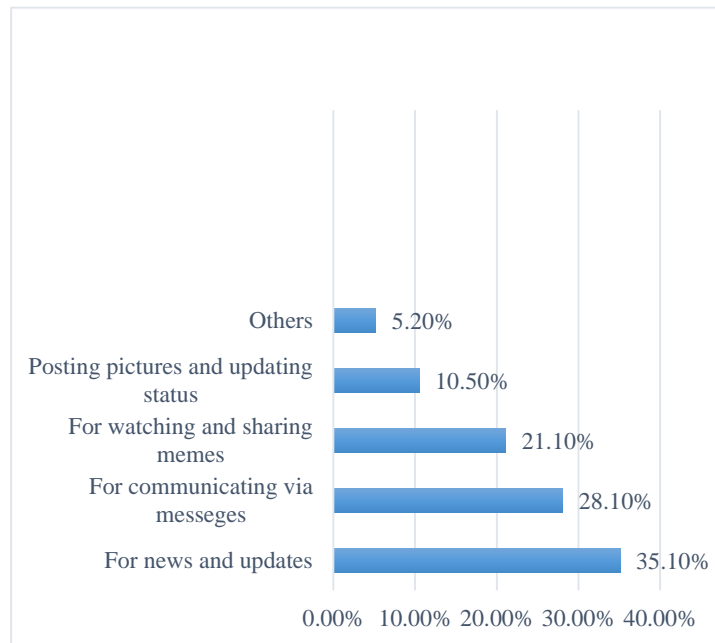


Figure-2.2: Reasons for Using Facebook

The result of this section displays that almost 42.10% of the participants use Facebook for 2 to 6 hour in daily basis. 15.80% of them spend 6 to 9 hours' time on Facebook regularly. Even there are people who spend more than 9 hours a day on Facebook (12.30%). However, 29.8% of people spend less than 2 hours in this platform. (Figure 2.1).

Figure-2.2 shows the rate of the usage of memes on Facebook, which directly answer one of the research questions. Among 200 participants, 21.10% use Facebook for watching and sharing memes. The major part of the participants use Facebook for news and updates (35.10%). Facebook's popularity as a media of communication can be seen in this survey, as 28.1% participants use Facebook for communicating with people via messages. Posting pictures and updating status is another popular feature of this platform, as 10.5% of the respondents use Facebook for this reason.

The rest 5.20% of participants use Facebook for others reason including Content writing, live shows, video watching etc.

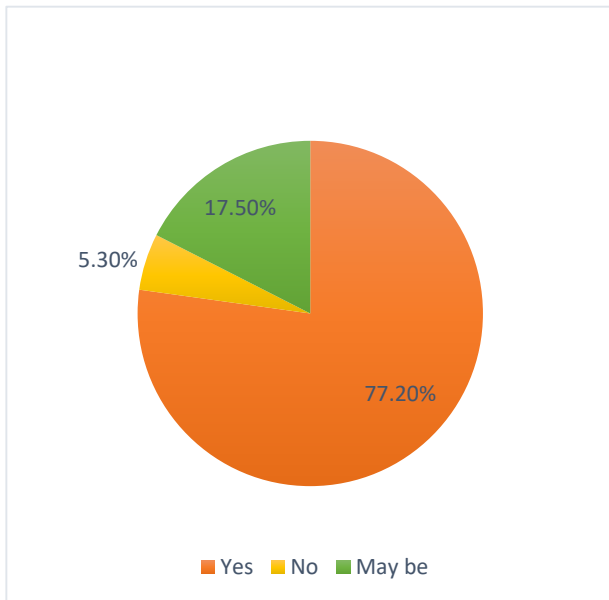


Figure-2.3: Rate of Popularity of Memes

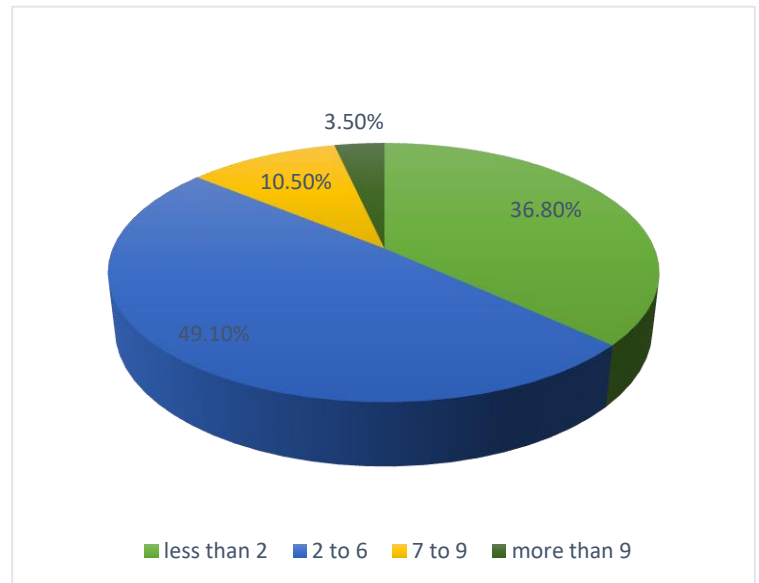


Figure- 2.4: Rate of Sharing Memes among last 10 Facebook Posts

77.20% of the participants claimed that they enjoy Facebook memes, whereas 17.50% are not sure about that. Only 5.30% of the respondents expressed that they do not like Facebook memes. (Figure- 2.3)

The last question of part-B was designed to calculate the popularity of sharing memes on Facebook. 49.10% of the respondents said that among their last ten Facebook posts, 2 to 6 of them are memes. Although 36.80% of the respondents shared 2 memes among their last ten posts, 10.5% participants shared 7 to 9 memes out of ten posts. Interestingly, 3.5% of the participants shared 10 posts on their wall and all of them were memes. (Figure- 2.4)

5.3 Usage of Impoliteness Strategies in Memes

This part of the questionnaire directly relates with the research objectives. To find out the usage of impoliteness strategies, there was no such direct question related impoliteness, rather, the questions were designed with the features of impoliteness strategies.

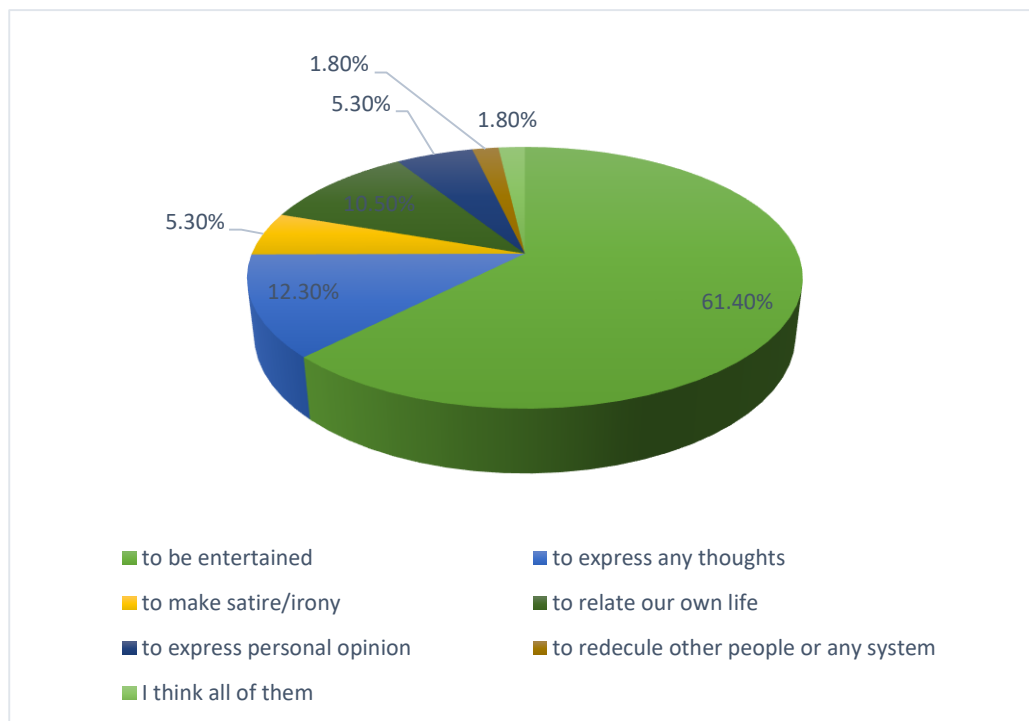


Figure-3.1: Purpose of Facebook Memes Usage

The first question of the third part of this questionnaire was designed to analyze participants' opinions about Facebook memes. 61.40% of the participants use Facebook memes just 'to be entertained'. According to 12.30% of the respondents, memes are used "to express any thought". Only 5.30% of them use memes to make satire or irony. And 10.5% of the users claimed that memes are used to relate our own life. Only 1.8% of the respondents think that memes are used to express our personal opinion. (Figure 3.1).

Memes containing these all of these purposes contain impoliteness strategies. Entertainment, use of satire or irony, emphasizing on own opinion, attacking others face, ridicule other people or any system, every type of memes contain the context or language or expression of impoliteness strategies (Bousfield and Lochar 2008).

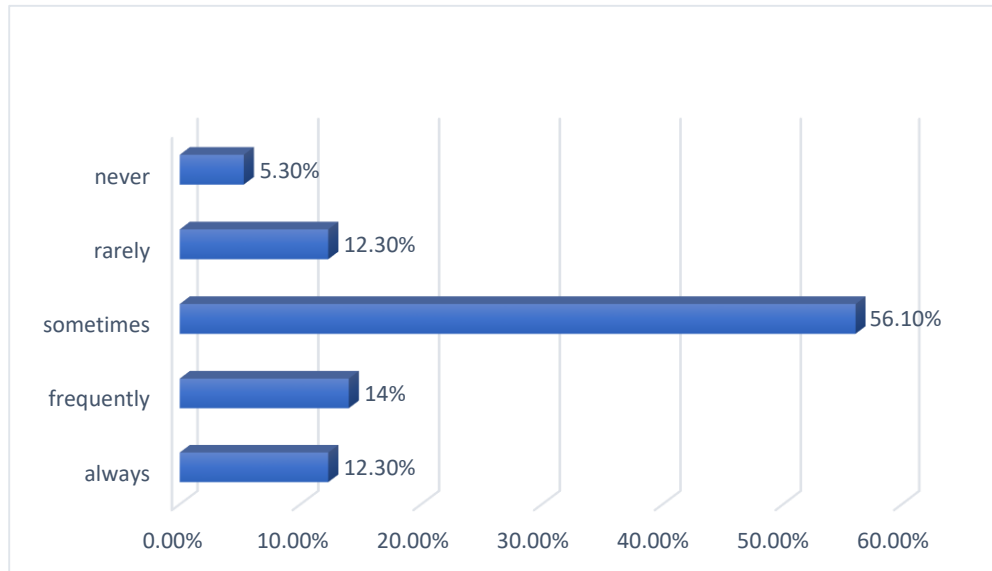


Figure-3.2: Use of Memes in regular conversations

56.10% of the respondents like to share memes in their regular conversation sometimes. Although 12.30% of the respondents always like to share memes in regular conversation and 14% of them frequently shares memes in conversations, there are 5.30% of participants, who never likes to use memes in regular conversation. (Figure 3.2).

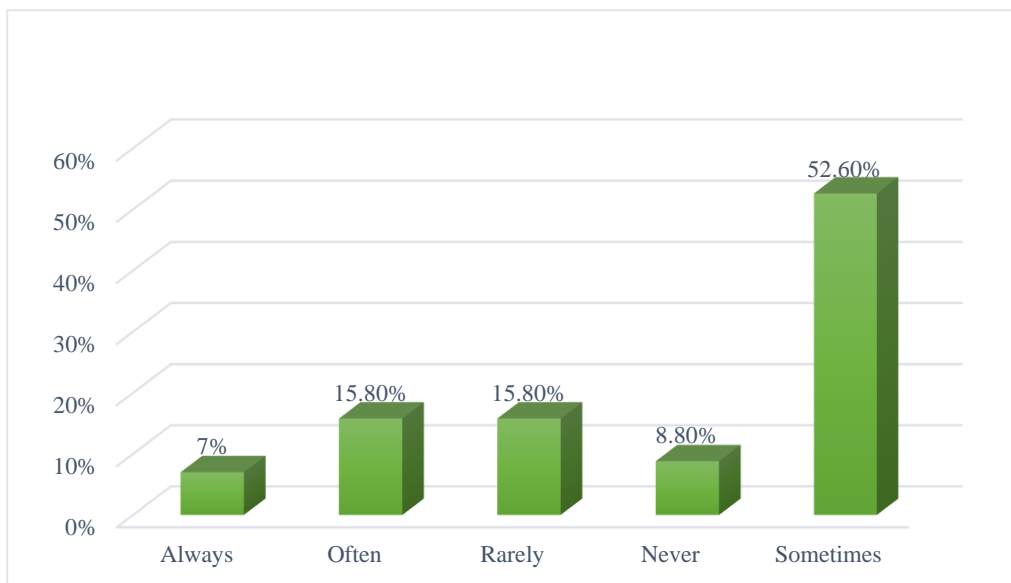


Figure-3.3: Rate of Memes Containing Offensive or Negative Meaning

Figure 3.3 shows that, 52.60% of the respondents find Facebook memes “offensive or containing negative meaning”. Although 15.8% of the participants often finds memes offensive, 8.80% of them never found memes containing any negative meaning.

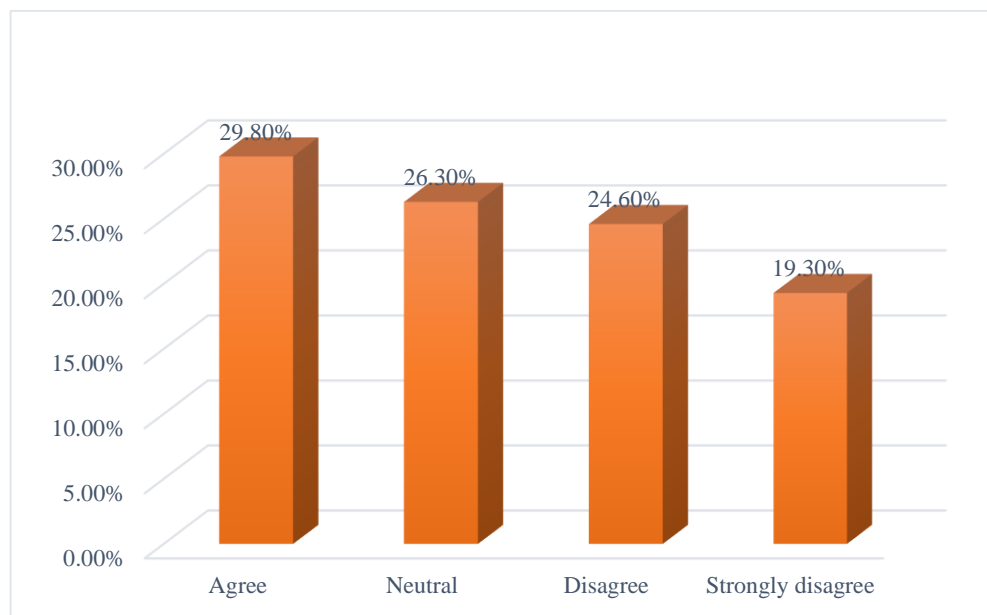


Figure-3.4: Use of Memes in Formal Conversations

The last question of the third part of this survey depicts that how much a meme can be used in a formal conversation. 24.60% of the participants disagrees with this statements that social media memes can be used in a formal conversation. Moreover, 19.30% of the respondents strongly disagrees with this statement. Although, 29.80% of the respondents agrees with the statement, no one is strongly agreed with that. This question depicts that how much social media memes contain impoliteness strategies.

5.4 Usage of Culpeper's Five Impoliteness Strategies in Facebook

The last part of the survey questionnaire is designed to find out the rate of Culpeper's five strategies among the memes. The questions were prepared with the feature of individual impoliteness strategies of Culpeper.

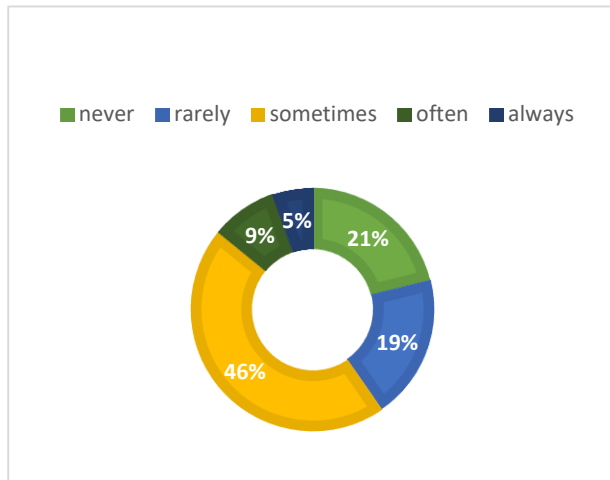


Figure 4.1: Percentage of Using Memes as the media of emphasizing self-opinion.

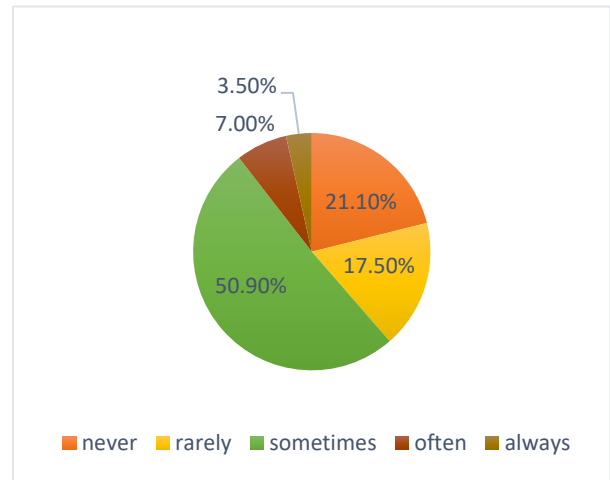


Figure 4.2: Percentage of Using Memes as the Media of Disagreeing other Opinions.

The responses of the last part of the survey questionnaires depicts several aspects of Impoliteness strategies among Facebook Memes. According to the Figure-4.1, 46% of the participants use memes to emphasize on their own opinion sometimes. Similarly, Figure-4.2 shows that 50.9% of the participants use memes to disagree with others' opinion. Emphasizing on own opinion is one of the features of positive impoliteness by Culpeper. On the other hand, by sarcasm or mock politeness, one can disagree with others opinion in a humorous way. Clearly, figure 4.1 is showing the rate of positive impoliteness whereas figure 4.2 is showing the Sarcasm or mock politeness.



Image-1: Expressing own thoughts and opinions

The template of this meme is the most popular cartoon character named “Tom”. The first picture of Tom is in a good get-up and seems pretty well. This picture is compared to the situation of the student who took “science” as the major in his/her secondary school life. The first Bengali line (pronounced as – SSC te Science neyar por) means “After taking science in SSC. The second picture of Tom seems like he is suffering and not much well. This picture has been defined as the situation of the Bangladeshi student who took “Science” in his/her higher secondary school. The line (pronounced as – HSC te Science Neyar por) means “After taking Science in HSC”. The third picture of Tom is looking like he is exhausted and in a very pathetic situation. This picture is defined by the third line (pronounced as – Honors e Gonit Neyar por), which means “After Taking Math in Honors”.

The caption of the meme (Pronounced as – Oneker e Ei obostha hobe), means “Many people will face that”. The memer has emphasized on his own experience or opinion by the caption, which is an example of “Bald on-record” impoliteness. And the meme contains sarcasm and mocking politeness strategies, as the lines are mocking at the situation of the student. So, this meme is an example of bald on-record and sarcasm politeness at a time.

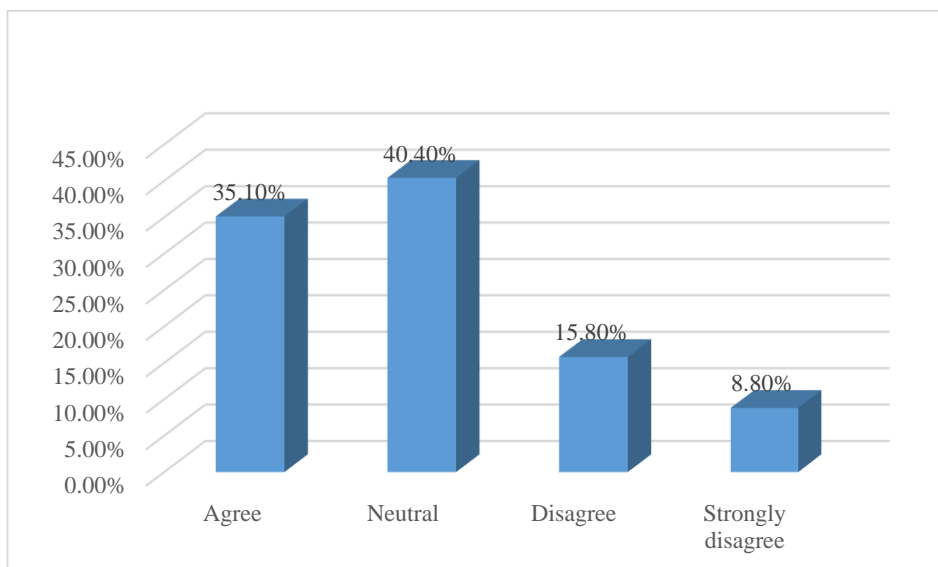


Figure-4.3: Usage of Memes as Direct Expression of Thoughts, Commands or Statements

To find out the rate of Bald on record impoliteness, the rate of usage memes as the direct expression of thoughts, commands or statements has been calculated. But the result shows that 40.4% of participants are neutral about this opinion. Although, 35.1% participants agree that memes can be used as commands. Only 15.8% of the participants disagrees with this statement (Figure 4.3). Although, number of memes have been found which are the media of expression of the memer or other people.

For example, the following memes (image-2, image-3) are excellent examples of expressing one's own opinion. But the reactions and comments got these two memes, means that a major group of people think in a similar way.

The first two pictures of image-2 are of two famous TV actors, Tommy Shelby from Hollywood and second one is Shahrukh Khan. From Bollywood. In comparison to Hollywood and Bollywood, Bangladeshi movies do not create that much excitement in this era. The third picture of “image-2” is of the famous actor of Bangladesh named Salman Shah, who is known as the legendary actor in Dhalywood. The sentences written on the picture says “Everyone is gangster until the real gangster arrives. Through this meme, user has expressed his opinion of Salman Shah Supremacy in film world.



Image-2: Direct expression of emphasizing on own



Image-3: Disagreeing with other people's opinion

Clearly, image-2 is the strong and straightforward expression of the user’s opinion. The reactions on this post such as “haha” “love” “like” etc. depicts the public’s agreement and disagreement with this opinion. This meme is not only being used as the medium of emphasizing on own thoughts or opinion, but also being used as the medium of disagreeing with a major group of people. Undoubtedly the popularity of Tommy Shelby and Shahrukh Khan both have far more popularity than Salman Shah of Bangladesh. But this meme is directly disagreeing with this matter and emphasizing on self-opinion at a same time.

In image-3, there is a poster of a movie titled KGF Chapter-2, which was released in 2022 and became the fourth highest grossing Indian movie worldwide. This movie became popular and everyone was talking on this movie, expressing their positive review about this movie. But in this memes, there is a boy staring at the picture. The Bengali line of this meme (Pronounced as “Loklojjar voye bolte parina, amar joghonn lagche” means “I cannot say anything because of shame, but this

movie felt worst to me”. The user is clearly disagreeing with the majority of people, who liked the movie. And he directly expressed his opinion by disagreeing with the major group of people by this meme.

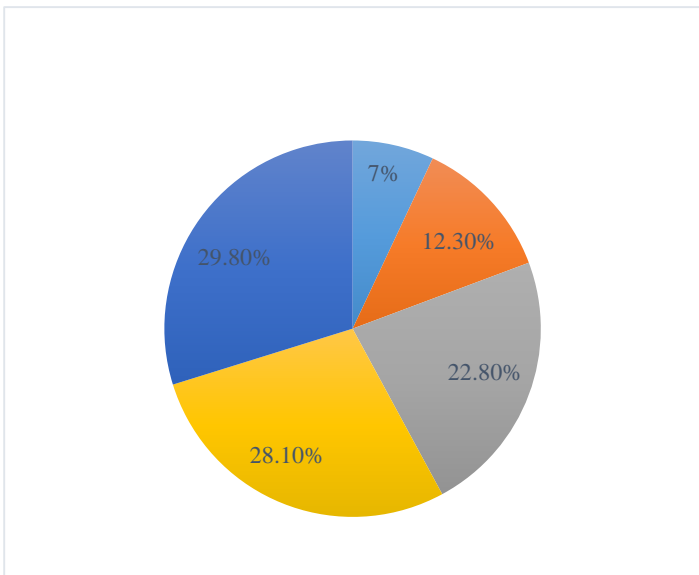


Figure-4.4: Use of Meme to Satire or Mock Something or someone

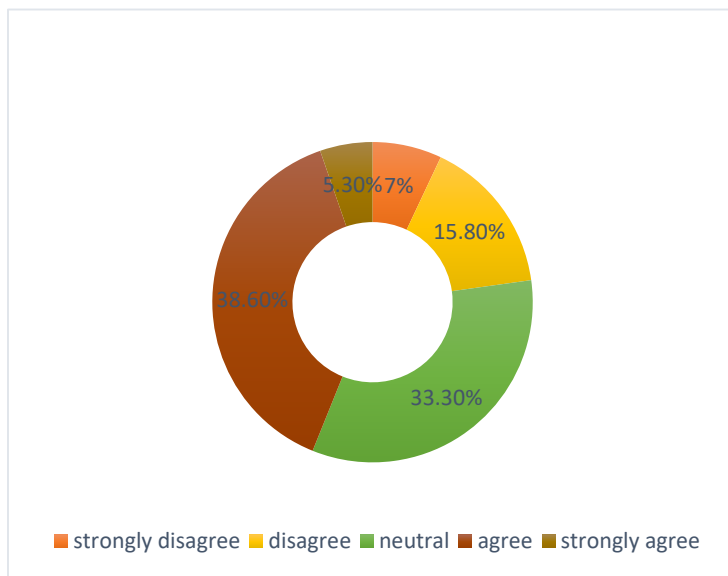


Figure-4.5: Use of Memes to express any opinion in ironical way

The use of memes to satire or mock something is the one of the popular reason to use memes in this 21st Century. Although, only 7% of the participants use memes for mocking always, and 29.1% of them use memes to satire sometimes, 28.1% of them never use memes for satire or mocking (figure-4.4). Rather, 38.6% of the participants agree that they use memes to express their opinion in a ironical way. And 33.3% of them strongly agrees with this statement. But the memes they use for ironical expression of their opinion, contain the feature of Sarcasm and mocking politeness of Culpeper.

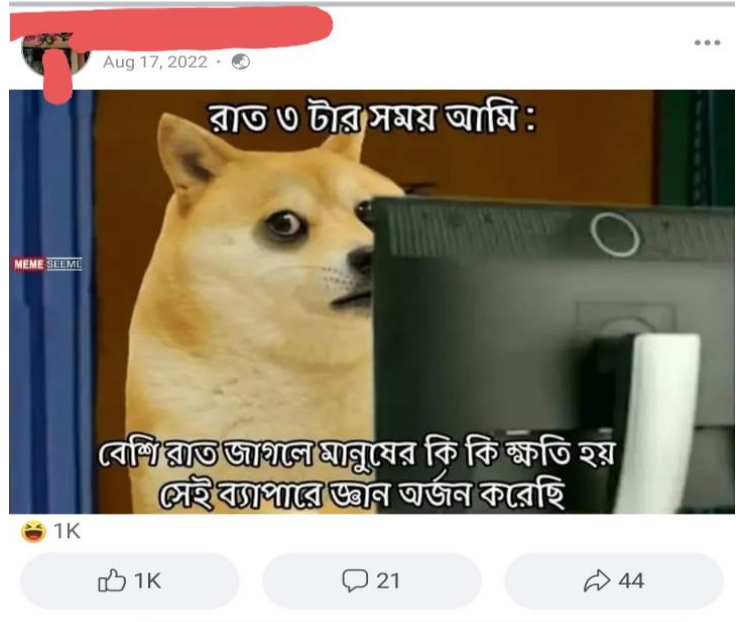


Image-4: Attacking someone's positive face by mocking

Image-5: Ironic expression of own course of action

Image-4 is a meme containing a picture of two aliens laughing at someone. The Bangla line of this meme (Pronounced as “Dekh Dekh, Eto Boro hoye geche Taw mukhe Dari Uthena) directly mocking the men who have already grown up but doesn't have beard yet. In the context of Bangladesh, growing beard of boys at teenage is the sign of becoming mature of them. Those who are already adult but does not have beard, are often face shaming by comparing to girls or kids. This meme directly shows the mocking of those men. This can damage anyone's positive face and attacks by shaming. In this case, it is the example of positive politeness.

On the other hand, in image-5, the user is making satire of his own action. The lines in the picture (Pronounced as – Raat 3 tar somoy ami : Beshi raat jagle manush er ki ki khoti hoy shei bepare gyan orjon korchhi) means that, Me at 3pm – Gaining knowledge about the demerits of keeping awaken at late night. The user has satirically expressed his own action in this meme, which is an example of Satire or Mock politeness of Culpeper.

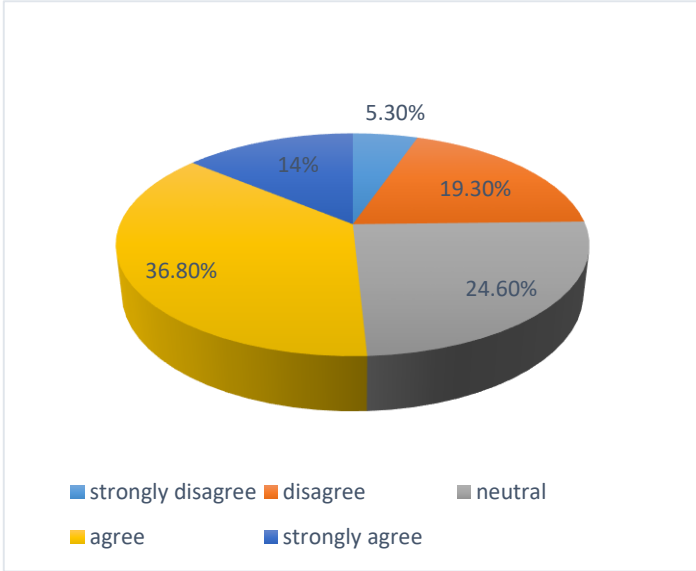


Figure- 4.6: Rate of Facebook Memes containing Taboo words.

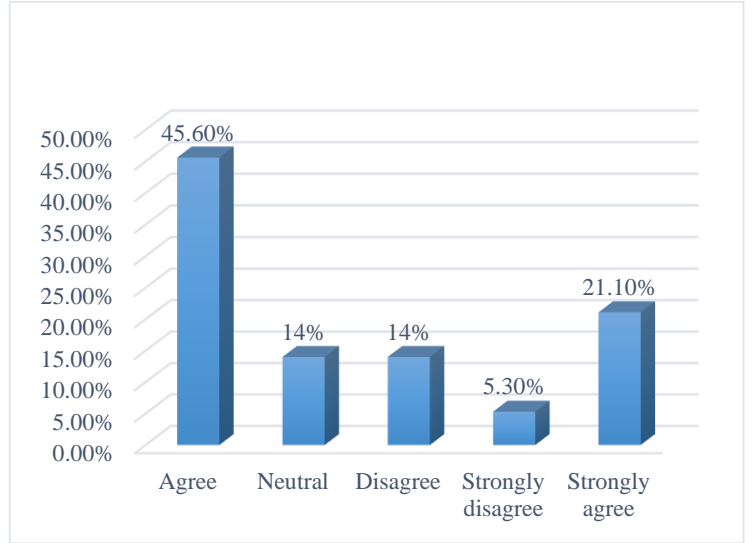


Figure-4.7: Use of Memes as “attacking response” of any negative issue

Containing Taboo words or offensive meaning in memes is not unacceptable matter anymore. 36.8% of the participants agree and 14% strongly agree that Facebook memes contain taboo and offensive words. Such memes can be used as the attacking response of any negative event or issue also. 45.6% of the participants agree and 21.1% more of them strongly agree that memes can be used as the attacking response of any negative issue including any crime, political injustice, etc.

In the following meme (Image-6), the picture is taken from the scene of famous Hollywood movie “Titanic”, where the hero and heroine (Jack and Rose) is about to drown. In this movie, Jack sacrificed his own life to save the life of Rose. But this scene has been used totally in a different context.



Image-6: Attacking positive face by using taboo



Image-7: Attacking positive face of the addressee

In this meme, Jack is saying the most famous lines of a famous song “Behula” (Shunno Band). The line (pronounced as – O Behula, ami morle amay niye bhashaiyo Bhela”. This song had been written in the context of the great Hindu myth story- Behula and Lakkhindar. Where, after hero's (Lakkhindar) death, the heroine (Behula) takes his dead body in a small boat and takes him in the heaven in front of gods and goddesses so that they can return his soul again. Thus this myth has been one of the most popular love story in Bangladesh and Indian context.

That is the reason why Jack was singing this line. But the girl (Rose) in the meme directly replies (Pronounced as Stfu, aage nijer jaan bacha) “Shut the fuck up (stfu), first of all save your own life.” Here, taboo word like “Shut, fuck” have been used in the meme, although these words are not from Bengali language. But the desire of being loved or getting some positive response have been destroyed in one reply of this Rose.

In image-7, there are two portrayed figures, one boy and another is a girl. The boy says to the girl (Pronounced as – Ami jaate tomar chokher samne khub baje ekta accident e mara jai. Eto baje accident jate chehara r takanor moto na thake) “I wish I would die in a terrible accident in front you. As terrible as my face doesn't have the condition to look.” Surely, this is a too much emotional

message from that boy. But the girl replies (Pronounced as - Tomar chehara emniteo dekhar moto na) “Your face never has condition to look at”. Undoubtedly the response is rude, direct and attacking. The desire of getting sympathy has been destroyed by the reply of the girl.

Thus, both of these two memes (Image-6 and Image-7) are containing Culpepers's positive impoliteness strategy.



Image-8: Use of Memes as the “protest” of any negative issue

The meme of Image-8 is containing a context of “Palestine Attacking” in 2021. The first column of the picture are the pictures of a person's brain and the second column is containing the picture of that person. In this meme, while this person is sleeping, his brain says (pronounced as – Kire ghumacchis?) “Are you sleeping?” The person replies “Yes, Be quiet” (pronounced as – Hum, Chup thak”). But the brain again says that “Palestine’s brothers are being mass killed) (pronounced as – Philistini bhaiderke Nirbichare gonohotya kora hocche). After hearing this, the person wakes up without any thoughts (picture-4).

This meme is a response to the issue of Palestine. The user has successfully responded against the Palestine’s mass killing. Thus memes can be used as the response of any negative issue also.

Chapter-6

Conclusion

Memes have become the media of all aspects of communication including entertainment, expression of thoughts, culture, protest and others. In the area of pragmatics, Culpeper has made a great remark by his five impoliteness strategies. Although number of works have been published on "Impoliteness" in cultural studies, the subject of memes have not been found or no such work on memes has been published yet regarding Culpeper's Impoliteness strategies.

The researcher was aimed to find out the rate of the usage of impoliteness strategies among Bangladeshi Facebook memes. To reach the goal, quantitative and qualitative data analysis have been used. From the triangulation of quantitative and qualitative data, the researcher has found that almost all the memes contain impoliteness strategies by hook or crook. But the most used impoliteness strategy of Culpeper is positive impoliteness and after that Bald on record and negative impoliteness. The use of withhold politeness was not found in social media. And almost all of the memes contain some satirical or sarcastic elements. Finally, Culpeper's first four strategies are common in the memes of Bangladeshi Facebook Netizens.

While collecting the data to reach the aim of the research, there has not been used any kind of inappropriate or inconvenient method which may interrupt anyone's privacy. The research results have been found and discussed as per the knowledge and information gathered from the given references. The research might make a new remark in the area of pragmatics as the first work of Culpeper's Impoliteness strategies on Facebook Memes which is the study on Bangladeshi Facebook Netizens.

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Appendices

Questionnaire for Bangladeshi Facebook Netizens (A Survey on the Usage of Memes)

The questionnaire is designed for conducting a survey for a research titled "Use of Impoliteness Strategies in Facebook Memes: A Survey on Bangladeshi Facebook Netizens". The aim of this survey is to calculate the rate of the five impoliteness strategies of Culpeper among memes. The questionnaire consists of four parts and the first part of them is general section which includes participants' Name, age and gender and employment status. The survey will be used for only this research purpose and all the information will remain secured. Please read each instruction and provide your valuable answer. Your cooperative will be highly appreciated.

Part- A (General Section)

1. Your Name *

2. Age *

Under 16 Years	25 to 30 Years	16 to 25 Years	Above 30 Years
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3. Gender *

Male	Female	Other
------	--------	-------

4. Employment Status *

Student	Jobholder	Businessman	Unemployed	Teacher	Other
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Part- B

Rate of the usage of memes on Facebook

5. How much time do you spend on Facebook in daily basis? *

Less than 2 hours	2 to 6 hours	6 to 9 hours	More than 9 hours
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6. For which purpose do you use Facebook the most? *

Posting pictures and updating status	For news and updates	For watching and sharing memes
For commenting in others' posts	For communicating via messages	Other

7. Do you enjoy the memes which you see on Facebook? *

Yes	No	May be
-----	----	--------

8. Among your last ten Facebook posts, how many of them are memes? *

Less than 2	2 to 6	7 to 9	10
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Part – C

Usage of Impoliteness Strategies in Memes

9. What purpose do memes serve in Facebook? *

To be entertained	To make satire\irony	To express any thought	To relate our own life
To express personal opinion	To ridicule other people or any system	Other	

10. "I like sharing memes in usual Facebook conversations" *

Never.	Rarely	Sometimes	Often	Always
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11. Do you find memes which are offensive or containing any negative meaning? *

Never.	Rarely	Sometimes	Often	Always
--------	--------	-----------	-------	--------

12. Do you agree that "Social Media memes can be used in formal conversations as well?" (Such as – Formal conversation with teacher, leader or boss of the office)

Never.	Rarely	Sometimes	Often	Always
--------	--------	-----------	-------	--------

Part-D

Usage of Culpeper's Five Impoliteness Strategies in Memes

13. "I use Facebook memes to emphasis on my opinion." *

Never.	Rarely	Sometimes	Often	Always
--------	--------	-----------	-------	--------

14. "I can use memes to disagree with others' opinions as well." *

Never.	Rarely	Sometimes	Often	Always
--------	--------	-----------	-------	--------

15. Memes can be used as the direct expression of thoughts, commands or statements. Such as, you want someone to stop talking, and you can command them through memes.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
-------------------	----------	---------	-------	----------------

16. "I use memes to satire or mock someone or something in social media"

Never.	Rarely	Sometimes	Often	Always
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17. I can use memes to express my opinion in ironical way *

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
-------------------	----------	---------	-------	----------------

18. A lots of memes contain taboo words to criticize any person or topic or anything. *

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
-------------------	----------	---------	-------	----------------

19. Memes can be used as the "attacking-response" of any negative issue. *

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
-------------------	----------	---------	-------	----------------

Memes from Facebook.



That's true



3.9K
4K 269 317

Aug 28, 2019 · #OC
I can't resist the temptation!

Chemistry Teacher: ল্যাভে এখন কেউ
আপুন ধরাবে না। দুঘটিনা ঘটতে পারে!

Le Backbencher:



538
538 40

Why 😊

বাংলায় বিভিন্ন পাল রাজার শাসনকাল:

ধর্মপাল

৭৮১-৮২১ খ্রিষ্টাব্দ

দেবপাল

৮২১-৮৬১ খ্রিষ্টাব্দ

মহীপাল

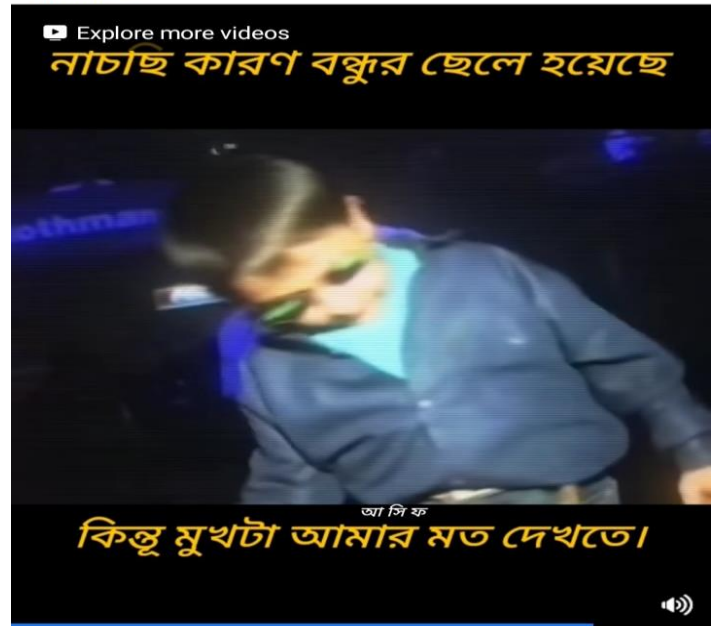
৯৯৫-১০৪২ খ্রিষ্টাব্দ



এখনও বাংলা জয় করতে
পারেনি

603
603 22 15

Mission complete 😊
#meme #oc



686
686 95 10

May 13 · 🌐

#oc #memes
BANGLA MEME POSTING 2.0

বন্ধু- ভাই আমি ওকে ছাড়া বাঁচবো না



fb/আসিফ

👍 2K

👍 2K 💬 543 ➦ 231

সভিই 🤔
#oc
Join BANGLA MEME POSTING 2.0




RE J ON

👍 Ragib Nur and 310 others

😂 312 💬 8 ➦ 76

সবসময়..

© Asif Nawaz.



ASIF NAWAZ

১- আল্লাহ ছাড়া আর কোনো মাবুদ নেই।
২- মুহাম্মদ (সাঃ) আল্লাহর প্রেরিত রসূল।

👍👍👍 You and 1.1K others

👍 1K 💬 2 ➦ 6

Apr 19 · 🌐

হাতপাখা ❤️

#oc

When I Say:



My Notifications



👍👍👍 1K

👍 1K 💬 44 ➦ 8

Apr 21 · 🌐

#oc
চাঁদপুর এর পক্ষ থেকে সবাইকে ইদ মোবারক 🙏🙏



বাড়ি চাঁদপুর বলে ভাইবেন না..

আমরাও সৌদি আরবের সাথে ইদ করতেছি

👍 283 💬 15 ➦ 2

Aug 12, 2022 · 🌐

Literally me 🤔

No one:
রাস্তার মধ্যে কোনো কারণ ছাড়াই আমিঃ



👍 864 💬 86 ➦ 58

Sep 15, 2022 · 🌐

আমার দ্বারা সম্ভব না ❤️

#oc



Mahmudur R.Khan


আমার নিষ্পাপ
অবুঝ মন

বন্ধুর দেয়া
মেয়ে পটানোর tips

👍 854 💬 66 ➦ 31

Apr 21, 2022 · 🌐

জীবনে একটা বরিশাইল্লাও দেখলাম না যে ভালো'
#oc



@RaKiB RaiYaN

বরিশাইল্লা হইতে সাবধান

পুটকি মাইরা মাইবোণা টেরও পাইবা না

👍 524 💬 305 ➦ 13

#OC



635

635

88

7



অ্যাঞ্জেল সাদিয়াকে ছাদ থেকে
লাথি মাছিয়া ফানাইয়া দেওয়ার পর,
যখন দেখি উড়তে পারে নাঃ



তুই তাহলে অ্যাঞ্জেল না !