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ABSTRACT

of the dissertation for the degree of Doctor of Philosophy

IMPOLITENESS AS A LINGUO-PRAGMATIC CATEGORY

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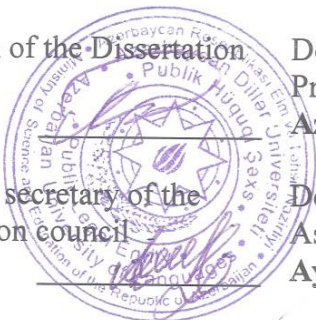
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GENERAL DESCRIPTION OF THE DISSERTATION

The relevance and the background of the research. The anthropocentric approach in linguistics does not deny the view of language as a whole system, while the understanding of the language system is radically changing, since the native speaker acts as the subject of system relations. In general, the newly emerging paradigm does not deny the paradigms preceding it, it simply changes the perspectives on the study of language phenomena. For example, in the comparative-historical paradigm, the main units of language are determined, and its level model is developed. In such studies, language phenomena are studied in isolation, but the interaction between them was not taken into account. Failure to take into account the interaction led to the formation of a new linguistic paradigm “worldview-system-structure”. In this paradigm, systemic integrity is considered the main principle, but in this scientific paradigm, the human factor is ignored. This factor led to the emergence of a new scientific paradigm – Anthropocentric linguistics. In the anthropocentric paradigm, man is analyzed in language and language in man, within this framework, the researcher can determine the nature, status, intellectual and creative potential of the personality. Anthropocentric linguistics, as well as pragmatic linguistics, which focuses on the human factor, allows us to reveal the relationships between language and mental relationships, language and culture, language and national character¹.

The main concepts of cognitive linguistics (language and mental relationships) mean the improvement of information in the human brain, the expression of knowledge in human consciousness and language tools. The concepts of language and culture, language and national character indicate that language is an integral part of culture and that it reflects the culture, social behavior norms, and stereotypes of every nation².

¹ Babayev, C.M. Praqmatikanın əsasları. / C.Babayev. – Bakı: Mütərcim, – 2024. – 336 s.

² Cahangirov, F.F. Dil və mədəniyyət. / F.Cahangirov. – Bakı: Elm və təhsil, – 2014. – 306 s.

In the study of language and culture, interest in notions that have a national character is greater. Most of these notions involve the perception of reality, understanding of events and are conventionalised by the national characteristics of the people's communicative behavior. As a result, verbal and non-verbal means that are considered polite for one people may be considered impolite according to the culture of another people. In addition, depending on the context, the same communication is perceived as polite or impolite.

It is known that the exchange of information is a process that occurs during the coexistence and joint activities of people. During this process, they interact with each other or perceive and understand each other. In other words, they enter into communication. It is important to express the idea correctly, accurately, and fluently during communication. Sometimes, participants in the communication process do not follow such rules, knowingly or unknowingly. As a result, situations such as impoliteness and rudeness occur.

Impoliteness, which is considered one of the interesting issues of the communication process, has been the object of research from various aspects in modern linguistics, especially in English linguistics (the first research on this topic belongs to English linguistics). These problems have been studied at the level of discourse analysis, colloquialism, typology, psycholinguistics, paralinguistics, and pragmatics. Since the category of impoliteness is one of the new problems of linguistics, there are quite a few unexplored aspects of this issue. In this regard, research on the linguistic means of impoliteness, especially phonetic, lexical, and grammatical means of expression, is considered important. In this regard, special words (taboo words, dysphemisms) at the lexical level, special forms of address (vocative words), strict expression of imperative sentences at the grammatical level, and intonation and tone of voice at the phonetic level are realized by the participants of communication. The study of impoliteness from these aspects is very relevant for linguistics.

Impoliteness as a category has been studied by researchers from a pragmatic aspect. They include J.Culpeper, H.Limberg,

D.Bousfield, M.Sara, M.Kienpoenter and others. In the Azerbaijani language, E.Abdulrahimov, M.Gaziyeva, A.Mammadov, F.Jahangirov have written significant works on this issue (on the topics of language, culture, and pragmatics). Although impoliteness is interpreted in pragmatics, it has not been involved in research as a linguo-pragmatic category.

The object and subject of the research. The object of the dissertation work is the category of impoliteness in the linguo-pragmatic aspect, and the subject is the generalization and systematization of the results (knowledge) obtained from the analysis of the category of impoliteness.

The purpose of the research. The purpose of the research is to analyze the category of impoliteness from the linguo-pragmatic aspect and to determine the realization characteristics of its means of expression at both linguistic and pragmatic levels. In order to achieve the defined goal, the following tasks have been set:

- Researching the category of impoliteness in linguo-pragmatics and revealing points of impoliteness in the interpretation of politeness;
- To explore the contrast between the categories of politeness and impoliteness in the research;
- To learn the essence of the category of impoliteness by analyzing the history of its research;
- Analyzing the categories of impoliteness and rudeness in different approaches and finding out the moments of comparing it (the concept of rudeness) with the category of impoliteness;
- Analyze rudeness and impoliteness in work and family situations;
- To study linguistic impoliteness from a pragmatic aspect and study it in terms of conventionalised and non-conventionalised impoliteness;
- To study the types of impolite behavior in the classification of impoliteness, impoliteness strategies in the approaches of linguists;
- To reveal the importance of contextual elements in the analysis of linguistic means of expression of impoliteness as a linguo-pragmatic category;

- To study the role of speech etiquettes, especially forms of appeal, in the analysis of impoliteness;
- To learn that figurative language is an important factor in the indirect expression of impoliteness, to evaluate impoliteness in conveying meaning indirectly, to reveal the meanings expressed by figures of speech such as irony, sarcasm, hyperbole, litota.

Research methods. The methodological basis of the study is descriptive and structural-semantic analysis, linguistic-contextual analysis, comparison-contrastive methods.

The main provisions of the defense:

- The study of the category of impoliteness in linguo-pragmatics is based on approaches related to politeness. The interaction of both categories with each other is manifested during communication;
- The situation is the main indicator in the comparison of the categories of impoliteness and rudeness. If the same means of expression are encountered in an extremely tense situation, they are assessed as rudeness, and if they are expressed in a relatively mild form, they are assessed as impoliteness.
- The reason for the analysis of rudeness and impoliteness in business and family conversations is that both impoliteness and rudeness are more common in these discussions, since people spend most of their days at home and at work;
- Linguistic impoliteness is divided into conventionalised and non-conventionalised groups from a pragmatic aspect, depending on the relationship between context and behavior. Conventionalised impoliteness occurs if there is a match in context and behavior, and non-conventionalised impoliteness occurs if there is a mismatch.
- Inherent impoliteness is based on impolite expressions, explicit meaning, and these expressions cause offense. Mock impoliteness refers to impolite expressions that do not cause offense with an implicit meaning. Impoliteness strategies are classified according to the degree of face-threateningness, that is, face-threateningness.
- The context factor is important in the analysis of impoliteness. Speech etiquette, especially forms of address, play an important role in the analysis of impoliteness.

- Figures of speech such as irony, sarcasm, hyperbole, and litotes cause impoliteness by creating inconsistency within the context by conveying the idea indirectly.

The scientific novelty of the research. Although the category of impoliteness is a new field of linguistics that has been studied since the 1990s, it has been studied from many aspects and has become an area that linguists will study with interest. Although it has been studied from many aspects (pragmatic, psychological), as a linguo-pragmatic category, its analysis at both linguistic and pragmatic levels is scarce. In Azerbaijani linguistics, impoliteness is studied as a category for the first time within the framework of this research work. The scientific novelty of the work is based on conducting an extensive analysis of the category of impoliteness in Azerbaijani linguistics and analyzing this category at linguistic and pragmatic aspects.

Theoretical and practical significance of the research. The theoretical significance of the work is the development of a methodology for studying impoliteness in linguistics, as well as its comparison with similar categories.

The research work can be used during lectures and seminars in a number of higher education institutions. In addition, the results of the research can be used in writing monographs, books, bachelor's and master's theses. At the same time, this research can be useful in preparing textbooks and teaching aids for teaching courses on practical linguistics and linguistic pragmatics.

Approbation and application. The main results of the research work were reflected in the reports presented by the author at the Republican and International scientific conferences, as well as in articles and theses published in reputable scientific journals in our country and abroad.

The organization where the dissertation work was performed. The dissertation work was performed at the Department of Linguoculturology under the Faculty of English and French Languages of Azerbaijan University of Languages.

The total volume of the dissertation with a sign including a separate volume of the structural units of the dissertation. The

dissertation consists of an introduction, three chapters, a conclusion, a list of references, and appendices. The introduction of the dissertation is 5 pages, 9 009 characters, Chapter I is 49 pages, 97 191 characters, Chapter II is 41 pages, 78 919 characters, Chapter III is 40 pages, 74 305 characters, and the conclusion is 3 pages, 4 316 characters. The total length of the dissertation, excluding the list of references, is 263 740 characters.

THE MAIN CONTENT OF THE WORK

The Introduction to the dissertation justifies the relevance and degree of development of the topic, defines the object and subject of the research, as well as its goals and objectives, specifies the methods of the research and the provisions put forward for defense, notes the scientific novelty, theoretical and practical significance of the work, provides information about its approval, the name of the organization where the work was performed, and the structure of the dissertation.

Chapter I of the dissertation is entitled **“On the history of the study of the category of impoliteness from a linguo-pragmatic aspect”** and consists of five paragraphs. In the first section of this chapter, entitled *“Interpretation of impoliteness aspects in the investigation stages of politeness,”* various approaches to politeness are studied, and impoliteness aspects are discussed during the classification of these approaches. Politeness, which is one of the characteristics of communicative behavior, is conventionalised by the fact that it has different meanings in the communicative consciousness of representatives of different cultures, and these characteristics indicate to representatives of cultures what is polite or impolite during communication. The mechanism of the formation of utterances is determined by communicative consciousness. A.A.Leontiev notes in this regard that "for language to serve as a means of communication, it must be based on a single or similar understanding of reality.³ Meaning regulates the relationship between interlocutors during communication. Thus, the level of meaning of

³ Леонтьев, А.А. Основы психолингвистики / А.А.Леонтьев. – М.: «Смысл» / «Лань», – 2003. – 287 с.

communication is the interpreted information itself, the level of meaning is how the other party understands or perceives this information⁴. Therefore, when there is a conflict between the meaning and levels of meaning of the same word, a transition from politeness to impoliteness occurs.

The existence of multifaceted and diverse classifications related to the study of politeness has led to the division of this study into two waves. The analysis of these classifications helps to clearly and easily understand the issues related to it. The first stage of the study of politeness begins with politeness based on maxims. This approach (the conversational maxim) is called speech maxims and is associated with the names of P.Grice, R.Lakoff and G.Leech. “*A maxim is a basic rule, a norm expressed in a short formula*”⁵.

The study based on the face belongs to P.Brown and S.Levinson. They claimed that this concept is universal. For example, in Azerbaijani there is the expression “to lose one’s face, to say one’s word to the face, to make one’s face white”, and in English there is the expression “to lose one’s face”⁶. Face work according to E.Goffman, everything that is related to the face, all the actions a person takes in accordance with it, are considered face work. Acts that damage the face are called face-threatening acts. Examples of such acts include demands, criticism, and insults. At the same time, a group of face works was created to protect the face from such actions. They express a more softened form of face-threatening acts and correspond to this type of politeness.

Regarding the acceptance of theories related to this stage (based on maxims and face) by linguists, J.Culpeper argues that certain aspects of J.Leech’s theory are related to irony, which creates the basis for the development of new theories (impoliteness). J.Culpeper expresses his attitude towards face, arguing that it is not

⁴ Qazıyeva, M.Y. Səhnə nitqinin spesifik xüsusiyyətləri və aktyor ifasının formalaşmasında onun rolu. / M.Y.Qazıyeva. – Bakı: “Elm” nəşriyyatı, – 2006. – 203 s.

⁵ Babayev, C.M. Praqmatikanın əsasları / C.M.Babayev. –Bakı: Mütərcim, – 2024. – 336 s.

⁶ Brown, P. Politeness: Some Universals in Language Usage / P.Brown, S.C.Lewinson. – Cambridge University Press, – 1987. – 345 p.

only a matter of positive values that a person thinks about himself, but also how other people think about him.

Regarding the acceptance of theories related to this stage (based on maxims and face) by linguists, J.Culpepper argues that certain aspects of G.Leech's theory are related to irony, which creates the basis for the development of new theories (impoliteness). J.Culpepper expresses his attitude towards face, arguing that it is not only a matter of positive values that a person thinks about himself, but also how other people think about him.

The second stage of politeness is called "discursive" or "postmodern". The term "postmodern" refers to the issues related to cultural and individual relationships and the rejection of universality. The discursive direction is related to the discursive approach in social psychology. Here, it refers to the meaning that emerges suddenly, during a conversation. Unlike the classical politeness theory, the striking issue in discursive politeness is that politeness or impoliteness does not refer to special forms of language, but to special forms that are used or valued by interlocutors depending on the context. Such special forms express politeness or impoliteness. The best methodological approach to the study of discursive impoliteness is "conversation analysis", which expresses the mutual meaning shown by interlocutors⁷.

Interpersonal relationships include polite behavior as well as impolite behavior. A.M.Locher writes that relational work consists of a continuum from polite and appropriate planned (polite) behavior to impolite and inappropriate, inappropriate behavior⁸. Rudeness~impolite~non-polite area (this includes inattentive behavior) ~polite area~over-polite area (this includes attention-grabbing behavior).

Marina Tekourafi argues that, in addition to the analysis of the connection of expressions with a special context, it is also an important issue in the analysis of their corrupted and damaged

⁷ Aijmer, K. Pragmatics of society. / K.Aijmer, G.Anderson. – Walter de Gruyter; 1st edition, – 2011. – 718 p.

⁸ Locher, A.M. Polite behaviour within relational work. The Discursive approach to politeness. *Multilingua // Journal of Cross-Cultural and Interlanguage Communication*, – 2006. 25(3), – p.249-267.

expression. This classification analyzes regular and irregular forms. Depending on the appropriate situations of linguistic forms, that is, which form is used in which situation, the expressed speech is appropriate for political discourse. Here, the issue of implicature comes to the fore. H.Grice and S.Levinson addressed this issue in their classification. H.Grice distinguished between generalized and particularised implicature. Particularised (individual) implicature occur within the special context in which the speech is created. Generalized implicature are related to certain linguistic forms. M.Tekourafi summarizes this classification as follows:

Special implicature (meaning based on only one context) ~ General implicature of type I (meaning understood in minimal contexts) ~ General implicature of type II (meaning intended for all contexts) ~ Coded meaning (sentence meaning). M.Terkourafi notes that politeness expresses implicature (special implicature) occurring in one context as a whole and covers most of the generalized implicature of the first type⁹. In our opinion, implicature express not only politeness, but also impoliteness. This is reflected in a number of sources. In the explanatory dictionary of the Azerbaijani language it is noted that implicit meaning or allusion is understood as a two-headed word used with irony, a subtle hint¹⁰. It is clear that the two-headed word used in irony means impoliteness, and in the meaning of a subtle hint, politeness.

At the same time, this paragraph discusses the moments of analysis of impoliteness from the time it was first studied to the (American linguist R.Lakoff, British linguist J.Culpeper, Hungarian researcher D.Kadaar). Among them, the most excellent research belongs to J.Culpeper; He began his first research in this field in 1996 and published his first book on the subject in 2011 (“Impoliteness: Using language to cause offence”). The first monograph on impoliteness, written by the English researcher D.Bousfield (“Impoliteness in language”), was published in 2008.

⁹ Terkourafi, M. Beyond the micro-level in politeness research” // Journal of Politeness Research: Language, Behaviour, Culture: – 2005. – p.237-262

¹⁰ Eyham. Onlayn izahlı lügətdən. URL: <https://www.azleks.az/>

The second section of this chapter is called ***“The concept of rudeness and its types”***. The concept of rudeness has been classified by linguists (C.Kasper, J.Culpeper, M.Kinpointner). According to C.Kasper, rudeness occurs in a planned and unplanned way by the speaker, while M.Kinpointner calls rudeness harmless and harmful indirect offenses¹¹. Rudeness is divided into types from different aspects. M.Kinpointner divides common interest rudeness into 2 subgroups: good-natured rudeness is associated with politeness that exceeds the norm, and the other type - rudeness that continues communication - with mock impoliteness.

Rudeness based on non-cooperation is divided into two groups:

1. Motivated rudeness is done by the speaker on purpose.
2. Unmotivated rudeness is a set of expressions used by the speaker unintentionally due to distraction.

The third section of the first chapter is called ***“Cases of impoliteness and rudeness among employees in working environment”***.

Most impolite discussions in the workplace are judgments made by managers towards their subordinates or inappropriate behavior of employees¹². When analyzing business conversations, there are more acute moments. Such situations are considered rudeness, not impoliteness. Rudeness usually occurs when tensions arise in the employee's personal situation. Therefore, a number of studies have been conducted on the elimination of such situations. According to L. Rosen, in order to avoid aggressive situations where rudeness most often occurs, employees should follow a number of rules. In this regard, there are a number of prohibited means: raising the voice, making aggressive body movements, arguing, questioning

¹¹ Kienpointner, M. Varieties of rudeness: Types and functions of impolite utterances. // Functions of Language, – 1997. 4,2, – p.251-287.

¹² Haugh, M. and D.Bousfield. Mock impoliteness, jocular mockery and jocular abuse in Australian and British English Michael // Elsevier publishing house Amsterdam: Journal of Pragmatics – 2012. 44(9), – p.1119.

the truth/honesty, threatening to enter personal space, arrogance, avoiding eye contact, staring, not listening, attacking dignity/pride¹³.

The fourth section of the first chapter is called ***“Rude or impolite conversations among family members”***. Belonging to a family means that you can value yourself and feel completely free.

A.Pekar, while conducting a study on the emergence of tension in the family, divides the rules of behavior (family ethics) that cause the creation of a polite and impolite environment in the family into two groups. The first group is the rules that create tension in the family and that family members should avoid. This includes lying, hitting, complaining, creating chaos, being rude to everyone in the family, etc. The second group of rules creates conditions for the creation of a cultural environment in the family and expresses politeness. The list of these rules includes: treating family members with respect and sincerity, using the words “please” and “thank you very much”, politely answering the door or phone, listening carefully, being grateful¹⁴.

Chapter II of the dissertation, entitled **“Different Types of Impoliteness”**, consists of four paragraphs. The first section of the second chapter is called ***“A pragmatic view of linguistic impoliteness and its forms”***. When studying the emergence of impoliteness in language, we first encounter issues of face work.

J.Culpeper groups the impoliteness examples he collected from a linguistic point of view, that is, according to their structure. In our opinion, this grouping corresponds to the analysis of the grammatical means of expressing impoliteness. In this regard (grouping by structure), the researcher refers to the book “Pattern Grammar” by Gill Francis and Susan Hunston¹⁵. When looking at this book, S.Hunston and F.Gill come across the classification given by them regarding the model (pattern): a model is a word, and a phraseology

¹³ Rozen, L. Workplace violence prevention strategies and Research needs. Chicago Wolterskluwer company. – CreateSpace Independent Publishing Platform. – 2014. – 50 p.

¹⁴ Alex, J.P. How rude!: The Teen Guide to Good Manners, Proper Behavior, and Not Grossing People Out. – Free Spirit Pub., – 1997. – 465 p.

¹⁵ Culpeper, J. Impoliteness: Using Language to cause Offence. – Cambridge University Press. – 2011. – 292 p.

related to that word, including its composition, conjunctions and prepositions, and models are closely related to meaning. First, different meanings of words are expressed in different models are distinguished by the place of processing, and secondly, words that share a given pattern tend to share a meaning aspect as well¹⁶. In our opinion, if the first one corresponds to the context, then the second one corresponds to the context. L.Khanbutayeva noted the importance of taking into account the context in the analysis of various shades of meaning of interrogative sentences. In that analysis, interrogative sentences were given in 24 meaning groups¹⁷. When we consider the meaning groups of interrogative sentences, we see that sentences used in the meanings of mockery, accusation, reproach, implicit accusation, and threat negatively affect the identity of the addressee and result in impoliteness.

Like non-verbal means, verbal means also express impoliteness. M.Knowles notes on this: “*The speaker must decide not only what to say, but also how to express it*”¹⁸. In this regard, he has several methods: verbal, intonation, non-verbal (paralinguistic). Taking into account all three methods, the idea expressed is correctly understood by the listener. Verbal or non-verbal methods help to express the information to be said, and intonation serves to fulfill the rhetorical function. “*Linguistic and extra-linguistic factors play an important role in the correct delivery of the information provided by the text by the speaker to the listener, among which the correct syntagm division is the most important condition*”¹⁹. Let us note that when the syntagm is not chosen correctly, a discrepancy arises between the utterance and the environment, which leads to the emergence of non-conventionalised rudeness. It would be appropriate to mention the formula given by J.Gumperz under the name of

¹⁶ Hunson, S., Gill, F. Pattern Grammar: A Corpus-driven Approach to the Lexical Grammar of English. – John Benjamins Publishing company, – 2000. – 289 p.

¹⁷ Xanbutayeva, L.M. Psycholinguistic Approach to the Syntactic Units. – Baku: Elm and Tehsil, – 2024. – 408 p.

¹⁸ Knowles, M. The Adult Learner: a Neglected Species. – Third Edition Hardcover . Gulf. January 1, – 1984. – 227 p.

¹⁹ Qocayeva, M.Ə. Sintaktik omonimliyin struktur semantikasi. / M.Ə.Qocayeva. – Bakı: ADPU, – 2023. – 204 s.

contextualization signs. This classification consists of three criteria: basically, gradual, scalar²⁰. J.Culpeper distinguishes this classification according to its dimensions: the first criterion is the degree of conditioning, the second criterion indicates the rudeness covering the context, and the third criterion indicates the degree of offense. The researcher states that these criteria are interconnected, that is, stepwise, and explains that an expression associated with offense expresses less offense or is neutral in different contexts. So there is a transition from more hurt to more context. If there is more context, it also coincides with conditioning. So there is a transition from context to more conditioning²¹.

The second section of the second chapter is entitled ***“Inherent Impoliteness and Mock Impoliteness”***. Both forms of impoliteness refer to acts that are contrary to social behavior, and this is more of a blow to the face of the addressee with unsocial behavior than an insult. Based on this argument, we can note that although there is a close connection between the act of threatening the face, which is related to the matter of politeness, and the acts that express real impoliteness, the distinguishing feature is that while threatening acts express only hurt, heartbreak, acts that express real impoliteness express more than hurt, the addressee’s contrary to social behavior.

The term mock impoliteness was first used by G.Leech, who put it forward by referring to the situations in the examples he encountered. For example:

- i). “You are a fine friend” (face value, i.e what is said).
- ii). “By which I mean, you, aren’t a fine friend” (Irony principle).
- iii). “But actually, you are my friend, and to show it, I am being impolite to you” (Banter principle).

²⁰ Gumperz, J.J. Discourse Strategies. – Cambridge University Press, –1982. – 237 p.

²¹ Culpeper, J. Impoliteness: Using Language to cause Offence, Cambridge University Press. – 2011 - 2292 p.

Mock impoliteness is described in detail in the classification of J.Culpeper. He calls this form of impoliteness “superficial, external impoliteness” since it is used with the aim of not causing offense²².

The third section of Chapter II, entitled “*Conventionalised and non-conventionalised impoliteness: forms and features*”, is devoted to the analysis of information in a contextual and contextual framework. In this aspect, impoliteness is divided into conventionalised and non-conventionalised groups. While conventionalised speech acts are part of official and everyday rituals, communicative speech acts arise in the process of communication, arise again and again²³. From the point of view of functional and analogical analysis, conventionalised impoliteness is expressed by conventionalised speech acts, and non-conventionalised impoliteness by communicative acts. J.Culpeper called the impolite formulas he identified conventionalised impolite formulas and grouped them as follows:

a) Purposeful criticisms, complaints: “It is absolutely, (extraordinarily, unspeakably) bad (rubbish crap).”

b) Unpleasant, spoiled questions or suspicions: “Why do you make my life impossible?”, “Which lie are you tellin me?” - What’s gone wrong now?

c) Message executors (i.e. the execution of the task, especially the task given): “Listen here (prefece)”. (Such expressions are usually used before the task is given to the other party).

ç) Dismissal cases: “Go away”. “You lost your job/you were left out.”

d) Choking sounds: “Damn you, shut up”.

e) Threats: “I am very gonna smash your face in, if you don’t do”. “[X] [before I] [hit you\ strangle you]”. Note that the researcher shows its nuances by putting the words in parentheses. This example indicates that the claimant will fulfill the request regardless of the

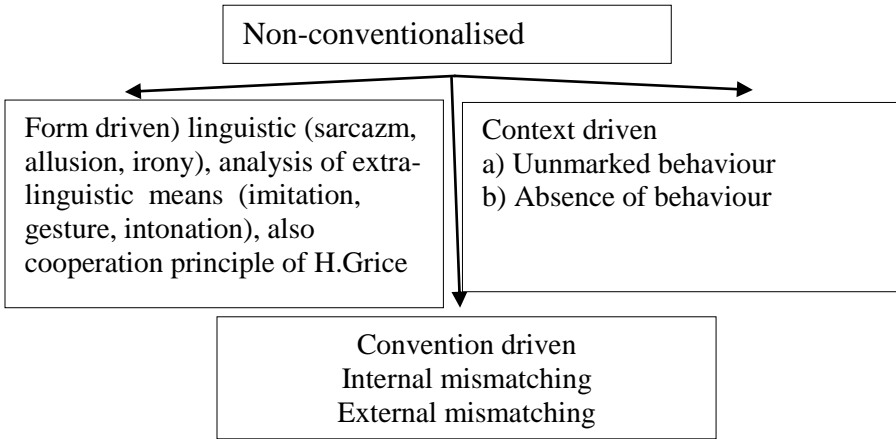
²² Culpeper, J. Towards an anatomy of impoliteness // Journal of Pragmatics, – 1996. 25, –p.349-367.

²³ Абдурахманова, К.Т. Лингвистический анализ эмотивных предложений в английском языке: монография / К.Т.Абдурахманова; ред. М.Т.Гаибова. - Баки: Elm və Təhsil, – 2015. – 336 с.

other party's situation. Therefore, the other party, if the job is not done, is threatened with the phrase "hit you, strangle you".

f) Negative expressions, malice: "Go to hell", "Damn you"²⁴.

J.Culpeper classifies the Non-conventionalised impoliteness formula into three sections.



The fourth section of the second chapter is called "***Types and strategies of impolite behavior***". J.Culpeper claims that among the synonymous terms such as rudeness, bad behavior, disrespect, and ingratitude, the term impoliteness is more suitable for negative behavior²⁵. The author classifies three types of impolite behavior.

1) Impoliteness that creates an emotional or emotional impact: For example: You made me crazy.

2) Impoliteness that expresses dominance and intimidation. For example: Shut up or I'll smash your head.

3) Impoliteness that causes mocking laughter: For example, Jane's response to John's invitation to play cards with Anne: "*With this boy! Why, he is a common laboring boy*"²⁶.

²⁴ Culpeper, J. Impoliteness: Using Language to cause Offence, Cambridge University Press. – 2011. – 292 p.

²⁵ Culpeper J. Conventionalised impoliteness formulae, Journal of Pragmatics 42, – 2010, – pp. 3232–3245.

²⁶ Culpeper, J. Impoliteness: Using Language to cause Offence, Cambridge University Press. – 2011. – 292 p.

E.V.Klyuyev interprets communicative strategy as "the result towards which the communicative act is directed,"²⁷ and E.P.Chernogradov as "a general framework, arch"²⁸.

C. Culpeper identifies 5 strategies of impoliteness.

1) bald on-record impoliteness: impolite statements are expressed directly (clearly) when the speaker has a high risk of confrontation with the listener.

2) Positive impoliteness: this strategy is used to spoil the good image of the listener. Positive impoliteness includes subgroups such as mocking someone else, refusing to stand in the same place as the listener, choosing a topic for conversation that is unpleasant for the listener, using inappropriate forms of address, looking for grievances (excuses for arguments) during the conversation, using rude and taboo expressions.

3) Negative impoliteness: this is used to counteract the negative (discontent) image of the listener. This type includes subgroups such as hatred, mockery (ridicule), and intimidation.

4) Sarcasm (bitter mockery, sarcasm, bitter laughter): here the speaker uses the act of facial threat, which is used in politeness strategies.

5) Withhold politeness: when the speaker is expected to thank the listener during a conversation, he fails to do so, which represents this subgroup of impoliteness²⁹.

The third chapter of the dissertation is called "**Linguistic means of expression of impoliteness**" and consists of four paragraphs. The first section is about "*Contextual interpretation of linguistic means of expression*". Some derogatory statements question an individual's personal qualities. For example, You are incompetent. These types of expressions not only degrade human qualities but also damage the social image of an individual in society

²⁷ Ключев, Е.В. Речевая коммуникация: Учебное пособие для университетов и институтов. Серия: Психологический бестселлер. – М.: Рипол Классик, – 2002. – 320 с.

²⁸ Черногрудова, Е.П. основы речевой коммуникации: учебное пособие / Е.П.Черногрудова. – М.: Изд-во «Экзамен», 2008. 126 с.

²⁹ Culpeper, J. Towards an anatomy of impoliteness. // Journal of Pragmatics, – 1996. 25, – p.349-367.

and give him a psychological blow. Therefore, indirect acts that spoil the face with the use of some adjectives and the command form of the verb, i.e. directly spoken words, arguments, aggression, criticism are classified as impoliteness or rudeness depending on the tension in the situation in both English and Azerbaijani languages. For example; You are ugly - (You are ugly). Shut up - (Cut the sound).

Honorific expressions are expressions addressed to high-class persons. According to Sh.Mahmudova, honorifics are a grammaticalized politeness system at the morphological level, but she also notes that linguistics interpret honorifics as formality, which in itself indicates such features as social distance, respect, difference, change in a person and politeness³⁰. Honorific expressions are a sign of respect and also indicate the social status of a person. However, during informal communication, they express an impolite form. For example, a person working in the kitchen says to a lazy person: “*Would his highness like some coffee?*”³¹.

The second section of the third chapter is called “***Comparison of the category of impoliteness with that of politeness***”. Respect is one of the characteristic features of politeness. Its opposite, disrespect, expresses impoliteness. While there are differences between politeness and impoliteness, it is sometimes difficult to determine the opposite of the concepts expressing this difference: anger, rage are included in the category of impoliteness and are a form of emotional reaction that can manifest itself in the event of a violation of social norms. However, this opposite does not exist in politeness. While taboo words are used in an impolite manner, euphemisms are related to politeness.

Another difference between the two categories is related to traditional expressions. Such expressions can be used in both polite and impolite forms. According to M.Terkourafi, such expressions are

³⁰ Mahmudova, Ş. İngilis dilində deyksinin digər təzahür formaları. / Ş.A.Mahmudova. – Bakı: Ecoprint, – 2025. – 297 s.

³¹ Yule, G. Pragmatics. – Oxford University Press, – 2008. – 138 p.

used within a special context, and their corrupted forms express impoliteness³².

The third section of the third chapter discusses *“The role of speech (or verbal) etiquette in the analysis of impoliteness”*. Speech etiquette corresponds to the national culture of the people and is considered an important indicator of speech culture. There are various types of speech etiquette: address etiquette, meeting etiquette, parting etiquette, greeting etiquette³³. Impoliteness occurs when speech etiquette is not used at the appropriate moment within the context. For example, in Azerbaijani, you, you in English, du, Sie deictic deictics are used during formal and informal addresses, and their choice is related to social factors. Second-person pronouns used as a form of address can express impoliteness depending on the situation. An example of this is when a student addresses a teacher or an employee addresses a manager by saying “you”. While the second form of the personal pronoun in German is singular du, plural ihr, its polite form Sie (Azerbaijani: You) also exists, and if it is not used appropriately, it can be impolite³⁴.

The fourth section of the third chapter is called *“The role of figurative language in expressing impoliteness”*.

Various figures of speech are used when ideas are expressed indirectly. There are impolite situations in communication where figures of speech are used. D. Araya determines that figurative language creates new meaning when writing poetry, when speaking in any kind of interaction³⁵.

³² Locher, A.M. Polite behaviour within relational work. The Discursive approach to politeness. *Multilingua // Journal of Cross-Cultural and Interlanguage Communication*, – 2006. 25(3), – p.249-267

³³ Babayev, A. *Azərbaycan dili və nitq mədəniyyəti*. / A.Babayev. – Bakı: Elm və Təhsil, – 2017. – 572 s.

³⁴ Abbasova, A.A. Müraciət bildirən sözlər nəzakətsizlik kateqoriyasının ifadə vasitəsi kimi // Ümummilli lider Heydər Əliyevin anadan olmasının 96-cı ildönümünə həsr edilmiş “İnsan inkişafı. Dünyaya inteqrasiya” mövzusunda II Beynəlxalq Elmi Konfransı. – Bakı: Azərbaycan Memarlıq və İnşaat Universiteti, 26 aprel, – 2019, – s. 49-53

³⁵ Araya, D. The democratic turn: prosumer innovation and learning in the knowledge economy. In: Peters, M.A., Britez, R. (eds) *Open Education and Education for Openness*. – 2008, – p. 37.

The first subsection of the fourth section is called “*Irony as a means of expressing impoliteness and its different features from sarcasm*”. The same ironic expression expresses politeness and impoliteness in different situations. Types of irony are of varying degrees of offensiveness, that is, there is a greater or lesser degree of insult and create a balance between politeness and impoliteness. These types correspond to the classification of E.Kapogianni and include jocular irony and humor³⁶. One form of irony is based on humor, but does not criticize. In our opinion, the form of irony based on humor can be called jocular irony. Non-sarcastic irony can express not only a positive, but also a negative attitude. When referring to a negative attitude, it does not insult any special person. Ironic sarcasm expresses negative words. These words are considered to be insults to some extent. According to E.Capocianni, sarcasm is the highest degree of criticism. Unlike positive irony, negative irony conveys positive assessments at the sentence level, but expresses an unpleasant opinion. For example, “What a lovely dress!” is used in the sense of an unlovely, unloved dress. Positive irony is used less often than negative irony, because in positive irony there are negative words in the sentence; however, these words are used in the sense of praise and evaluation. In general, positive irony expresses appreciation, while negative irony expresses criticism and has an impolite effect on the addressee.

The distinction between irony and sarcasm is a difficult one for linguists. These classifications given by various authors can be divided into two waves.

There are several points that analyze the context in which irony and sarcasm are used. These include evaluation, figurative functions, and inconsistency. Evaluation is a key part of the definition of irony. Linguists explain evaluation in the term irony in various ways. M.Dynel comments that evaluation is a classificatory component of irony³⁷. According to M. Dinel, evaluation is considered the core of

³⁶ Kapogianni, E. Irony and the Literal Versus Nonliteral Distinction: /PhD Thesis/ – University of Cambridge. – 2013

³⁷ Dynel, M. Irony from a neo-Gricean perspective: On untruthfulness and evaluative implicature // Intercultural Pragmatics, – 2013. 10, – p.403-431

irony. H.P. Grice notes that irony is the expression of a feeling, attitude or evaluation³⁸. Since irony and sarcasm express a negative attitude, that is, a negative idea, it is important to discuss the concept of face work. Irony is used to avoid threatening the other party indirectly, not directly. Since a direct threat expresses a threat to face, the indirect delivery of an idea can be associated with the act of protecting face. The face-saving strategy is considered the core of irony and sarcasm. From this point of view, the speaker uses both types (sarcasm and irony) to protect face and improve face uses strategies such as and these strategies help the speaker to express his position in a more appropriate way in political debates. In this regard, G. Leech notes that irony is more complex than direct impoliteness, more entertaining by showing the speaker's wit. This advantage develops ironic face rather than face loss³⁹. As mentioned above, sarcasm is associated with a negative attitude, but this association can result in negative feelings for the speaker or listener. For example, K. Barbe suggests that *“sarcastic statements are more personal in nature and their sarcastic potential is immediately apparent to all participants in the situation. Nevertheless, the expression still has the ability to save face for both the speaker and the listener. Here the listener does not notice the sarcasm”*⁴⁰.

One of the concepts that distinguishes sarcasm from irony is inconsistency. The term inconsistency is based on the discrepancy between what is said and what is intended and the utterance and the speaker's approach to it. It is based on the discrepancy of assessments. This general feature of inconsistency is emphasized by J. Garmendia, and this aspect is interpreted by the author as follows: *“Instead of trying to place the concepts of strong echo, confrontation and pretense in a wide variety of ironic examples, he suggests one feature that unites all examples of irony - a clear clash between*

³⁸ Grice, H.P. Further Notes on Logic and Conversation. In Pragmatics [Syntax and Semantics 9], Peter Cole (ed.). –New York: Academic Press. – 1978. –p.113-128

³⁹ Leech, G. The Pragmatics of Politeness. – Jericho: Oxford University Press, – 2014. – 235 p.

⁴⁰ Barbe, K. Irony in Context. – John Benjamins Publishing Company, – 1995. – 208 p.

contents”⁴¹. In general, both terms (irony and sarcasm) have different meanings from what is said. The main difference between irony and sarcasm is that sarcasm has an offensive tone, but irony is expressed indirectly; it is also used as an implicature. Apart from this feature, all their features are the same and are means of figurative language. The situation in which irony and sarcasm are used in language is perceived as impolite.

The second subsection of the fourth section is called **“Litota and hyperbole as means of expressing impoliteness”**. According to A.Cruse, litota is classified as an understatement for a certain effect. This effect consists of either emphasizing something or emphasizing certain intentions. Due to this feature, litota is also used as a metaphor in the realization of impoliteness. Thus, A.Cruse claims that the effect associated with litota is either emphasizing or understating, depending on the intention of the speaker or writer and the situation⁴². Hyperbole is a powerful rhetorical form when used correctly, but when used incorrectly it creates confusion among interlocutors⁴³. According to A. Cruz, hyperbole is a figure of speech that involves an exaggeration (overstatement) intended for rhetorical effect. Such exaggerations can be negative or positive. In both cases, hyperbole has no literal meaning. It is associated with a figurative meaning.

Hyperbole and litotes, which violate the conversation principle, are linguistic means of politeness as well as impoliteness. In pragmatics, they are studied within the categories of politeness and impoliteness and their strategies.

Hyperbole and litotes increase not only politeness but also impoliteness in interaction. Some idiomatic expressions express politeness and impoliteness by expressing different feelings. For example, “I have been working my fingers to the bone”. “Her eyes nearly popped out of her head”. “I’m completely broke”. “It made

⁴¹Garmendia, J. The clash: Humor and critical attitude in verbal irony // – De Gruyter Mouton, “Humor” Journal, –2014. vol.27, issue 4, – p.641-659.

⁴²Cruse, A.A. Glossary of Semantics and Pragmatics. – Edinburgh: Edinburgh University Press Ltd, - 2006. – 180 p.

⁴³McGoogan, B. Rhetorical Devices: A Handbook and Activities for Student Writers. – Inc. USA: Prestwick House, – 2008. – 220 p.

my blood boil”. These examples express different feelings – surprise, anger, disgust. At the same time, F.Gurbanova characterizes a group of idioms in the sense of anger and aggression: “blow a fuse”, “see red”, “boil over”, “mad as a hornet”, “scream blue murder”⁴⁴. Idioms used in this sense are more often found in an impolite environment.

In general, in conclusion to the classification of litotes and hyperbole, we can note that both terms can express impoliteness and politeness within the context. Therefore, it is important to keep the context in mind when explaining such expressions.

The research conducted on the research work entitled “Impoliteness as a Lingua-Pragmatic Category” allows us to come to the following **conclusions**:

1. In the dissertation work, the history of the category of impoliteness was analyzed and it was determined that impoliteness stems from politeness. After the interest in studying the mutual relationship of both categories became widespread since the end of the 20th century, impoliteness began to form as a pragmatic category. In modern linguistics, the research aspects of the category of impoliteness are carried out in parallel with politeness.

2. When studying the interrelationship of the categories of impoliteness and rudeness, it was determined that rudeness can occur intentionally, purposefully, and impoliteness can occur accidentally, at the same time planned. When the same means of expression are analyzed from a historical aspect, rudeness (i.e. how it is perceived in society at different times), and its analysis depending on the moment of its development in the present time is related to impoliteness.

3. When analyzing business conversations, we come to the conclusion that people with shyness, paranoid traits, and other negative sociological and psychological characteristics tend to create problems or tension.

4. When analyzing family conversations, it was determined that every family has arguments at some point. Such arguments are distinguished into two forms: During the first form of argument,

⁴⁴ Gurbanova F.F.Communicative Grammar through Idioms. Manuel. -Baku: Mutarjim, 2025. -114 p.

family members prefer to solve the issue by listening to each other, showing love and respect. Such arguments are considered fair and normal arguments. In the second form of arguments, family members do not listen to each other, break household items during the conflict, physically hit each other, call each other by certain names, and use words that hurt each other. In such situations, rudeness is more common than impoliteness.

5. In the study of impoliteness from the aspect of direct and indirect transmission of meaning, two types of impoliteness were identified. True impoliteness and false impoliteness. In both forms of classification, offense is the main factor. Real impoliteness, which is used to cause offense, manifests itself both within and outside the context. Context-dependent and context-independent acts that express real impoliteness, along with offense, express that the person being addressed is contrary to social behavior. Since false impoliteness is used with the aim of not causing offense, it is called superficial, indirect impoliteness. In false impoliteness, the idea is expressed indirectly. In real impoliteness, the idea is expressed directly and indirectly.

6. The category of impoliteness has been defined in two levels from the contextual aspect: conventional impoliteness due to its compatibility with the context and uniplicature impoliteness due to its incompatibility with the context.

7. During the study of impoliteness strategies, it was determined that face-threatening acts are classified according to the face-damaging factor in the degree of their development.

a) Impoliteness without explanation. It is used when the risk of confrontation with the listener is high. In this case, impolite expressions are expressed directly and clearly.

b) Positive impoliteness: It is used to spoil the positive, i.e. pleasant image of the listener.

c) Negative impoliteness: It is used to counter the negative (displeased) image of the listener. Subgroups such as hatred, mockery, and threats have been defined for negative impoliteness.

d) Sarcasm (bitter mockery, sarcasm, bitter laughter): It expresses the exact opposite meaning during a conversation, depending on the situation.

e) Refusing to perform the expected courtesy: This subgroup of impoliteness is expressed when the speaker fails to do so when it is expected to thank the listener during a conversation.

8. It is imperative to take into account contextual factors when interpreting linguistic means of expressing impoliteness as impolite. In the analysis of conversations, the role of speech etiquette, especially forms of address, in expressing impolite moments is important: negative vocatives, taboo words, slang, jargon and vulgar words, etc.

9. Although politeness and impoliteness are interconnected, the following features have been identified that distinguish them:

a) Respect is one of the characteristic features of politeness. Its opposite, disrespect, expresses impoliteness.

b) Another difference between the two categories is related to traditional expressions. Such expressions can be used in both polite and impolite forms. They are used within the context, and when they have a simagorum function, they express politeness, while their corrupted forms express impoliteness.

c) Criticisms, complaints, corrupted questions, curses, threatening messages, condolences, ill will and inappropriate interventions are impolite units.

10. By studying the importance of figurative language in indirectly expressing impoliteness, it has been determined that figures of speech such as irony, sarcasm, hyperbole, and litotes are means of expressing impoliteness.

The main provisions of the dissertation are reflected in the following articles and theses of the author:

1. Sosial deysis nəzakətsizliyin ifadə vasitəsi kimi // Tətbiqi Dilçiliyin Müasir Problemləri. III Beynəlxalq elmi konfrans. – Bakı: ADU, – 25-26 oktyabr, – 2018, – s.76.
2. Xarici dil dərslərində nəzakətlilik və nəzakətsizlik linqvistik praqmatik kateqoriyalarının rolu // Xarici Dillərin Tədrisinin Aktual Problemləri. Respublika Elmi-Praktik Konfransı, – Bakı: ADU, – 6-7 dekabr, – 2018, – s.117-118.
3. Conatan Qalpeperin tədqiqatında nəzakətsizlik kateqoriyası // Gənc Tədqiqatçıların II Respublika Elmi-Praktik Konfransı, – Bakı: Azərbaycan Universiteti, – 15 mart, – 2019, – s.20-21.
4. Müraciət bildirən sözlər nəzakətsizlik kateqoriyasının ifadə vasitəsi kimi // Ümummilli lider Heydər Əliyevin anadan olmasının 96-cı ildönümünə həsr edilmiş “İnsan inkişafı. Dünyaya inteqrasiya” mövzusunda II Beynəlxalq Elmi Konfransı. – Bakı: Azərbaycan Memarlıq və İnşaat Universiteti, – 26 aprel, – 2019, – s.49-53.
5. Nəzakətlilik və Nəzakətsizlik kateqoriyalarının fərqləndirilməsində ifadə vasitələrinin rolu // – Bakı: Azərbaycan Dillər Universiteti, Dil və Ədəbiyyat, – 2019. IX cild, №3, – s.56-60.
6. Söhbət zamanı nəzakətsizliyin aradan qaldırılması üsulları // Doktorantların və Gənc Tədqiqatçıların XXV Respublika Elmi Konfransı. – Bakı: Azərbaycan Respublikasının Təhsil İnstitutu, – 23-24 noyabr, – 2022, I cild, – s.95-98.
7. İş söhbətlərində nəzakətsizlik məqamları // – Bakı: Azərbaycan Dillər Universiteti, Elmi Xəbərlər, – 2023. №2, – s.41-45.
8. A Study of Litotes and Hyperbole as Impoliteness Tools // VIII International Scientific Conference. – Manchester, 10-11 October, – 2023, – p.48-50
9. The Role of Irony in Expressing Impoliteness // – Warsaw: International Journal of Innovative Technologies in Social Science, – 2024. Vol. 1, №2 (42), – p.1-6.
10. The Relationship between Figures of Speech in Impoliteness // – Bakı: Azərbaycan Universiteti, İpək Yolu, – 2024. №3, – s.99-105.

11. Ailə söhbətlərindən nəzakətsizliyin təhlili // – Bakı: AMEA, M.Füzuli adına Əlyazmalar İnstitutu, Filologiya məsələləri, – 2024. №6, – s.294-302
12. The Cases of Overstatement and Understatement in Expressing Impoliteness // – «Лингвокультурные аспекты глобализационных процессов: Языковой капитал в структуре человеческого и культурного капитала» IV международной научно-практической конференции. – Москва: Институт научной информации по общественным наукам (ИНИОН) РАН, – 29 октября, – 2024, – с.84-87.
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14. Pragmatic Analysis of the Impoliteness Category // Uzbekistan State World Language University, “Prospects of modern linguistics: Problems and Achievement” International scientific practical conference, – Tashkent, – 20-22 may, – 2025, – s.12-16.
15. Analysis of inherent and mock impoliteness in different contexts // – Bakı: Azərbaycan Milli Elmlər Akademiyası, M.Füzuli adına Əlyazmalar İnstitutu, Filologiya məsələləri, – 2026. № 5, – s.331-341.

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