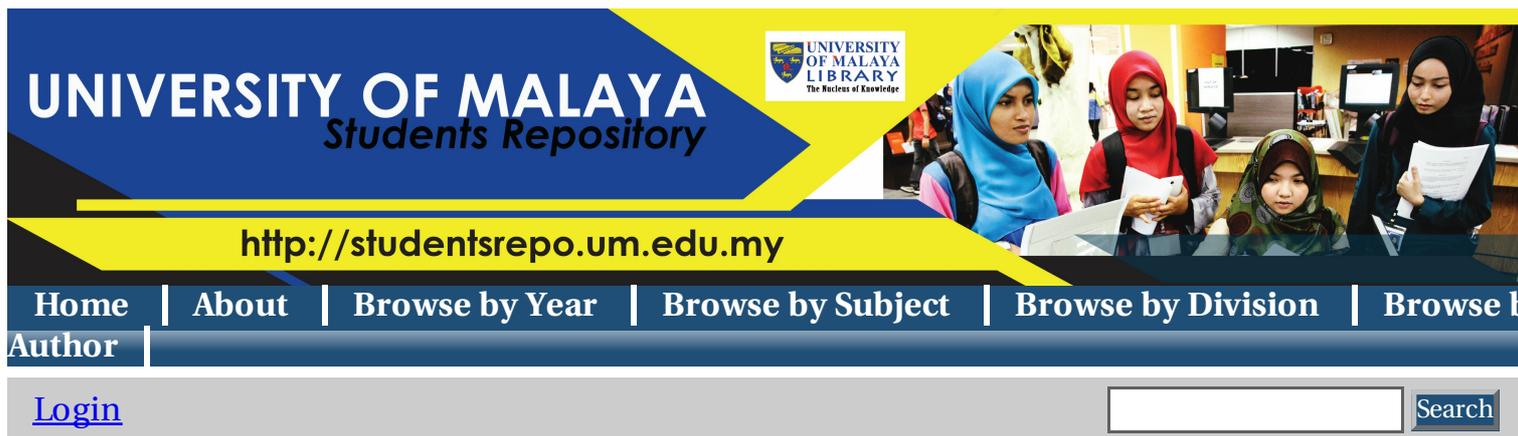


# Impoliteness strategies in the social media comments on the Low Yat plaza incident.

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## Impoliteness strategies in the social media comments on the Low Yat plaza incident Xavierine M Xavier Thayalan

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### Abstract

The study investigates impoliteness strategies and the realization of language used by YouTube interlocutors discussing the Low Yat Plaza incident. On the wake of the brawl at Low Yat Plaza, which shook the nation in 2015, many Malaysians took to social media such as YouTube to express their thoughts on the issue. The incident at the plaza had become a racial frenzy over social media and therefore, it is puzzling how this occurs when politeness and respect are the central belief of the Malaysian society. Besides, the study also examines impoliteness strategies used by Malaysians in social media comments that causes social face damage through impoliteness in the language used by Malaysians. The data were drawn from two videos posted in YouTube that depicts impolite interactions between interlocutors. Both videos were chosen because it had the most impolite comments by YouTube users. Culpeper's (2011) Impoliteness Framework was used to analyse 123 comments gathered. Findings of the study show that Malaysians used the strategy of 'face-threatening act' frequently as a form of impolite talk in their respective comments and profanities were the most used to cause social face damage to interlocutors. Apart from those strategies propagated by Culpeper (2011), 20 categories of insult emerge which illustrates that Culpeper (2011) Impoliteness framework cannot be applied completely in an Asian setting. The new categories of insult include accusation and baseless claims, sarcasm, as well as mock and ridicule.

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