

# IMPOLITENESS UTTERANCES EXPRESSED BY GORDON RAMSAY IN "HELL'S KITCHEN" REALITY SHOW

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## ABSTRACT

This study investigated several Impoliteness utterances expressed by Gordon Ramsay in "Hell's Kitchen" reality show. This study used descriptive qualitative analysis to categorize the data. Observational methods and taking a note were applied to collect the data by Sudaryanto. Following that, the data were analyzed using the competence - in equalizing technique and the Pragmatic Identity Method to examine the data in context. Impoliteness contained five strategies. There were 33 impoliteness strategies in the data. sixteen data of bald on record Impoliteness. nine data of negative impoliteness. four data of Positive Impoliteness. two data of sarcasm impoliteness. And two data of withhold impoliteness. Gordon Ramsay’s utterances in “Hell’s Kitchen” reality show mostly uttered bald on record impoliteness strategy. It was clear that the Gordon Ramsay as the speaker gave impoliteness comments by attacking the participants with unpleasant statements in the most direct.

**Keywords:** *comments, impoliteness, Pragmatics*

## 1. Introduction

As language development progresses, it begins to develop according to its purpose and use. It's the same with people who use language in an impolite way. In interacting, the speaker and the interlocutor may be harmed if they are unable to converse politely in social situations when providing comments and opinions. Given the necessity of courteous communication, understanding of polite

and rude communication is required. Pragmatic can be described as the study of how words have meaning in every situation (Leech 1983). Indeed, how the speaker and the hearer are connected communicate using language, not only to convey their message but also their intent. Pragmatic has impoliteness as a thing that people can express their anger, disappointment or hate. Culpeper (2011) argues that impoliteness is a communication behavior

that intends to attack the target's face (talking partner) or cause the target (speech partner) to feel that way.

One of the performances of impoliteness occurred on "America Got Talent" show. It was released by YouTube on 20 June 2018, which is American talent show competition. It stated impoliteness by Amanda Holden.

Alexa Dixon : "Aeron, I think you upset  
(S) Amanda."

Amanda : **"I really hope you lose  
Holden (S) your voice this  
afternoon."**

Aeron (H) : (silent)

The statement above involved Amanda as the speaker and Aeron as the hearer in 2:01-2:17 minutes. It happened in a stage show. Before the utterance was said. The hearer sang a song, but the speaker didn't like his voice. The speaker performed an act of impoliteness against the hearer by underestimating the hearer's voice. the speaker's utterance **"I really hope you lose your voice this afternoon"**. After the utterance was said by the speaker, it showed a flat face from the hearer, and the hearer just silent. Culpeper (1996) mentioned that the use of techniques aimed towards harming the recipient's undesirable facial desires, such as insulting, scornful, or ridiculing, is known as negative impoliteness. Accordingly, it included the negative impoliteness strategy because the speaker satirized the hearer's voice to show that the hearer's voice didn't good.

Thus, conversations or behaviors that occur in a reality show can form communication between speakers and listeners. The title of the reality show in this research namely "Hell's Kitchen Season 20" which is an American reality competition cooking show that premiered on Fox on May 31<sup>st</sup>, 2021. It stated an impoliteness by Chef Gordon Ramsay in episode one season 20.

Gordon : "It supposed to be that  
Ramsay (S) hot? Taste that!"  
Josie (H) : "I like it."  
Gordon : "I didn't ask if you like it, I  
Ramsay (S) asked you how hot it is."

The statement above involved Gordon Ramsay as the speaker and Josie as the hearer in 24:35 – 25:35 minutes. It happened in the kitchen of hell's kitchen stage. Before the utterance was said. The hearer gave his dish to the speaker. Then the speaker tried to taste it. The speaker's utterance **"I didn't ask if you like it, I asked you how hot it is"**. It showed a flat face from the hearer. Culpeper (1996) mentioned that the use of tactics intended to harm the addressee's favorable facial desires is known as positive impoliteness. Accordingly, it included a positive impoliteness strategy because the speaker ignored the hearer.

Many previous researchers have looked at the impoliteness analysis. Novalia and Ambalegin (2022) from Putera Batam University observed the phenomenon of impoliteness strategies in a talk show entitled "Deddy Corbuzier podcast on YouTube". The data was taken from "Deddy Corbuzier podcast on YouTube". The researchers used a theory from Culpeper (1996). The results were classified into five categories: bald on record impoliteness, positive impoliteness, negative impoliteness, mock politeness or sarcasm, withhold politeness, and mock politeness or sarcasm. The most popular strategy employed by Deddy Corbuzier's YouTube podcast was bald on record impoliteness.

Hendar et al., (2022) examined Impoliteness Strategies on Online Comments at Kompas TV YouTube Channel. The researchers took the data from Kompas TV YouTube Channel. The researchers used theory developed by Culpeper (1996). The purpose of this study is to classify the impoliteness strategies

contained in YouTube comments and to look at the tendency of the most used impoliteness strategies in the YouTube comments. The data from 100 comments containing impoliteness strategies on that video indicated that there were four categories of impoliteness. Based on the analysis, it was revealed that the majority 44% of comments indicated the negative impoliteness category. Positive impoliteness, and bald on record were found in the same percentage 19% throughout the comments. While the other 18% of comments showed impoliteness in the form of sarcasm/mock.

According to the similarities, the previous study, and the present investigation both used the theory proposed by Culpeper (2011) and Culpeper (1996). In terms of dissimilarity, the present study's data source differs from the previous study's data source. A reality show entitled "Hell's Kitchen season 20" was chosen to be explored as a data source for this present study. The reality show was chosen because it had never previously been employed as a data source in any other study.

## 2. Impoliteness

In communicating, sometimes a person is not aware of what they say. They cannot even control their emotions when they talk. That is why there are actions or words of impoliteness when communicating. Culpeper (2011) defined Impoliteness is a negative or unpleasant attitude toward a certain type of behavior that occurs in a specific situation. Clearly, Impoliteness is a phrase used to characterize a participant's rude behavior in a specific situation. (Bousfield & Locher, 2008) mentioned that impoliteness occurs as a result of a person's inability to handle adversarial relationships with others in social society.

Impoliteness is also linked to a change in facial expression or face

threatening act. As confirmed by Culpeper (2011) A face-threatening act is a statement or action that undermines the other person's reputation in public. It is possible because a frightening face is the way to see someone who has said something rude. As confirmed by Brown and Levinson (as cited in Culpeper, (2011) Sort intrinsic face threatening act into categories based on the type of face threatened act and whether the threat is directed at the speaker's or the hearer's face. Negative face refers to an individual's basic rights, such as his or her personal freedom and liberty to pursue any course of action meanwhile Positive face is the desire for one's personality to be valued by others. it should be noted, People have both a positive and negative side. People can see how their faces change when they hear someone's words.

### 2.1 Impoliteness strategies

Impoliteness can be caught in many circumstances and is very common. There are different ways of expressing Impoliteness. Impoliteness is classified by Culpeper (2011) into five ways for detecting impolite remarks in interactions. The aim of these strategies is to figure out how impolite utterance is being used in a conversation. They are bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm, or mock politeness, and withhold politeness.

#### a. Bald on Record

This strategy, according to Culpeper (1996), involves the speaker aggressively attacking the interlocutor's face by using unpleasant statements in the most direct, clear, unambiguous, and concise way possible.

Example:

Herry Lo : **The fat boy that only  
L'amo can talk big in front of  
Italiano Monas, the camel who  
run into cage, lol**  
(Shinta et al., 2018)

### b. Positive Impoliteness

People only expose their faces, such as a fake smile, a phony word, and so on, but the goal is to appear disrespectful. Culpeper (1996) defined the usage of this strategy designed to redress the positive face of the addressee desires. It implies that this strategy is a way of showing someone that you despise them, but people don't always show it. Culpeper (1996) added the following activities to the list of positive impoliteness.

1. Ignoring the interlocutor
2. Refuting the words from the hearer
3. During talks, bring up a sensitive or bothersome topic to make the hearer uncomfortable.
4. During the conversation, appearing uninterested and unsympathetic.
5. Making an argument during the conversation
6. Using taboo words in a conversation

Example:

Lucy : "Who'd Stephen  
come with"

Marnie : "Shut up"  
(Andayani, 2014)

### c. Negative Impoliteness

Culpeper (1996) defined the use of this strategy designed to redress a negative face on the addressee wishes. This means that this strategy is one of the causes that lead to violence. This strategy addresses one of the interactions' conflicting aspects. People use impolite words like frighten, disdain, ridicule, and others in this strategy. When using this strategy during the conversation, Culpeper (1996) added various features from the speaker, including:

1. The words themselves refer to mockery.
2. During the dialogue, use the words frightening.

#### 3. Ridicule

Example:

Walujo : "Anies, you are an  
Hadi : **Arabian, but wants  
to looks smart and  
pretending to  
understand about  
batik, you really  
stupid."**

(Shinta et al., 2018)

### d. Sarcasm or Mock Impoliteness

Culpeper (1996) defines the use of this strategy with the FTA that carried out with the use of obviously insincere politeness strategies. When this strategy is used for a conversation, the speaker will try to be polite to the listener by smiling, but then say something that is inappropriate. Indeed, it is an act that gives utterance because the speaker uses kindness to show the opposite meaning in the speaker's heart.

Example:

Nadine : "Oh, face it. You can't  
**wait to take me home  
so you can be mom's  
little hero."**

(Suhandoko et al.,  
2021)

### e. Withhold Politeness

Culpeper (1996) defines the use of this strategy as an absence of politeness in situations when it is needed. It is evident from the definition before, this type of impoliteness prohibits you from doing something polite. The example of withhold politeness was confirmed by Culpeper (1996), omitting to thank someone for a gift could be interpreted as purposeful impolite. This strategy

expects a reply from the listener after the speaker has done something. If the hearer does not respond or reply to the speaker, then it is Withhold Impoliteness.

Example:

Ann : "Are you okay?"  
Bob : **(silent)**  
(Pangaribuan et al., 2021)

### 3. Research Method

The research was designed as descriptive qualitative research as mentioned by Cresswell (2013), the people and locations under examination are taken into consideration during data collection, and inductive and deductive data analysis was used to identify patterns or types in the data. Qualitative investigators use this qualitative approach to inquiry to research the impoliteness comments reflected to Gordon Ramsay in "Hell's Kitchen" reality show. This study employed an observational method to gather data by Sudaryanto (2015). Firstly, the researcher watched and listened to the "Hell's Kitchen" reality show which lasted 45 minutes in each episode to get the script. Then the utterances which showed the performances of impoliteness based on Culpeper (1996 & 2011) were highlighted by underlining to find out raw data.

The data that had been highlighted during the data collection process was then examined by the researchers. The pragmatic identity method of Sudaryanto (2015) was employed to examine the data in this investigation. Furthermore, Sudaryanto (2015) developed a pragmatic competence-in equalizing technique. To examine the data, the researchers conducted a few steps. First, the context of the highlighted statements contained impoliteness utterances. Second, the researchers used Culpeper (1996), theory to examine the different sorts of

impoliteness. Finally, the result illustrated the strategies of impoliteness performed in the "Hell's Kitchen" reality show.

## 4. Result and Discussion

### 4.1 Result

It was discovered 33 data of strategies of Impoliteness based on the theory of Culpeper (1996). 16 data of bald on record Impoliteness. 9 data of negative impoliteness. 4 data of Positive Impoliteness. 2 data of sarcasm impoliteness. And 2 data of withhold impoliteness.

### 4.2 Discussion

#### 1. Sarcasm Impoliteness Strategy

The conversation below happened between Ramsay as the speaker and Emily as the hearer in the (16:44-16:55) - (16:35-16:58). It took place in the "Hell's Kitchen" stage. The scene started when Ramsay asked where the passion Emily cook was. And then the conversation happened.

Ramsay : "Emily, the passion for food Stems from where?"

Emily : "I've been a dancer for most of my life? You know how body image and negative food images can go into dancers. So, I ended up developing an unhealthy relationship with food and I developed an eating disorder."

Ramsay : "Wow"

Emily : "Food was the enemy"

Ramsay : "**I mean, how ironic now is your life**"

According to the dialog above, Emily came to the front of the stage with the dish she had cooked. Before Ramsay commented on Emily's cooking, he asked where Emily cook was. Then Emily

told him about herself. She took care of food and only accepted healthy food into her body because it affected her job, which is a dancer. Then Ramsay's commented, "**I mean, how ironic now is your life**". After the utterance was said, it showed a flat face and smiley from Emily. It classified of the sarcasm impoliteness strategy, as supported by Culpeper (1996) the use of this strategy with the face threatening act that carried out with the use of obviously insincere politeness strategies. It could be seen that Ramsay made an insincere comment about Emily's lifestyle.

## 2. Positive impoliteness strategy

The conversation below happened between Ramsay as the speaker and Matthew as the hearer in the (19:12-19:20) - (19:21-19:25). It took place in the "Hell's Kitchen" stage. The scene started when Ramsay asked Matthew to describe his dish. And then the conversation happened.

- Ramsay : "So, you just come in like that all day long. Okay describe this dish please!"
- Matthew : "So here we have Cioppino. I seared it all the seafood individually. So, you have the shrimp scallop and then we have some halibut on the bottom as well."
- Ramsay : "Right. So visually, it Looks classic. **I'm a big lover of shrimp. But I'm not very good at eating shrimp and the shit sack.**"
- Matthew : "Oh no."

According to the dialog above, Matthew came to the front of the stage with the

dish he had cooked. Ramsay asked Matthew to describe his dish. Then Ramsay tried to eat the dish. After Ramsay tasted the dish from Matthew, Ramsay commented "**I'm a big lover of shrimp. But I'm not very good at eating shrimp and the shit sack**". Matthew showed a shocked and flat face. Because he forgot to clean the prawn droppings. The utterance of Ramsay classified of Positive impoliteness strategy as emphasized by Culpeper (1996) the usage of this strategy designed to redress the positive face of the addressee desires. It implies that this strategy is a way of showing someone that you despise them, but people don't always show it. It could be seen when Ramsay satirized Matthew's dish.

## 3. Bald on record strategy

The conversation below happened between Ramsay as the speaker and team blue as the hearer in the (24:43-24:50) - (24:50-24:51). It took place in the "Hell's Kitchen" stage. The scene started when Ramsay asked the Blue Team to gather around. And then the conversation happened.

- Ramsay : "Hey, hey, all of you, fucking come here, all of you."
- Ramsay : "**Sam, I mean, seriously, guys? Mike has just sat down with his family, and right now we look like a bunch of fucking idiots. Tell me where you got the call from. Who fired it?**"
- Blue Team : (head down)

According to the dialog above, the Blue Team prepared a dish for guests, but they made a mistake which was the

meat was still raw. Ramsay asked to gather and scolded the Blue Team. Ramsay said, **“Sam, I mean, seriously, guys? Mike has just sat down with his family, and right now we look like a bunch of fucking idiots. Tell me where you got the call from. Who fired it?”**. All the Blue Team showed flat faces and they just looked down. It classified bald on record impoliteness strategy as supported by Culpeper (1996), this strategy involves the speaker aggressively attacking the interlocutor's face by using unpleasant statements in the most direct, clear, unambiguous, and concise way possible. It could be seen that Ramsay's commentary attacked Blue Team clearly.

#### 4. Negative impoliteness strategy

The conversation below happened between Ramsay as the speaker and Antonio as the hearer in the (30:25-30:26) - (30:27-30:31). It happened in the “Hell's Kitchen” stage. The scene started when Ramsay got angry after Antonio brought the raw meat to the front. And then the conversation happened.

Ramsay : “Where's the drive?”  
Antonio : “Right here, baby, right here”  
Ramsay : **“Baby? What do you mean, fucking baby? You're acting babies, you're cooking like babies, and you're all standing there like a bunch of idiots!”**

According to the dialog above, Ramsay asked who was in charge of cooking meat for all the Blue Team. Then Antonio replied that he was in charge of the meat. Then Ramsay commented **“Baby? What do you mean, fucking baby? You're acting babies, you're**

**cooking like babies, and you're all standing there like a bunch of idiots!”**. It showed a sad and shock face from Antonio. It classified negative impoliteness strategy as supported by Culpeper (1996) defined the use of this strategy addresses one of the interactions' conflicting aspects. People use impolite words like frighten, disdain, ridicule, and others in this strategy. It could be seen when Ramsay's commentary insulted and hurt Antonio.

#### 5. Withhold impoliteness strategy

The conversation below happened between Ramsay as the speaker and Red Team as the hearer in the (28:38-28:39) - (28: 40-28:41). It happened in the “Hell's Kitchen” stage. The scene started when Antonio put the dish in the serving table and Ramsay gave a compliment to him. And then the conversation happened.

Ramsay : “Beautifully cooked”  
Antonio : **(silent)**  
Ramsay : (showing flat face)

According to the dialog above, Antonio ushered the dishes on the serving table. Then Ramsay gave Antonio a compliment for his good work. Meanwhile, Antonio was just silent and ignored Ramsay's compliment. Antonio did not say “Thank you” after he accepted the compliment. Antonio damaged Ramsay's positive face. It classified Withhold impoliteness strategy as supported by Culpeper (1996) defines the use of this strategy absence of politeness in situations when it is needed. When someone omits to thank someone for a gift, it could be interpreted as purposeful impolite. It could be seen when Antonio did not give any responses after getting the compliment from Ramsay.

#### 5. Conclusion

The impoliteness phenomenon in the "Hell's Kitchen" reality show was examined using Culpeper's theory. This study discovered several impoliteness strategies in "Hell's Kitchen" reality show. five strategies were discovered in the Gordon Ramsay's utterances. They were bald on record impoliteness, negative impoliteness, positive impoliteness, sarcasm impoliteness, and withhold impoliteness.

Gordon Ramsay's utterances in "Hell's Kitchen" reality show mostly uttered bald on record impoliteness strategy. It was clear that Gordon Ramsay as the speaker made impolite comments by attacking the participants with unpleasant statements in the most direct. It could be seen in real life when people showed their emotion toward others, they tended to show directly and unfiltered what they talked about, so they spit out the words spontaneously.

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