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A Pragmatic Analysis of Impoliteness Strategies in Selected English Political Caricatures

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Abstract

The study investigates the pragmatic use of Culpeper's (1996) impoliteness strategies in the selected English political caricatures. Although caricatures deliver political messages, the expressions of impoliteness can differ between cultures. Therefore, a single caricature may employ more than one impoliteness strategy. A mixed approach, combining both qualitative and quantitative methods, is utilized in the study. The data is collected from the caricatures of famous English caricaturists, whose work has been published on the X platform. The findings show that four impoliteness strategies are observed in the selected political caricatures. The analysis of the selected data shows that among the impoliteness strategies, bald on record impoliteness is the most frequently used, and negative impoliteness is the second most used. Positive impoliteness and mock politeness together rank third, while there is no occurrence of withholding politeness in the selected English political caricatures.



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About the Journal

Zanco Journal of Humanity Sciences (ZJHS) is an international, multi-disciplinary, peer-reviewed, double-blind and open-access journal that enhances research in all fields of basic and applied sciences through the publication of high-quality articles that describe significant and novel works; and advance knowledge in a diversity of scientific fields. <https://zancojournal.su.edu.krd/index.php/JAHS/about>

1.Introduction

Caricatures or cartoons are often seen as humorous exaggerations of people and events, especially in newspapers or magazines. As Moores (2011 cited in Alallo and Mukheef 2022) explains cartoons use exaggerated features to create humour, and Mahmood (2023) highlights that they also convey important messages, stimulate creativity, and foster cultural connections. Political caricatures, as stated by Dugalich (2018), focus on political figures, using exaggeration, sarcasm, or insult to criticize them.

Yule (1996) defines pragmatics as the study of how listeners interpret more than what is explicitly stated to understand the speaker's intended meaning. This involves exploring how unspoken elements contribute to communication, a concept Yule calls "invisible meaning". Pragmatics, therefore, examines how meaning is conveyed by both speaker and listener, focusing on the intention behind the utterances rather than just the words themselves. According to Birner (2013) the question "What did they mean by that?" is exactly what the field of pragmatics aims to address. Pragmatics concentrates on interpreting meaning based on the specific context in which communication occurs. It involves analysing how speakers adjust their language based on factors like audience, location, time, and situation.

Politeness, as defined by Mills (2003, cited in Aliakbari and Moalemi, 2015), involves the speaker's intent to lessen the impact of face threatening act directed at others. Various scholars have developed politeness theory, including Lakoff, Leech, and Brown and Levinson. Brown and Levinson's politeness theory opened the door for linguists to study impoliteness, with Culpeper being recognized as one of the best-known scholars in the field. Tracy (2010 cited in Ibrahim, 2020) presents impoliteness as emotional criticism directed at an individual's actions. Additionally, Culpeper (2008, cited in Kantara, 2010) views impoliteness as a communication that aims to cause 'face loss', depending on the speaker's intent, the Listener's interpretation, and their relationship.

According to the collected data and based on the literature reviewed on this topic, this paper tries to answer the following questions:

1. To what extent, are impoliteness strategies used in the selected English political caricatures?
2. What are the main impoliteness strategies observed in the English political caricatures?
3. What are the impoliteness sub-strategies observed in the selected English political caricatures?
4. How do English caricatures utilize impoliteness to convey political and social criticism?

1. Literature Review

2.1 Politeness and Theories of Politeness

Politeness is understood as the use of linguistic and social behaviours aimed at showing respect, maintaining positive relationships, and preventing offense during interactions. Crystal (2008) describes politeness as linguist features tied to social behaviour norms such as courtesy, rapport, deference, and distance, and it is expressed within specific discourse markers e.g., please, suitable voice tones, and acceptable forms of address. Among the theories of politeness, Lakoff, Leech, and Brown and Levinson's theories are the basic and the most prominent ones. They explore how language maintains harmony and manages relations. According to (Culpeper, 2011 cited in Al-Duleimi and Abdulla, 2016), Lakoff was the first person to propose two basic rules of politeness (1973) including clarity and politeness; Clarity follows Grice's Cooperative Principle. Lakoff (1973) represents politeness as social factors that influence communication among participants in specific contexts. She breaks down politeness into these three sub-rules: "give options", "don't impose", and "make others feel good or friendly".

Leech (1983) published his book "Principles of Pragmatics", offering his model of politeness, which is considered applicable to practical situations. Leech's politeness principle is built on Grice's

maxims. Leech (1983) believes that the purpose of the politeness principle is to preserve social harmony and a friendly relationship that allows us to assume that those we are communicating with are acting cooperatively from the start. The maxims proposed by Leech (1983) are shaped by his distinction between positive politeness and negative politeness. While positive politeness aims to maximize politeness, negative politeness aims to minimize impoliteness. Brown and Levinson's theory of politeness concentrates on the idea of "face", which was proposed by Erving Goffman (1955). Their face theory is based on three key concepts: face, face threatening act, and politeness strategies. According to Brown and Levinson (1987) "face" is the public self-image that every member of society wants to demand for themselves. It consists of two related aspects: negative face, which means everyone's desire to be independent and have freedom of action without any imposition from others. Positive face, which means everyone's desire to be liked, valued, and appreciated by others during social interactions. Brown and Levinson (1987) state that face-threatening act are actions that could damage or threaten someone's public self-image. These actions may affect the positive face and negative face of the listener; the speaker should use other techniques to minimize the harm to the speaker's face. Brown and Levinson's politeness strategies are divided into four main strategies: Bald-on-record politeness, positive politeness, negative politeness, and off-record politeness strategies.

2.2 Impoliteness in Pragmatics

Brown and Levinson's politeness theory has paved the way for linguists to investigate impoliteness theory. On one hand, Brown and Levinson deal with politeness as a complex strategy to soften face threatening act, and other researchers such as Culpeper, Bousfield, and Eelen go in the opposite direction, for situations where the speaker aims to damage the addressee's face, instead of mitigating the threats (O'Keefe, Clancy, and Adolphs, 2011 cited in Mohammed and Abbas, 2015). According to Culpeper (2011) defining the notion of "impoliteness" is a real challenge. There are situations where some verbal behaviours are impolite, while they are not impolite in other situations, it depends on the context, e.g., shouting at an older people can be regarded as very impolite, but the same act in the middle of a football crowd might not be considered as impolite. Therefore, impoliteness is mostly in the eyes of the beholder, as it depends on how someone perceives what is said and done and it also relates to the situation.

According to Culpeper (2005 cited in Culpeper 2011), impoliteness is about two things: first, when the speaker seeks to attack the hearer's face intentionally, and, second, the hearer takes the behaviour as an intentional face attack or a combination of both. Additionally, Culpeper (2011) revised his definition and redefined impoliteness as a negative response towards particular behaviours within specific contexts. It is shaped by social expectations, desires, and beliefs about groups or individuals' identities, which are managed during interactions. Behaviours are expected to be impolite when they clash with what people expect, want, or believe should happen in that situation. These actions usually lead to emotional consequences, such as causing offence for at least one of the participants.

2.2.1 Culpeper's Impoliteness Theory

Culpeper (1996) illustrates that his impoliteness strategies are taken from Brown and Levinson's politeness strategies. Therefore, he describes impoliteness as "the parasite of politeness." Each of the politeness strategies has a corresponding impoliteness strategy, which is designed to damage the face instead of protecting it.

1) Bald On Record Impoliteness

Culpeper (1996) states that this strategy involves performing face threatening act in a direct and unambiguous manner where considerations of face are either not relevant or minimized. It is very significant to differentiate Brown and Levinson's bald on record from Culpeper's bald on record. Bald on record politeness, face concerns are temporarily set aside in situations such as in emergencies when the threat to the addressee's face is very small, for instance, "Come in", and "Do

sit down”. It can also be used in a context where the speaker has more power than the listener, e.g. “Stop claiming”, a parent told their child. In these circumstances, the speaker does not try to hurt the listener’s face as there is little risk to their face.

2) Positive Impoliteness

Culpeper (1996) observes that a positive impoliteness strategy is employed when the speaker aims at attacking and damaging the addressee’s positive face wants. Culpeper (1996, p. 357-358) proposes ten positive impoliteness sub-strategies:

- Ignoring or snubbing the other
- Excluding the other from an activity
- Disassociating from other
- Being uninterested, unconcerned, or unsympathetic
- Using inappropriate identity markers
- Speaking in obscure or secretive language
- Selecting sensitive or controversial topics intentionally to make disagreements
- Making the other feel uncomfortable
- Using taboo words or swearing
- Calling the other names

3) Negative Impoliteness

According to Culpeper (1996), a negative impoliteness strategy is designed to attack and damage the hearer’s negative face wants. Culpeper (1996, p. 358) proposes six positive impoliteness sub-strategies:

- Frightening
- Condescending, scorning, or ridiculing
- Not treating others seriously and belittling them
- Invading the other’s space or privacy
- Explicitly associate the other with a negative face
- Putting the other’s indebtedness on record

4) Sarcasm or Mock Politeness

Culpeper (1996) states that mock politeness occurs when a face threatening act is carried out through the use of polite expressions. These expressions are polite at a surface level but their real intention, which is to damage the addressee’s face, is hidden.

5) Withhold Politeness

According to Culpeper (1996) withholding politeness refers to the lack of polite behaviour or expressions in situations where it is needed, e.g., if someone does not thank for a present, is considered an intentional act of impoliteness. Brown and Levinson (1987) state that politeness must be expressed, and when it is not, it may be regarded as a shortage of polite behaviour.

3. Methodology and Data Collection

This study employs a mixed approach, integrating both qualitative and quantitative data collection and analysis, impoliteness strategies are examined in the selected English political caricatures with an emphasis on context and visual analysis. According to Mackey and Gass (2005), “qualitative approach” is a term used in research, which is based on descriptive data. It does not make regular use of statistical or numerical procedures. On the other hand, Taherdoost (2021) states that “quantitative data” refers to numbers calculated through mathematical methods. It can be measured using different scales, such as nominal, ordinal, interval, and ratio scales.

To achieve the aims of the study and answer the questions of the research, the study procedure provides theoretical background on theories of politeness by Lakoff, Leech, and Brown and Levinson and impoliteness theory by Culpeper. Then, data from the famous English caricaturists are collected on X platform, including, Peter Brookes, Mike Luckovich, and Morten Morland. Eight political caricatures from the years 2023 and 2024 are selected for analysis in the study. Additionally, impoliteness strategies in these caricatures are identified. The findings from English political caricatures are used to highlight the cross-cultural impact of impoliteness strategies.

4. The Analysis of English Political Caricatures

Culpeper's impoliteness framework (1996) is adopted to analyze the selected English political caricatures. A single caricature may employ more than one impoliteness strategy or sub-strategy. Therefore, the strategy or the sub-strategy that is the most relevant and closely aligned with the content is prioritized.



Figure 1. Morten Morland, X Platform, 6th November, 2024

Description

The caricature in (figure 1) above shows Uncle Sam, a symbol of the United States, addressing the media and commenting on a difficult decision between “Madam President”, Kamala Harris, or “Madman President”, Donald Trump, in the presidential election campaign in 2024.

Analysis

Referring to Trump as a madman directly attacks his positive face, and his desire to be appreciated and accepted; it is seen as a critique of his reputation and the famous image he owns in the entire world. The derogatory language “Madman President”, as an instance of the “calling the other name” sub-strategy, is used in the caricature to severely insult and demean his character, representing him as mad man implies that it is inappropriate to be elected as American president to govern this big and populated country. According to Bustan and Alakrash (2020) “calling the other names” refers to the act of addressing someone with derogatory or insulting words. It means using negative phrases such as “worthless”, “bad”, etc., to criticize someone that often hurts their feelings or lowers their self-worth. With the employment of a “positive impoliteness” strategy, the caricaturist presents them, particularly Trump, in a way that dismisses their desire to be respected. The use of exaggerated language “Madman President” not only diminishes his public self-image but also implies criticism, suggesting instability and unfitness for the leadership. Kamala is also attacked in the caricature as she is belittled by calling her “Madam”. The man in the caricature undermines her role as a woman, suggesting that she is unfit or undeserving as the president of the United States. However, the word “tough” can be used ironically, implying that the choice was obvious and the word “toughness” was only acknowledging the stark contrast between them. In this case, it may be regarded as foolishness to compare the “madman” to the “madam” option. Culpeper (1996) explains that the aim of using the “positive impoliteness” strategy is to attack and damage the addressee’s positive face wants. The impoliteness strategy used in this caricature is (positive impoliteness) and

the sub-strategy utilized is (calling the other name).

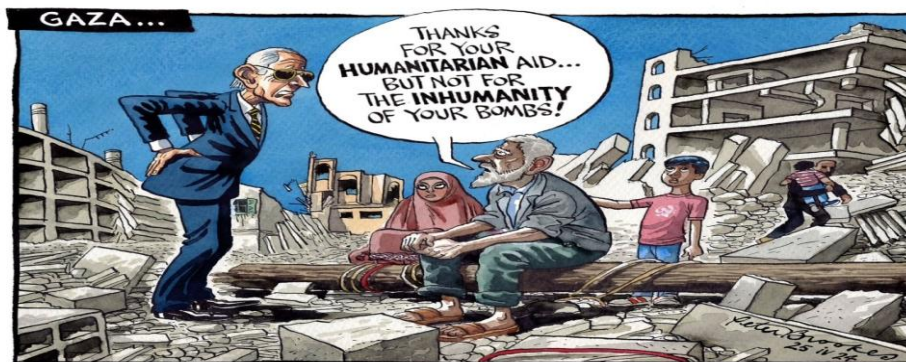


Figure 2. Peter Brookes, X Platform, 25th May, 2024

Description

The caricature in (figure 2) above represents Joe Biden standing confidently in front of the ruins in Gaza having a conversation with a group of Palestinians, sitting among their destroyed houses. An elderly man says to him “Thanks for your humanitarian aid...but not for the inhumanity of your bombs”.

Analysis

Firstly, Biden is praised by telling him “thanks” for his humanitarian aid. Then, he is directly and unambiguously attacked and the considerations of his face are completely at risk. By employing a “bald on record impoliteness” strategy, the man criticized Biden’s cabinet straightforwardly and the policy of the country as a whole concerning the situation for the help and support of the Israel regime against Palestinian people, which brings destruction and massacre to Palestine. The statement begins with an apparent expression of gratitude “Thanks for your humanitarian aid”, however, the utilization of the conjunction “But” cancels this politeness. The phrase “but not for the inhumanity of your bombs” openly criticizes the hypocrisy of Biden’s policy for providing bombs to the enemy while simultaneously offering aid to the victims harmed by these actions. These words are harsh and clear, without trying to soften the message. The sarcastic “thanks” makes the insult even stronger as it quickly sharpens the accusation. In addition, the unhappy look on people’s faces and the destroyed buildings in the caricature adds a powerful and strong criticism of Biden’s administration. Culpeper (1996) identifies that bald on record impoliteness involves performing “face threatening act” in a direct, straightforward, and unambiguous manner where considerations of the face are either not relevant or minimized. The impoliteness strategy used in this caricature is (bald on record impoliteness).



Figure 3. Mike Luckovich, X Platform, 14th December, 2023

Description

The caricature in (figure 3) above depicts five countries, namely: Germany, Hungary, Venezuela, Turkey, and America. Each country is represented by a person with exaggerated features. The captions “DICTATORSHIP”, “It”, “can’t”, “happen”, and “here” are written.

Analysis

The caption “Dictatorship” employs the possibility of turning these countries into dictatorship. If the written words on the five countries are collected, the phrase “Dictatorship, it can’t happen here” is made. These words seem polite on the surface level because they confirm that there is no threat in these countries to face dictatorship and this is what they call for in the public. On the other hand, the real intention of the caricaturist is hidden beneath, which attacks these countries’ recent policies. Through using the “mock politeness” strategy, the caricaturist tries to undermine and attack their face, clarifying that these behaviors will produce dictators and they are shown as responsible for taking their countries to the dictator. According to Culpeper (1996), mock politeness strategy is used when a face threatening act is performed by using politeness strategies that are explicitly insincere. These expressions seem polite but the intention is hidden, which is created to attack the address’s face. By distorting their names or placing them in a satirical context, the caricaturist may be critiquing the governments and leaders, commenting on their roles in global politics, and highlighting controversies associated with these countries. The impoliteness strategy used in this caricature is (mock politeness).



Figure 4. Mike Luckovich, X Platform, 11th July, 2024

Description

The caricature (in Figure 4) above presents two panels: on the left, Donald Trump is depicted with the label “Mugshot”, on the right, “The project 2025: Plan to end democracy” is illustrated, accompanied by the label “Fingerprints”.

Analysis

The caricature presents a critical commentary on Donald Trump and his “Project 2025” by using terms such as “Mugshot” and “Fingerprints”. The word “Mugshot” is a photograph taken by the police of a person who has been charged with a crime. In criminology, a fingerprint is the unique pattern of ridges in a person’s fingerprints, used for personal identification. Trump is described as a mug-shot, which presents his criminality and emphasizes a negative evaluation of Trump’s actions. The fingerprints on the documents “Project 2025: Plan to End Democracy”, Trump’s plan, and his character are indicated as a threat to democracy. Through using a “negative impoliteness” strategy and “frightening” as a sub-strategy, the caricaturist attacks Trump’s negative face, as he takes away the people’s right to be free from imposition and also makes others feel frightened of the so-called Project 2025. Culpeper (1996) states that the purpose of using “negative impoliteness” is to attack and damage the addressee’s negative face wants. The sense of “frightening” to the American people is presented by defining Trump’s project 2025 as a plan to end democracy. Bousfield (2008) states that “frightening” refers to the emotional impact that certain impolite

utterances can have on individuals by underlining their sense of freedom and autonomy. These utterances may invoke feelings of frightening and threat. The impoliteness strategy used in this caricature is (negative impoliteness) and the sub-strategy used is (frightening).



Figure 5. Mortin Morland, X Platform, 30th June, 2024

Description

The caricature in (figure 5) above, shows different people along with signs of “VOTE”. The UK’s last election results and the Conservative Party’s loss are demonstrated through the falling of the party’s leaders on earth. There is a religious man holding a book and on the gravestone in front of him “RIP” for the Conservatives is labeled.

Analysis

The caricaturist directly criticizes the leaders of the Party as they lost the election so badly and, addresses them as dead people. The Conservative Party’s face is directly questioned by defining them as “dead”, which implies that their presence in Britain’s politics is over. They are an outdated Party and they cannot govern the country again. The disorganized pile of Brexit-related symbols, including “Vote leave” signs and figures thrown away from the trucks, are direct attacks on the party by heightening their mistakes and failures. The caricaturist uses the funeral normally as a serious and respectful occasion to attack the Party’s failure, especially concerning the Brexit issue which damages their reputation. By using the phrase “RIP”, the Conservative Party is directly damaged without any mitigation, which is an impolite attack. According to Culpeper (1996), bald on record impoliteness engages in performing face threatening act in a direct, straightforward, and unambiguous manner where considerations of the face are either not relevant or minimized. The impoliteness strategy used in this caricature is (bald on record impoliteness).



Figure 6. Peter Brookes, X Platform, 28th June, 2024

Description

The caricature in (Figure 6) above shows two panels with British and American presidential nominees. Each stands behind a podium while the audience members ask, “Are you two really the best we’ve got?”

Analysis

The question “Are you two really the best we’ve got?” undermines these leaders by disrespectfully questioning their ability and belittling their authority. The strategy “bald on record impoliteness” is implied since the caricaturist delivers the question baldly, without any mitigation, and directly challenges these leaders’ fitness and appropriateness to be the presidents of these two great countries, the USA and the UK. The speakers belittle them and underestimate their existence as the president. Therefore, the audiences feel ashamed that these leaders will be their representatives in the future, and they do not find them to be the right person for such positions and regard them as inappropriate candidates. By using exaggerated expressions and stating the scene in public, the caricaturist insults their public self-image, presenting them as unwanted figures in both communities and also leaves no room to soften the criticism; it is a direct impolite statement used by the audience towards the reputation of these famous figures. Culpeper (1996) believes that bald on record impoliteness involves performing face threatening act in a straightforward and unambiguous manner where face considerations are either not relevant or minimized. The impoliteness strategy used in this caricature is (bald on record impoliteness).



Figure 1. Peter Brookes, X Platform, 18th May 2024

Description

The caricature in (Figure 7) above has two panels. In the first panel labeled the good news, the statement “We’re giving you new firepower to hit Russia when it hurts” was directed to Zelensky by Joe Biden. In the second panel labeled the bad news, the phrase “Just, don’t use it, pal!!” is stated by Biden.

Analysis

The word “Pal” is an informal term used to refer to a close friend or companion. It is often used as an in-group identity marker to create a sense of closeness and friendship. The message is taken as a support towards Zelensky’s face on the surface. But the real intention behind uttering “Don’t use it, pal!” is an indicator that Biden is not that serious with him; Zelensky’s face is undermined and belittled. Ibrahim (2020) suggests that “not treating with other seriously” sub-strategy is employed when someone tries to belittle the other and also attack their negative face. The Ukrainian president’s hands are bound with the American flag, symbolizing his lack of freedom, as he cannot act independently, the attack is directed at his negative face. However, The USA has provided military and financial aid to Ukraine to help itself against Russian invasion; Zelensky does not have the full right to utilize all the military services without Biden’s permission. Culpeper (1996) asserts that the goal of using “negative impoliteness” is to attack and damage the addressee’s negative face wants. The employment of negative impoliteness and belittling towards Zelensky is

evident through patronizing Biden's approval, which emphasizes the power imbalance between the two presidents. The impoliteness strategy used in this caricature is (negative impoliteness) and the sub-strategy adopted is (not treating with other seriously and belittling them).



Figure 8. Mortin Morland, X Platform, 21st June, 2024

Description

The caricature in (Figure 8) above represents a tense political conflict between two UK political figures, Boris Johnson and Rishi Sunak. Johnson repeatedly inquires to leave him alone “Will you leave me alone”, “Will you leave me alone, Rishi?!”.

Analysis

The statement “Will you leave me alone, Rishi?!” demonstrates impoliteness through a harsh and direct utterance, with no attempt to be respectful. The repeated demand to be left alone shows a desire to avoid sitting and meeting with the other person and creates a sense of distance between them. These frank statements attack their face by implicating that they do not want to work together or be associated. According to Culpeper (1996) “disassociation” is characterized by rejecting connections or denying common ground with the other, e.g. avoiding sitting with them. In the caricature “positive impoliteness” is employed; the positive face of Johnson and Sunak is undermined by attacking their desire to be appreciated or valued. Culpeper (1996) states that the aim of using a “positive impoliteness” strategy is to attack and damage the addressee’s positive face wants. The “disassociating from the other” sub-strategy is used through the dialogue, which clearly views these two figures rejecting each other’s presence and feeling disappointed about being in connection. The impoliteness strategy used in this caricature is (positive impoliteness) and the sub-strategy adopted is (disassociating from the other).

5. Discussion of the Results

As can be seen in (table 1), in the selected English political caricatures, negative impoliteness, positive impoliteness, bald on record impoliteness, and mock politeness are found, while withholding politeness is not observed in the analysis. Among the impoliteness strategies, bald on record impoliteness, which is a direct way of being impolite, is the most common, occurring three times, which makes up (37.5 %) of the total. Based on the selected caricatures exploited in the analysis, the English caricaturists want to criticize political figures and events directly. Consequently, this strategy grabs attention and makes the message clear.

Meanwhile, negative impoliteness is the second most common, occurring two times, which makes up (25 %) of the total of the selected caricatures. Negative impoliteness involves direct attacks, and insults on the negative face of the addressee through the employment of the sub-strategies such as “frightening” and “not treating with others seriously”. English caricaturists employ this strategy often to criticize political figures, particularly in situations where decisions are imposed on them or their freedom is disregarded. Similarly, positive impoliteness occurs twice, which makes up (25 %) of the total. Positive impoliteness involves direct attacks, and insults on the positive face of the

addressee through the employment of the sub-strategies such as “calling the other names”, and “disassociating from the other”. English caricaturists employ this strategy frequently as they want to challenge the reputation of the addressee and attack their positive face.

Additionally, mock politeness, when someone sounds polite but is actually rude, occurs only once (12.5 %). The English political situation allows the caricaturists to express themselves freely, as a result, they do not need to communicate indirectly. Finally, withholding politeness, where politeness is expected but not expressed, is completely absent in these caricatures. The lack of this strategy indicates that it is usually seen in dialogues between two characters, caricatures are often monologues, representing one-sided expressions or messages.

Table 1. Rank, Occurrence, and Percentage of Impoliteness Strategies in English Political Caricatures

Rank	Strategies	Occurrence	Percentage
1	Bald On Record Impoliteness	3	37.5 %
2	Negative Impoliteness	2	25 %
3	Positive Impoliteness	2	25 %
4	Mock Politeness	1	12.5 %
5	Withhold Politeness	0	0 %
Total		8	100 %

6. Conclusions

The research manifests a limited analysis of impoliteness strategies in English political caricatures; therefore, the following are the main conclusions: the findings demonstrate that the meaning of caricatures is not easily or directly understood, as it relies on how effectively one can connect the textual and visual elements. Caricatures possess their own communicative means, and a single caricature may employ more than one impoliteness strategy or sub-strategy. Therefore, the interpretation varies based on the angle from which the caricatures are analyzed. Four impoliteness strategies including negative impoliteness, positive impoliteness, bald on record impoliteness, and mock politeness are observed in the analysis of the caricatures. Bald on record is the most common strategy, while negative and positive impoliteness together are the second most frequently used. Moreover, mock politeness ranks third. English caricatures use different levels of impoliteness strategies; bald on record is the most common, while mock impoliteness is used less often. “Frightening” and “not treating others seriously” are employed as negative impoliteness sub-strategies, while “calling the other names” and “disassociating from the other” are used as positive impoliteness sub-strategies.

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شیکردنه وهیه کی پراگماتیکی بۆ ستراتژییه کانی بپریزیکردن له ههلبژاردهیهک له کاریکاتیره سیاسیه ئینگلیزیه کاند

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پوخته

ئهم توێژینه وهیه شیکردنه وهیه کی پراگماتیکیه بۆ ستراتژییه کانی بپریزیکردن له ههلبژاردهیهک له کاریکاتیره سیاسیه ئینگلیزیه کاند. توێژینه وهیه که مه به ستنیه ته لیکولینه وه بکات له به کارهینانی ستراتژییه کانی بپریزیکردنی کولپیه ر (1996) له کاریکاتیره سیاسیه ئینگلیزیه کاند. هه رچه نده کاریکاتیره کان په یامی سیاسیان ههیه، به لام ده ربینه کانی بپریزیکردن جیاوازی کولتوریان ههیه، بۆیه یهک کاریکاتیره ده کریت زیاتر له ستراتژیک له خوی بگریته. داتای توێژینه وهیه که بریتیه له (8) کاریکاتیره (3) کاریکاتیره ستنی ئینگلیز، که به ره مه کانیان له پلاتفورمی (X) دا بلاوکردوته وه. ده رته نجامه کانی توێژینه وهیه که ده ریده خن که چوار له کوی پینچ له ستراتژییه کانی بپریزیکردن له کاریکاتیره کاند به کارهاتوون. (Bald On Record Impoliteness) له هه موویان زیاتر به کارهاتووه، (Negative Impoliteness) و (Positive Impoliteness) له ریزبه ندی به کارهیناندا به هاوبه شی دووه من. هه روه ها (Mock Politeness) له ریزبه ندی به کارهیناندا ستنیه مه، له کاتیکدا هه یج حاله تیک (Withhold Politeness) له کاریکاتیره کاند نه دۆزراوه ته وه.

وشه سه ره کییه کان: پراگماتیکس، بپریزیکردن، کاریکاتیره سیاسی

تحلیل تداولیه لاستراتجیات لادراء فی مجموعه مختاره من الرسوم الكاريكاتورية السياسية الإنجليزية

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ملخص

هذه الدراسة عبارة عن تحليل عملي لاستراتجيات الازدراء في مجموعة مختارة من الرسوم الكاريكاتورية السياسية الإنجليزية. حيث تهدف الدراسة إلى التحقق من استخدام استراتيجيات الازدراء عند كوليبير (1996) في الرسوم الكاريكاتورية السياسية الإنجليزية. وعلى الرغم من أن الرسوم الكاريكاتورية تحمل رسائل سياسية، إلا أن تعبيرات الازدراء لها اختلافات ثقافية، لذلك يمكن أن يحتوي الكارتون على أكثر من استراتيجيه. إن الدراسة ثمة ثلاثة رسامي كاريكاتير بريطانيين مشهورين، الذين ينشرون أعمالهم في X. وأظهرت النتائج أنه تم استخدام أربع من خمس استراتيجيات ازدراء في الرسوم الكاريكاتورية. هو الأكثر استخداماً (Bold on record impoliteness). يحتلان المركز الثاني مجتمعين (Negative impoliteness) و (Positive impoliteness). في المركز الثالث في ترتيب الاستخدام (Mock politeness)، و بينما لم توجد حالات (Withhold politeness) في الرسوم الكاريكاتورية.

الكلمات المفتاحية: تداولية، الازدراء، الكاريكاتورية السياسية