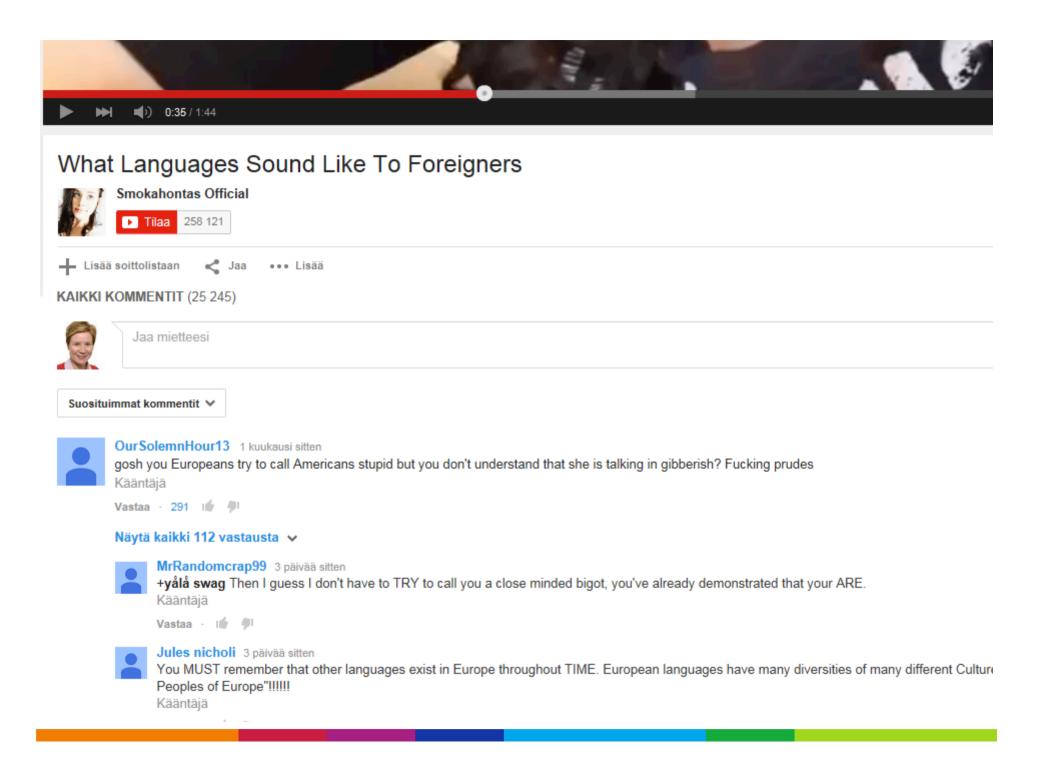
## *"It's gibberish you f\*\*\*\*g prude!"* Aggressiivinen kielenkäyttö Smokahontasvideon kommenttiketjussa

Johanna Isosävi, Veronika Laippala ja Lotta Lehti Kielitieteen päivät 2015

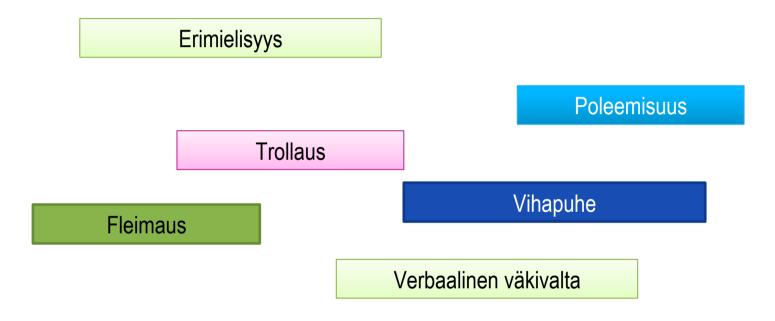


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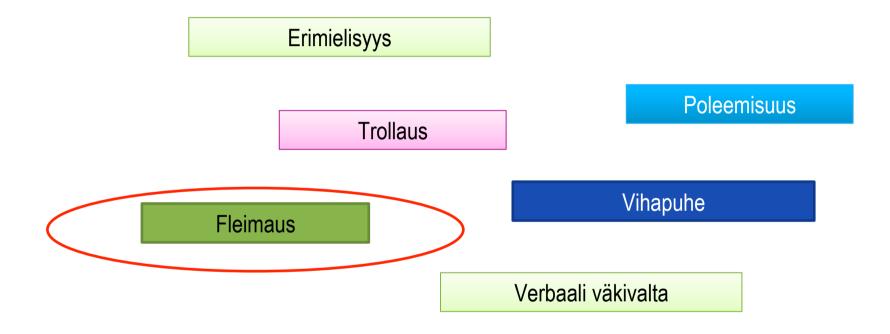




## Aggressiivisuus verkkokeskusteluissa



### Smokahontas-keskustelu



## Flaming = fleimaus

- "Hostility, aggression, intimidation, insults, offensive language or tone, uninhibited behavior, sarcasm, and unfriedly tone (...) are the most consistently used attributes to describe flaming" (Turnage 2007)
- Performance (Bauman 1992)
- "Expression of hostile emotions directed at another person, as opposed to criticism [...] directed at ideas and opinions" (Kayany 1998: 1135)

### Flaming = fleimaus

•"A flame event is a sequence of typed, synchronous or asynchronous, online exchanges involving sudden, intense conflict." (Danet 2013)

Conflict + impoliteness (Danet 2013)

## Flaming = conflict + impoliteness

- Danet (2013: 646): any conflict has at least 3 components
  - 1. Initial statement /other speech act by Speaker A
  - 2. Challenge by Speaker B expressing disagreement with A
  - 3. Response by A expressing disagreement with B

## 1) Konfliktit Smokahontaskeskustelussa

"en ymmärrä"

"Smo on rasisti"

## "En ymmärrä", esim. 1

- (1) Hi, the portuguese you spoke was so bad, i speak portuguese as main language and i didint understood any of what you said.
- (2) You're a fucking idiot! This is Jibberish, but she is telling us what it sounds like from her prespective! Fucking idiot!

## Konfliktin luonne: puheaktit

You're a fucking idiot! This is Jibberish, but she is telling us what it sounds like from her prespective! Fucking idiot!

> Puheakti: Loukkaus

Ei esim. syytös, kieltäminen, pyyntö (Vincent, Laforest & Turbide 2008)

## "En ymmärrä", esim. 2

- (1) WTF is this shit? I'm french and just "Bonsoir"="good evening" is good ! I didn't understand one word is not a french is a fcking shitt i fck ur momo
- (2) You're retarded. The video is gibberish in different languages
- (1) Then where is a fcking utility of this video ? Nothing
- (2) Entertainment... Like everything else on YouTube.
  - (1) Gibberish don't train a fcking language....I'm french and it's so fcking bad ! She stink hard
  - (2) Omg you're so dumb... NOT TRAINING, ENTERTAINMENT, look it up.
- (1) Ah ok but she find this entertaining....she fck up she stink as fck
- (2) So many people find this entertaining, that's why it went viral... Look at the amount of subscribers she gained, the amount of likes she got...
- (3) @[1] tais-toi vous morceau de merde
- (4) @[1] Can you please shoot yourself?

# Metakommentteja "en ymmärrä"-konfliktista

- (1)"HEY I'M A FOREIGNER FROM **INSERT COUNTRY HERE** AND I DIDN'T UNDERSTAND A WORD OF THE **COUNTRY'S LANGUAGE** SHE WAS TRYING TO SAY. SHE SO BAD.
- (2) SHE'S SPEAKING GIBBERISH . LEARN TO READ THX

[...]

- (3) [nickname] and [nickname] are a bit retarded if they didn't understand that [1] was being sarcastic. How can you think someone could say "I'm from insert country here and I didn't understand country's language" seriously?
- (2) Because people are actually that retarded

### "Smo on rasisti", esim. 1

(1) That is racist plus I'm British and I don't sound like that. :-(
(2) Thats not racist you moron -\_-

## "Smo on rasisti", esim. 2

(1) Italian was horrible, I'm terribly insulted now.

(2) as stated in the title, its what the languages sound like to her...

(1) @[2] If italian really sounds like that to her, then she's an incredible racist. NO italian person EVER speaks like that. We don't emphasize those words like this. Only racist people who are trying to imitate italian do that. So if that is really what italian sounds like to her, she's either a racist who is wearing their "stereotypes everywhere glasses" or a gullible person who has heard another imitator of the italian language talk like that and then copied it.

(2) I dont't really see how doing a personal imitation of italion is racist. [...]

(1) @[2] But if she was making a joke there, why was it exclusive to italian? She didn every other language rather well, with normal pronounciation, and no exaggerated mimic or gesture, except for italian. How come?

(1) @[1] Sorry but for me it kind sounds like italian to me and i studied italian, you don't have to be offended it just how it can be heard by some people. I am french and i don't think we're talking like that at all ! but maybe for you it was similar

(1) @[3] Not trying to insult you, but when I was in France with my class, people pretty much sounded like that. I feel like the way she presented italian was as if she tried german and made it sound like Hitler.

## 2) Epäkohteliaisuus Smokahontaskeskustelussa

### Epäkohteliaisuuden määritelmä ja malli

Situated behaviours are viewed negatively – considered "impolite" – when they **conflict with how one expects them to be**, how one wants them to be and/or how one thinks they ought to be. (Culpeper 2013: 5, 2011)

### **Culpeperin malli:**

Goffmanin käsite *face* Brown & Levinson (1987: 61)

positive face is the desire that an individual's wants and needs are respected by others negative face is the desire for 'freedom of action'. (Culpeper 1996)

### Culpeper ym. (2003) epäkohteliaisuuden luokittelua / 1

#### **1. BALD ON RECORD IMPOLITENESS**

where there is much face at stake, and where there is an intention on the part of the speaker to attack the face of the hearer.

#### 2. POSITIVE IMPOLITENESS

The use of strategies designed to damage the addressee's **positive face wants** 'ignore, snub the other', 'exclude the other from the activity', 'disassociate from the other', 'be disinterested, unconcerned, unsympathetic', 'use inappropriate identity markers' 'use obscure or secretive language' 'seek disagreement' 'make the other feel uncomfortable (e.g. do not avoid silence, joke, or use small talk)' **'use taboo words'** 'call the other names'

### Culpeper ym. (2003) epäkohteliaisuuden luokittelua / 2

#### **3. NEGATIVE IMPOLITENESS**

The use of strategies designed to damage the addressee's negative face wants

'frighten'

'condescend, scorn, or ridicule'

'invade the other's space'

'explicitly associate the other with a negative aspect' HUOM! Lorenzo-Dus ym. 2011: POS. IMPOLITENESS!

'put the other's indebtedness on record'

'hinder or block the other-physically or linguistically', etc.).

#### 4. SARCASM OR MOCK IMPOLITENESS

The use of politeness strategies that are obviously insincere, and thus remain surface realizations.

Sarcasm (mock politeness for social disharmony) is clearly the opposite of banter (mock impoliteness for social harmony).

### 5. WITHHOLD POLITENESS

Keep silent or fail to act where politeness work is expected.

Epäkohteliaisuuden analyysia / 1

### 400 kommenttia tarkasteltu

englanninkielisiä kommentteja 309 kpl, analysoitu Culpeper ym. 2003 luokittelun mukaan

HUOM! koko keskusteluketjussa (18.12.14 mennessä) 24 404 kommenttia

#### vertailu tuloksiin:

"On-line polylogues and impoliteness: The Case of postings sent in response to Obama Reggaeton YouTube video". Lorenzo-Dus & Garce's-Conejos Blitvich & Bou-Franch *Journal of Pragmatics* 43 (2011) 2578–2593.

### Epäkohteliaisuuden analyysia / 2

Epäkohteliaisuutta 28 %:ssa analysoituja kommentteja (88 kpl)

#### negatiivinen epäkohteliaisuus 58 %

positiivinen epäkohteliaisuus 35 % sarkasmi 7 %

JOS 'explicitly associate the other with a negative aspect' pos. epäkohteliaisuutta: positiivista epäkohteliaisuutta 66 %

negatiivista epäkohteliaisuutta 27 % sarkasmi 7 % vastaisi Lorenzo-Dus ym. (2011) tuloksia!

### Epäkohteliaisuuden analyysia / 3

Yleisin tyyppi "Explicitly associate the other with a negative aspect" (NEG./POS.) yleisin myös Lorenzo-Dus ym. (2011) tutkimuksessa! You sucked at Arabic not even close

Muita tyypillisiä (myös Lorenzo-Dus ym. 2011 PAITSI "taboo words") **"Taboo words" (POS.)** *Not to sound mean or anything but your FUCKIN RACIST* 

"Condescend, scorn, ridicule" (NEG.)
It was just wat it sounded like to her...cant u read?

**"Call the other names"** (POS.) *it's called EXAGGERATION, dumbass.* 

### Yhteenveto: fleimaus Smokahontasaineistossa

- Fleimaus pääosin hyvä käsite kuvaamaan Smokahontas-keskustelussa esiintyvää aggressiivisuutta
  - Erityisesti "en ymmärrä"-konflikteissa usein haukutaan toista ihmistä, ei keskitytä sanomaan

### - Epäkohteliaisuus

- ei kuvaa koko aineistoa (28 %)
- erityisesti positiivinen epäkohteliaisuus

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Mediated Communication 13 (1), article 1.

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