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IMPOLITENESS STRATEGIES IN ONLINE DISCOURSE: A COMPARATIVE STUDY OF ENGLISH AND SPANISH COMMENTS ON KING CHARLES III'S CORONATION

Impoliteness strategies are communicational strategies through which the speaker performs a threat to the face of the hearer. This research explores impoliteness strategies employed by Spanish and English CNN Instagram commenters to criticize the coronation of King Charles III. Drawing on Culpeper's (1996) Impoliteness Framework, the research examines how positive and negative impoliteness strategies are applied to attack King Charles' face, exploring potential combinations and language-based differences. What has been observed is that impoliteness, or more precisely face-threatening acts (FTA), may be a multi-layered phenomenon, in the sense that commenters may simultaneously use multiple impolite strategies. This as a result produces much stronger effect on the attack of the face than the use of a single strategy. Furthermore, there may be cultural implications in the employment of strategies for FTA. Namely, Spanish commenters appear to perform stronger FTA due to the use of three strategies at the same time as opposed to English ones who are found to use two of them simultaneously. Moreover, sarcasm as one of impoliteness strategies has also been found to be used only by Spanish commenters, adding up to the possibility of cultural differences. Despite the need for further research, these results yield a deeper insight into the complexity of the phenomenon of impoliteness within the realm of online discourse concerning public figures.

Keywords: Impoliteness Strategies, Positive Impoliteness, Negative Impoliteness, Multiple Strategies, Online Discourse, Face-Threatening Act

Introduction

When, why and how are we impolite? Are we impolite if we ignore somebody's question, if we interrupt somebody else's speech, if we give an answer that is too short, or untrue? Have we successfully conveyed our impoliteness and under what condition is impoliteness considered successfully conveyed? There has been a growing interest in the last three decades for the study of impoliteness that seeks to answer these among many other questions. Nevertheless, it is important to acknowledge the significance of impoliteness in its own right, since considered only as a mirror image of politeness, it has long been in its shadow. It was either ignored or regarded as an infrequent and abnormal part of language.

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For instance, Bousfield (2008) describes impoliteness as often regarded as "always deviant linguistic behavior to be avoided" (BOUSFIELD 2008: 51). The authors of the book "Forbidden Words" Allan and Burridge (2006: 27), write about enormous presence of the censoring of language and taboo and their connection to politeness and impoliteness, whereby they state: "Language is constantly subject to censoring: individuals who do not censor their language, and so normally say whatever first enters their heads without considering the circumstances of utterance, are deemed mentally unstable," exemplifying the fact that only politeness is seen as the norm. As a reaction to this weakness, authors such as Culpeper (1996) and Bousfield (2008) develop impoliteness framework, which is not separated from the politeness framework itself, but rather represents an inevitable complement. Despite numerous differences within various views on this phenomenon, Bousfield and Locher (2008: 3) assert that characterizing impoliteness as a behavior that as a goal has to hurt somebody, or, more precisely, somebody's face, is a component that connects them all together. Within impoliteness framework, authors do not only examine the phenomenon of impoliteness in great detail, but they also provide impoliteness strategies used to attack the interlocutor's face, in this way providing a means for observing the phenomenon in an efficient and structured manner. The history of the development of the concept of impoliteness actually dates back to the development of Grice's (1975) Cooperative Principle and Goffman's (1967) concept of face, which made a foundation for the development of the concept of politeness. This subsequently led to Culpeper's development of the framework of impoliteness in 1996 and his two superstrategies, "positive impoliteness" and "negative impoliteness", which will be used for the categorization analysis of the impolite utterances in this research. This study examines impoliteness strategies employed by Spanish and English CNN Instagram commenters to criticize the coronation of King Charles III. The aim of this research is also not only to classify and analyze how positive and negative impoliteness strategies are used to attack King Charles' III face, but also to explore whether and which of those strategies combine as well as to explore in which way the use of strategies differs depending on whether they are used in English or Spanish. Additionally, quantitative results are also to be obtained in order to see which positive and negative strategies are most frequently combined in both languages.

Overview of Previous Research on Im/Politeness

Impoliteness, often marginalized as a rare or unusual linguistic phenomenon, (CULPEPER 1996; ALLAN, BURRIDGE 2006; BOUSFIELD 2008), had for a long time been overshadowed by politeness. Among the most prominent politeness theories (LAKOFF 1973; LEECH 1983; BROWN, LEVINSON 1987) is indisputably that of Brown and Levinson's as presented their work "Politeness: Some Universals in Language Use" in 1987. They base their theory on the concept of face as given by Goffman (1967) and write that face is "something that is emotionally invested, and that can be lost, maintained, or enhanced, and must be constantly attended to in interaction" (BROWN, LEVINSON 1987: 61) whereby they are focused primarily on saving the face, that is, on the area of politeness. Despite the importance of politeness theories for comprehending impoliteness itself, authors such as Culpeper (1996) and Bousfield (2008) criticize the view of impolite-

ness as merely the opposite of politeness and, as a reaction to this misconception, they develop impoliteness framework that complement rather than oppose politeness theories.

The phenomenon of *impoliteness* can be seen as rooted in Grice's (1975) Cooperative Principle. Namely, this principle asserts that participants in communication have certain shared goals and expectations which when met lead to cooperation: "Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged" (GRICE 1975: 45). The four maxims Grice (1975) outlines are: Maxim of Quantity, Quality, Relation and Manner. Each of these maxims may be violated, which as a consequence has the lack of cooperation. Grice (1975) proposed that implicatures, referring to the additional meaning conveyed beyond the literal interpretation of an utterance, arise when a speaker flouts or violates one of the conversational maxims intentionally in a communicative exchange. Therefore, when individuals deliberately violate conversational maxims to convey implicatures that are rude, offensive, or disrespectful, it can result in impoliteness (LEECH 1983). For example, if someone intentionally provides vague or ambiguous information in response to a direct question, they may be flouting the maxim of quality, thereby implying something negative or disrespectful about the interlocutor. Similarly, if someone provides too little or too much information, they may fail to meet the expectations of relevance and clarity, thereby violating the maxim of quantity. This can lead to perceptions of impoliteness because the speaker is not cooperating in the conversation as expected (LEECH 1983).

Nonetheless, impoliteness is commonly described as the face-threatening act. The concept of face in its core represents the emotional and social investment people make in conversational settings in order to maintain, enhance or protect their public image, self-esteem and interpersonal relationships, as emphasized in Goffman's (1967) theory. Impoliteness would therefore in this sense represent *the attack on the face* of an interlocutor.

Furthermore, a split of the face into a positive and negative one has been introduced by numerous authors (BROWN, LEVINSON 1987; LACHENICHT 1980; AUSTIN 1990; SPENCER-OATEY 2002), with greater or lesser differences. What has been agreed upon is that the positive face refers to the desire of an individual to be included, accepted and approved of in social interactions while the negative face refers to the desire of an individual to be independent and free from imposition in social interactions, that is, to have one's choices and decisions respected by others. Since impoliteness represents the attack on the face, the attack may be aimed at the positive face as well as the negative face, or both (CULPEPER 1996).

The phenomenon of impoliteness is further explored by postulating the strategies used for performing the attack on the face and this is done by Culpeper (1996). Culpeper (1996: 356) presents the following strategies: *Bald on record impoliteness*, defined by Culpeper as "the FTA is performed in a direct, clear, unambiguous and concise way in circumstances where face is not irrelevant or minimized," *Positive impoliteness* - "the use of strategies designed to damage the addressee's positive face wants," *Negative impoliteness* - "the use of strategies designed to damage the addressee's negative face wants, *Sarcasm or mock politeness* - occurring when "the FTA is performed with the use of politeness strat-

egies what are obviously insincere, and thus remain surface realization, *Withhold politeness* - "the absence of politeness work where it would be expected. Of these mentioned, *Positive impoliteness* and *Negative impoliteness* are two strategies whose simultaneous use this paper looks into.

Additionally, a distinction should be made between *first-order* and *second-order impoliteness theories*. The first-order approach, defined by Watts (2003), deals with everyday interpretations of politeness and impoliteness during verbal exchanges, commonly termed as "folk interpretations." On the other hand, the second-order approach explores the scientific and theoretical aspects of im/politeness within sociolinguistic theory. This differentiation is essential for avoiding confusion and ensuring a comprehensive analysis. Namely, Culpeper's (1996) framework used in this paper falls within newer second-order politeness approaches, that is, it takes into account both everyday interpretations and theoretical constructs, unlike earlier dichotomous views.

Multiple Strategies

As mentioned above, the possibility of both aspects of the face being simultaneously attacked, that is the simultaneous use of positive and negative impoliteness strategies, is of special interest for this paper. Namely, this question of *multiple strategies* has relatively recently been posed. Culpeper et al. (2003) were among the first authors to take this matter into consideration. Namely, analyzing the recordings of disputes between traffic wardens and car owners, Culpeper et al. (2003) observe the presence of more than one impoliteness strategy in each and every interaction in question, which leads them to question a strict division of face into the positive and the negative one, as presented by Brown and Levinson (1987) and accepted by many other authors. "For example, it is clear that a negative impoliteness strategy (e.g., blocking their conversational path) might work primarily by impending the hearer'sfreedom (an issue of negative face), but also has secondary implications for positive face (e.g., the speaker is not interested in the hearer's views)" (CULPEPER, BOUSFIELD et al. 2003: 1576).

Since the work of Culpeper et al. (2003), There has been a considerable number of authors exploring the use of Culpeper's (1996) impoliteness strategies in online discourse, or more specifically, Facebook and Instagram comments (ERZA, HAMZAH 2018; INDRAWAN 2018; MAK, CHUI 2014; SHINTA, HAMZAH et al. 2018; ZHONG 2018; KHARISMA 2023; DIATMA, WIJAYANTO 2024; SIAHAAN, SARAGI et al. 2023). Nevertheless, the mentioned authors mainly conduct quantitative analysis with an aim to discover most frequently used strategies in the given corpus, and only a small amount of authors (HAMMOD, ABDUL-RASSUL 2017; AMBARITA, NASUTION et al. 2023; ROSANTI 2016; OMAR, SURA 2010; HARRIS 2001) actually takes into consideration the possibility of the use of multiple strategies. Even the authors who notice the possibility of combining do not perform any in-depth observation of the phenomenon. What is of importance for our research is that despite not yet explored to the necessary extent, the possibility of combining impoliteness strategies for attacking the positive and the negative face of the interlocutor simultaneously is existent and not rejected, as had previouslybeen the case within politeness framework, such as Brown and Levinson's (1987).

Of the impoliteness Culpeper (1996) outlined, *Positive impoliteness* and *Negative impoliteness* are two strategies whose simultaneous use this paper looks into, and they are defined as following:

"Positive impoliteness output strategies: Ignore, snub the other - fail to acknowledge the other's presence, Exclude the other from an activity, Disassociate from the other - for example, deny association or common ground with the other; avoid sitting together, Be disinterested, unconcerned, unsympathetic, Use inappropriate identity markers - for example, use title and surname when a close relationship pertains, or a nickname when a distant relationship pertains, Use obscure or secretive language - for example, mystify the other with jargon, or use a code known to others in the group, but not the target. Seek disagreement - select a sensitive topic., Make the other feel uncomfortable - for example, do not avoid silence, joke, or use small talk, Use taboo words - swear, or use abusive or profane language., Call the other names - use derogatory nominations etc.

Negative impoliteness output strategies: Frighten - instill a belief that action detrimental to the other will occur, Condescend, scorn or ridicule - emphasize your relative power. Be contemptuous. Do not treat the other seriously. Belittle the other (e.g. use diminutives), Invade the other's space - literally (e.g., position yourself closer to the other than the relationship permits) or metaphorically (e.g., ask for or speak about information which is too intimate given the relationship), Explicitly associate the other with a negative aspect - personalize, use the pronouns 'I' and 'you', Put the other's indebtedness on record, etc." (CULPEPER 1996: 357—358).

Method and Research

This research adopts a pragmatic discourse analysis methodology and uses a dataset collected from two Instagram news pages: CNN (English) and cnnee (Spanish). The corpus focuses on two reels depicting Charles III's coronation on 6 May 2023. The English post attracted 1540 comments, while the Spanish post received 2168 comments, resulting in a total corpus of 3708 comments. Due to the space constraints of this paper, a hundred comments were chosen for analysis—fifty in English and fifty in Spanish. These selections were based on their relevance to Culpeper's (1996) positive and negative impoliteness strategies, particularly targeting comments that attack King Charles III's positive and/or negative face.

The study employs both qualitative and quantitative methods. Qualitatively, the excerpts were categorized in each language according to Culpeper's (1996) strategies of positive and negative impoliteness. Subsequently, the potential combinations of these strategies were examined across both languages. Quantitatively, the research explores the most frequently combined strategies and investigates potential frequency differences between the languages being studied.

Additionally, a comparative analysis was conducted to explore differences or similarities in the frequency and types of impoliteness strategies used between the English and Spanish comments.
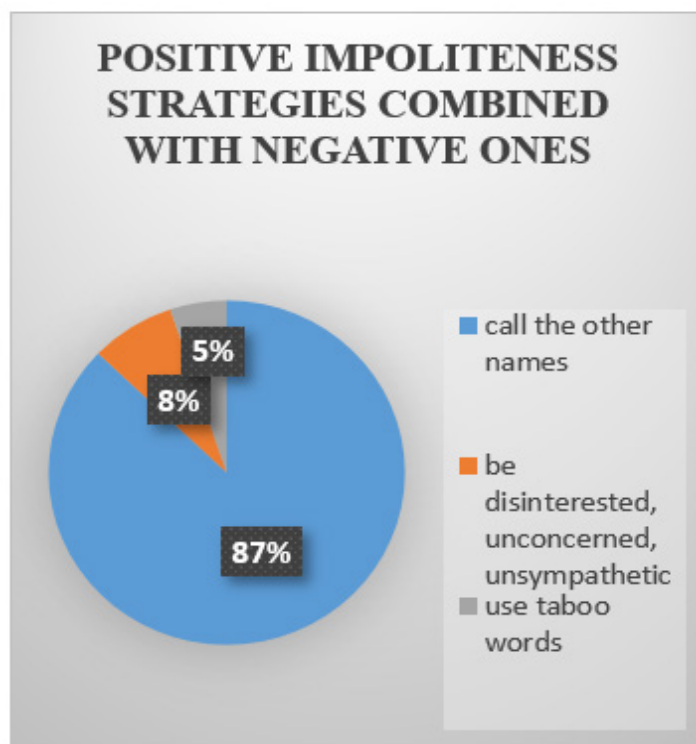
Results

Upon a detailed examination of the classification of categories following Culpeper (1996) and their combinations presented in Table 1, Table 2 and Table 3 below, it can be concluded that positive and negative impoliteness strategies are employed simultaneously in both English and Spanish to perform an attack on King Charles III's positive and negative face. In other words, the use of multiple categories is confirmed to be existent as well as frequent in the given corpus. More precisely, the positive impoliteness strategy of *call the other names* and the negative impoliteness strategy *condescend, scorn or ridicule* emerge as prominent strategies both individually and combined in both English and Spanish corpus. By using derogatory names (positive impoliteness) and simultaneously belittling the target (negative impoliteness), the commenter creates a **multi-layered attack** that aims to both distance themselves from the target and assert dominance (positive impoliteness) and diminish the target's significance as well as emphasize the speaker's superiority (negative impoliteness). For instance, an English utterance (E.6) "Are Pomp and Ceremony related to Dog and Pony?" attacks the positive face of the king employing the strategy call the other names by comparing him and the coronation ceremony with "pomp and pony" while at the same time suggesting that this formal event and the king are insignificant and mere displays thereby employing the strategy condescend, scorn or ridicule to attack the king's negative face.

It seems that the combination of positive and negative impoliteness strategies intensifies the face attack, allowing the commenter to assert their superiority while simultaneously undermining the target's position.

What is noteworthy is that 24% (8 instances out of 33 in total) of the combined-strategy utterances in Spanish corpus uses the combination of three strategies simultaneously, that is, the attack on the face can be seen as **three-layered**. All such combinations (instances in Table 2: S.7, S.13, S.14, S.17, S.18, S.19, S.20) apart from one instance (S.15) represent the combination of the following strategies: *explicitly associate the other with a negative aspect*, *condescend, scorn or ridicule* and *call the other names* while one instance is the combination of *call the other names, the use of taboo words* and *condescend, scorn or ridicule*. This makes the attack even stronger since now it can be seen as three-layered. This can be instantiated by the following utterance in Spanish corpus: (S.17) *Se ve fresco como lechuga (Looks fresh like lettuce)*. Namely, employs the strategy of *calling the other names* through the use of derogatory nomination. It also falls under the category of *condescend, scorn, or ridicule*, where the speaker uses language that belittles or mocks the target, comparing them to something trivial or unimportant such as lettuce in this case especially having in mind an ironic description of the lettuce or, the King, as fresh . And ultimately, it *explicitly associates the King with a negative aspect* of being unimportant and of no value by calling him lettuce. This leads to a conclusion that the more strategies are combined the stronger FTA is, which in turn means that Spanish commenters perform face-threatening acts more strongly than English ones, pointing to the possibility of a cultural difference. All the combinations may be seen in the following-Tables (see the link in footnote).

As mentioned above, the positive strategy *call the other names* and the negative strategy *condescend, scorn or ridicule* have also been the most frequently combined ones. The frequency of the strategy combinations found in English corpus is presented in the

following charts:

POSITIVE IMPOLITENESS STRATEGIES COMBINED WITH NEGATIVE ONES

- call the other names — 5%
- be disinterested, unconcerned, unsympathetic — 8%
- use taboo words — 87%

Graphical representation 1. *Positive Impoliteness Strategies Combined in English*
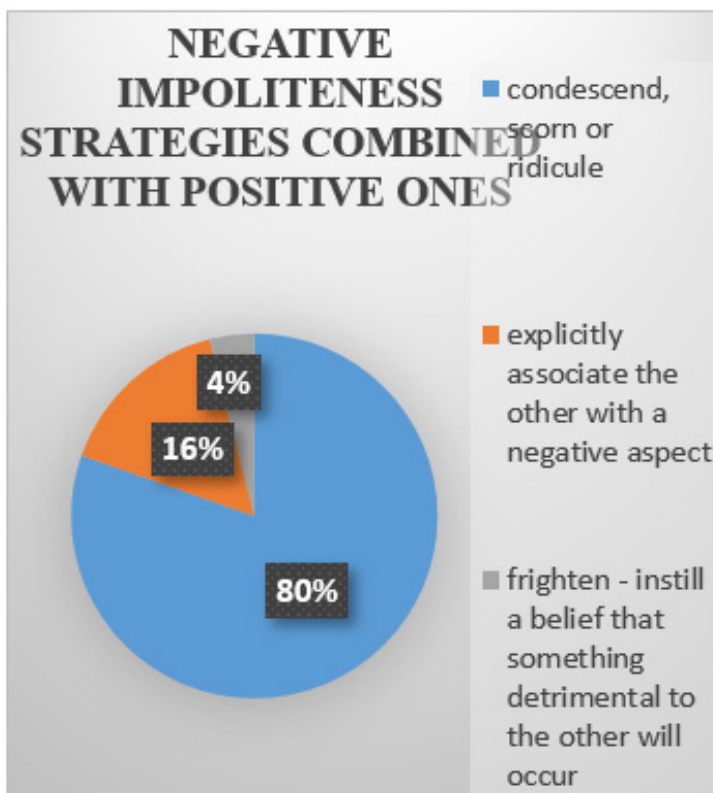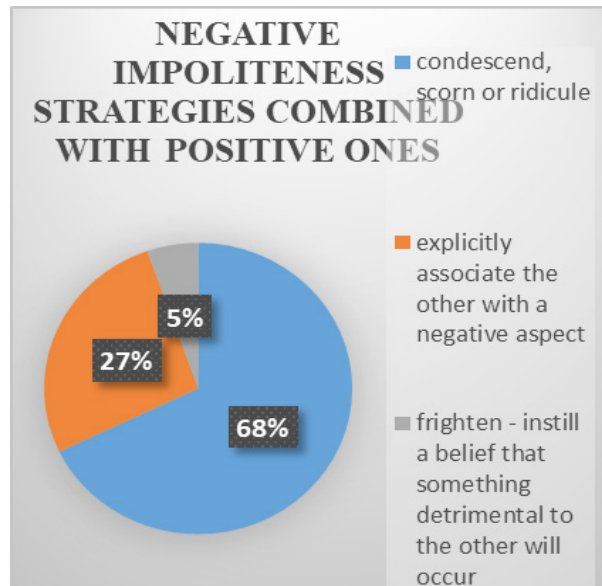
Graphical representation 2. *Negative Impoliteness Strategies Combined in English*

As is observant, in English comments, *call the other names* is with 87% (34 instances) the most frequently combined positive strategy whereas *condescend, scorn or ridicule strategy* is with 80% (41 instances) the most frequently combined negative strategy. The percentage of other strategies combined is much lower: *be disinterested, unconcerned, unsympathetic* 8% (3 instances), *use taboo words* 5% (2 instances); *explicitly associate the other with a negative aspect* 16% (8 instances), *frighten – instill a belief that something detrimental to the other will occur* 4% (2 instances).

The frequency of the strategy combinations found in English corpus is presented in the following charts:
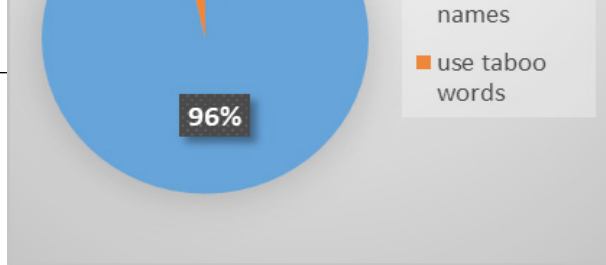
Graphical representation 3. *Positive Impoliteness Strategies Combined in Spanish*

Graphical representation 4. *Negative Impoliteness Strategies Combined in Spanish*

As observant, in Spanish comments, *call the other names* is with 96% (27 instances) the most frequently combined positive strategy whereas *condescend, scorn or ridicule strategy* is with 68% (38 instances) the most frequently combined negative strategy. The percentage of other strategies combined is much lower: *use taboo words* 4% (1 instance), *explicitly associate the other with a negative aspect* 27% (15 instances), *frighten – instill a belief that something detrimental to the other will occur* 5% (3 instances).

Furthermore, taking a closer look into the specific instances of combinations, it has been seen that the only positive impoliteness strategy combined in both languages is *call the other names*. Yet, there are notable distinctions regarding its combinations with negative impoliteness strategies. In English, a considerable amount of 34 instances of its combination with the negative strategy *condescend, scorn or ridicule*, is observed. The same combination of strategies is the most frequent one in Spanish as well, but to a lesser extent: 20 instances. Nevertheless, it is noteworthy that in Spanish, *call the other names* is also combined with the negative strategy *explicitly associate the other with a negative aspect* on 12 occasions, making it the second most frequent combination without a huge difference between the first one. In English, however, other combinations are nonsignificant in number (in English up to 3 instances) whereas in Spanish no other positive strategies' combinations are noticed apart from the mentioned one.

Additionally, examples that do not contain combined strategies, that is, that are aimed at only one aspect of King Charles III's face are presented in Table 3 (see the link

in the footnote).

Discussion

Upon an in-depth examination of Culpeper's (1996) classification of strategies and their combinations, as outlined in Tables 1, 2 and 3,[2] it is evident that both positive and negative impoliteness strategies are concurrently used in English and Spanish corpus to target King Charles III's positive and negative face. This reveals a notable prevalence and simultaneous use of multiple strategies within the given corpus. Specifically, the positive impoliteness strategy of *calling the other names* and the negative impoliteness strategy of *condescend, scorn, or ridicule* emerge as prominent strategies both independently and in combination in both languages. To be more precise, in English comments the positive strategy *call the other names* is combined in 34 instances (87%) and the negative strategy of *condescend, scorn, or ridicule* in 41 instances (80%). Likewise, Spanish comments exhibit a high frequency of combining the former strategy (96% or 27 instances) as well as the latter (68% or 38 instances). Conversely, other strategy combinations such as *using taboo words*, *explicitly associating the other with a negative aspect*, and *instilling fear in the other* are less frequent but still contribute to the overall impoliteness strategies observed. Nonetheless, what is of importance is that the results of the analysis of the corpus show that even though there have been cases where only one strategy is used for performing the face-threat, there are also many cases of positive and negative impoliteness strategies combined in a single utterance. The double use of strategies intensifies the face attack, enabling the commenter to assert superiority while undermining the target's position. By using derogatory names (positive impoliteness) and simultaneously belittling the target (negative impoliteness), the commenter creates a multi-layered attack that aims to both distance themselves from the target and assert dominance (positive impoliteness) and diminish the target's significance as well as emphasize the speaker's superiority (negative impoliteness).

Furthermore, even stronger face attack it has been shown to be performed by Spanish commenters since there have been instances of three impoliteness strategies at the same time thereby performing a three-layered attack. This leads to a conclusion that the more strategies are combined the stronger FTA is, which in turn means that Spanish commenters perform face-threatening acts more strongly than English ones, pointing to the possibility of a cultural difference.

Therefore, despite the similarities observed in the use of impoliteness strategies between English and Spanish, there are also notable differences regarding the frequency and variety of the combinations, which suggests a possible influence of cultural factors on the intensity and approach of face-threatening acts in discourse.

However, what has also been noticed is the use of another impoliteness strategy in the case of Spanish comments. Among the chosen excerpts, many instances point to the use of "sarcasm" or "mock politeness" as Culpeper (1996) names it. Namely, this is one of Culpeper's (1996) five impoliteness strategies used for FTA, but does not fall within the category of either positive or negative impoliteness, though being noticed while analyzing corpus for the two mentioned.

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2 Tables are available on: http://skr.rs/zGnn.

Sarcasm or Mock Politeness

Culpeper (1996) recognized sarcasm or mock politeness among five impoliteness strategies for FTA. He accepts it along the lines of Leech's definition of Irony Principle that says ""If you must cause offence, at least do so in a way which doesn't overtly conflict with the PP (Politeness Principle), but allows the hearer to arrive at the offensive point of your remark indirectly, by way of an implicature." (1983: 82) (as cited in Culpeper (1996: 356)), but Culpeper prefers to call it sarcasm or mock politeness so as to avoid the term being confused with positive connotation, or as Dynel (2015: 342) explains, Culpeper sees it as a "narrow category of irony," but also as "a concept with fuzzy boundaries" (343). In this paper, these two terms are also used interchangeably to refer to polite utterances used to perform impoliteness, that is, the use of polite language, but intend the opposite.

As explained above, the Spanish corpus exhibited many instances of *mock politeness*, and among those, what one can notice in the given examples is particular attention given to the reference of movies. More precisely, the coronation of King Charles III is in the given comments often compared to the scene of some movie or series either generally (W.4: *Pensé que esto aún pasaba solo en las películas...,* W.8: *Mira tú eso., Me hizo acordar de la serie vikingos)*, namely that of Harry Potter (W.19: *Pronto en Harry Potter*; W.24: *A están grabando otra película de Harry Potter)*, Vikings (W.8: *Mira tú eso., Me hizo acordar de la serie vikingos)*, Shrek (W.13: *Con las trompetas me acorde de shrek jajaaja?)* and Game of Thrones (W.13: *Jajajaja sentí que estaba viendo game of thrones o algo así)*. These comparisons to fictional movies represent a subtle way of criticizing on belittling the event of Charles' coronation. The contrast between the grandeur of a royal coronation and imaginary events undermines the significance of the coronation and creates an ironic tone. Spanish commenters therefore choose sarcasm or mock politeness to express their dissatisfaction with the act of coronation, attacking the face of the new king by comparing him to characters from the realm of fiction.

Another aspect that is noticed among Spanish sarcastic comments is frequent comparison of the coronation to a carnival of some kind. Comments such as (S.18) el *Carnaval*, and (W.20) *Los carnavales fueron febrero* point to the temporary nature of carnival festivities and therefore Charles' reign, as an opposite of the solemnity of the event as it is supposed to be seen. Comparing King Charles III to King Momo (S.9.: *El Rey Momo)*, the king of carnivals in many Latin American festivities, also ridicules the king while diminishing the importance of his reign.

Moreover, the comments (W.23) *un gran vitalidad!* and (S.17) *se ve fresco como lechuga* also instantiate *mock politeness* since both of them seem like a positive and enthusiastic statements on the surface, but they actually want to convey a message opposite to what is stated. Namely, pointing to Charles' old age and a long time he had waited to become a king, the commenters actually say that he lacks liveliness and vigor. Such an occurrence is not found in English comments, which points to possible cultural differences in the employment of impoliteness strategies.

Conclusion

The analysis of the corpus reveals a compelling interplay between positive and negative impoliteness strategies within the realm of online discourse, specifically focusing on the comments regarding the coronation of King Charles III. Namely, it has been found that in both English and Spanish comments, positive and negative impoliteness strategies combine thereby producing a stronger effect of the impoliteness phenomenon itself than it would be if only one of them was used.

By simultaneously employing strategies such as "call the other names – use derogatory nominations" (positive impoliteness) and "condescend, scorn, or ridicule – emphasize your relative power. Be contemptuous. Belittle the other" (negative impoliteness), the two found to be employed most frequently in both languages, commenters perform a multi-layered FTA establishing their dominance and ridiculing the public figure in question. Moreover, Spanish commenters seem to perform even stronger FTA than English ones, since apart from the two mentioned, they also combine another negative impoliteness strategy, that of ""explicitly associate the other with a negative aspect" with the positive impoliteness strategy "call the other names" thereby showing that impoliteness may be even a three-layered phenomenon. Since this distinctive combination appears to be especially prominent in Spanish comments, it may be a matter of cultural difference within the realm of impoliteness. Nevertheless, for such a claim, further research is required to be done.

Interestingly, the Spanish corpus further demonstrates the utilization of sarcasm or mock politeness, another impoliteness strategy recognized by Culpeper (1996). This unique form of impoliteness allows commenters to criticize and belittle the significance of King Charles III's coronation through subtle comparisons to fictional elements, especially movies and carnivals. This serves as an effective means of expressing dissatisfaction and contempt while superficially maintaining the face, that is, appearing politely and without any attention of FTA. Sarcasm or mock politeness in the Spanish comments adds another layer to our understanding of impolite communication as a multi-faceted phenomenon. Notably, this strategy is not observed to be prominent or present in the English-language commentary, which is another clue pointing to cultural difference within the area of impoliteness.

Undoubtedly, this research reveals the complex array of impoliteness strategies used in online comments. The results obtained in this research are hoped to contribute at least to some extent to the area of impoliteness, and more specifically, to the area of impoliteness in the domain of online communication. It should be noted, however, that the use of impoliteness strategies within this area of study is still insufficiently researched and requires additional research to be done in the future.

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STRATEGIJE NEUČTIVOSTI U ONLAJN DISKURSU: UPOREDNO ISTRAŽIVANJE EN-GLESKIH I ŠPANSKIH KOMENTARA O KRUNISANJU KRALJA ČARLSA III

Rezime

Strategije neučtivosti predstavljaju komunikacione strategije koje govornik koristi kako bi napao lice svog sagovornika. Ovaj rad istražuje strategije neučtivosti koje koriste korisnici španskog i engleskog jezika u Instagram komentarima CNN-a kako bi kritikovali krunisanje kralja Čarlsa III. Koristeći Kalpeprov (1996) teorijski okvir nepristojnosti, ovo istraživanje analizira kako se pozitivne i negativne strategije nepristojnosti primenjuju kako bi se napalo lice kralja Čarlsa, istražujući moguće kombinacije i jezičke razlike. Ono što je tokom rada primećeno jeste da neučtivost, tačnije čin ugrožavanja lica (ČUL), može biti složen fenomen, s obzirom na to da govornici istovremeno mogu koristiti nekoliko strategija neučtivosti. Ovo dovodi do mnogo snažnijeg efekta na napad na lice nego kada se koristi samo jedna strategija. Takođe, mogu postojati kulturne implikacije u primeni strategija za ČUL. Naime, izgleda da španski korisnici izvode jače ČUL zbog korišćenja tri strategije istovremeno, za razliku od engleskih za koje je istraživanje pokazalo da koriste samo dve istovremeno. Osim toga, primećeno je i da se sarkazam kao jedna od strategija neučtivosti koristi samo kod španskih korisnika, dodatno ukazujući na moguće kulturne razlike. Uprkos potrebi za daljim istraživanjem, ovi rezultati pružaju dublju uvid u kompleksnost femomena nepristojnosti u oblasti onlajn diskursa vezanog za javne ličnosti.

Ključne reči: strategije neučtivosti pozitivna neučtivost, negativna neučtivost, višestruke strategije, onlajn diskurs, čin ugrožavanja lica