

## CHAPTER V DISCUSSION

This chapter discusses the types of impoliteness strategy in reader comments on Pannchoa website and the readers' responses toward impoliteness strategies found in reply comments on Pannchoa website.

### 5.1 Types Of Impoliteness Strategy in Reader Comments On Pannchoa Website.

After analyzed the types of impoliteness strategy in the reader comments on Pannchoa website, the researcher realized that impoliteness strategies were often used by the readers to express their thought.

There are five types of impoliteness strategy that purposed by Jonathan Culpeper (1996) but the researcher found only four types of impoliteness were used by the readers of Pannchoa website. There are *bald on record impoliteness*, *positive impoliteness*, *negative impoliteness*, *sarcasm/ mock politeness*. The researcher found 47 cases of impoliteness strategies. There are 9 *bald on record impoliteness*, 9 *positive impoliteness*, 24 *negative impoliteness*, 5 *sarcasm/ mock politeness* and there is no *withhold politeness* used in the comments.

The researcher found 9 *bald on record impoliteness*, 9 *positive impoliteness*, it consist of 7 cases where the readers use taboo words and 1 case of the action call the other name and 1 case of disassociate with other. *Negative impoliteness* found in 24 cases, it consist of 20 cases the action condescend, scorn or ridicule and 4 case of explicitly associate with negative thing. 5 cases *sarcasm/ mock politeness*, and there is no *withhold politeness* found in this research.

The researcher discussed the data based on each strategy to make a clear explanation.

#### 1. Bald on Record Impoliteness

This strategy is done through the direct, straightforward, clear, unambiguous and concise way, the act of negative command is included. Here are the comments that include in bald on record impoliteness.

“*I hate him!*” (God Minju)

The context: The news was about Yang Hyunsuk (The CEO of YG Entertainment) favoritism toward idol group in his agency. He treated the idol from a rich family better and mistreated the idol from a poor family.

God Minju expresses her anger through the comment, uses a direct, clear and unambiguous words. It is included in Bald on record impoliteness.

***“I hate ONCE who like bandwagon...ONCE just stay away.”*** (Just Ignore)

The context: the readers discussed YG’s favoritism and there was a reader who was assumed as the fans of a female idol group called Twice because she used photo of Twice member as her profile picture. The username Just Ignore realized that those people were meant to take the advantage of the heated discussion.

The comment from Just Ignore is included in bald on record impoliteness because she attacks the addresses’ straightforwardly.

***“.....I’m not hating the girls too. Hate their stans who think BP is superior in everything”*** (Just Ignore)

The context: the readers discussed the look and talent of Blackpink members and compared it to the other female idols. There were some readers who got annoyed to some Blackpink fans that downgrading the other idols.

The comment is included in bald on record impoliteness because Just Ignore attacks the addresses’ through direct and through unambiguous way.

***“.....I’m not saying Lisa has done ps, but she got rumor about that, so I can’t say she’s pretty wholeheartedly”*** (Just Ignore)

The context: the readers discussed the look of Blackpink members. Blackpink fans proudly said that Blackpink members are good-looking and stunning. There were non-fans who doubted about it and brought up about the rumor that one of Blackpink member was doing plastic surgery.

The comment above is from Just Ignore, it is the additional comment from the previous comments. In the previous comment, she stated that pretty is subjective but in the additional comment, she commented about her criteria of pretty. She can’t say Lisa is pretty wholeheartedly because Lisa got the plastic surgery rumor. This comment is included in Bald on record because Just Ignore attacks the addresses’ face want straightforwardly.

***“Bp wasn't even considered pretty pre debut except jisoo the styling made***

them pretty. Yg gave up on a 2nd sns and 2ne1 ... A group that had powerful stages. ***Dont get it twisted nahw!***” (Olivia Hyessey)

The context: Non-fans stated that CEO Yang back to his root and created the group that focus on talent then visual but at the same times non-fans also criticized that Blackpink members just have visual not talent.

The comment from Olivia is included in Bald on record because she uses a strong command that is included in characteristics of bald on record impoliteness.

***“...that YG hardcore stans can't accept the truth”*** (Just Ignore)

The context: The readers discussed the achievement of YG Entertainment artist, even posted the link and graphic of song digital sales. The readers started to doubt their talent and achievement but the fans of YG Entertainment kept sharing the evidence that their idols are talented.

The comment from Just Ignore is included in bald on record because she comments through a straightforward, clear and unambiguous way.

***“.....but don't apply it to Jennie, weird!”*** (seo)

The context: The readers discussed the performance video “Jennie being lazy” that was viral in youtube. Most of the readers criticized her and wrote hate comments to Jennie, but there were some readers gave excuses and supported her. The comment from seo is included in bald on record because she attacks the addresses' face want through the concise/ brief way.

***“....if she's really that weak then she shouldn't be an idol .. she really the type to enjoy her popularity without having desire to be better...”*** (Minryu)

The context: The readers discussed the performance video “Jennie being lazy” that was viral in youtube. Most of the readers criticized about it and wrote hate comments to Jennie, but there were some readers gave excuses and supported her but her anti fans kept attack her.

The comment from seo is included in bald on record because she attacks the addresses' face want uses straightforward and unambiguous words.

***“....Lisa is UNDERATED. Oh wait. Jisoo is also the most UNDERATED .. Bcs jennie blocked other members way. She blocked other member spotlight. Jennie is OVERATED. PERIODT...”*** (Venomfate)

The context: the readers discussed Yang Hyun Suk favoritism and treated Jennie



better than other members and criticized Jennie that she did not give a chance to the others to get the spotlight.

The comment from Venomfate is included in bald on record impoliteness because she expresses her opinion direct, and straightforwardly. The words that she used are strong because in text communication in the internet or message the use of capital letters is for emphasis. She even uses the word “*PERIODT*”. It is slang to say that the user is right and there are no more counter-arguments.

## 2. Positive Impoliteness

This impoliteness strategy is designed to damage the addresses' face want through some activities such as snub the other, be disinterested, make others uncomfortable by using the taboo word, use abusive or profane language. There are comments include in positive impoliteness.

“Winner>>>>>>> *spoilt bitches*” (whyhere)

The context: Fans asked some YG artist to leave the company, but the fans of Blackpink asked them to leave YG when Blackpink is the only group that was got the best treatment by YG, so whyhere ridiculed them.

The comment is included in positive impoliteness because she makes the other uncomfortable by using the taboo word, and using taboo-words is included in the characteristics of positive impoliteness.

“...and *wtf* are they supposed to punish her by, not letting her perform? how *tf* does that even make sense” (seo)

The context: The non-fans brought up the compilation video of Jennie being lazy performance. They criticized her but fans gave excuses and defended her.

The comment above is included in positive impoliteness because seo makes the other uncomfortable by using taboo words to attack the addresses' face wants. She uses *wtf* the acronym of *what the fuck* and also uses *tf* the acronym for *the fuck*, both of those acronyms consider as taboo-words.

“...Going the hardest *my ass*, why would everything need to depend on her breath bla bla....” (minryu)

The context: The readers discussed the compilation video of Jennie being lazy. Her fans shared their opinions and gave the excuses that Jennie always give her

best in every performance but at the time the video recorded she was sick but non-fans doubted about it.

The comment from minryu is included in positive impoliteness because she makes the other uncomfortable by using the taboo word to express her thought.

“.....you're not the first *blonk* for having reading issues” seulgibae

The context: Some of the readers called seulgibae anti-fans because other readers misunderstood with her comment. They thought that she was claimed it by herself.

The comment is included in positive impoliteness because seulgibae makes the other uncomfortable by using the other name to call Blackpink fans. Actually, the name of their fans is Blink but she calls them *blonk*.

“I mean a lot of these *niggas* is twice and bts fans so are we not even surprised” (Olivia Hyessey)

The context: The readers discussed Jennie’s dating scandal and there were many non-fans and antis came to heated and got on bandwagon the discussion by writing the hate comments. It made her fans angry and defended her.

The comment above from Olivia Hyessey is included in positive impoliteness because she makes the other uncomfortable by using the taboo word to attack the addresses’ face want. She even uses the strong and the greatest taboo word in English (Endo T, 2012). This word is accepted if it used among the black people but when it is used by the other publicly; it can be the problem for the user. That word is considered as racist and it very detrimental to public. In this case, Olivia Hyessey is not black people so it is considered is impoliteness, she says it in the next comment that she is not black people.

“No im not black i got white hair and blue eyes....No *dumbass* im black? i say this every time yall come at me for saying nigga im shocked... u guys obsessed with me” (Olivia Hyessey)

The context: The other readers criticized Olivia Hyessey who was used the N-word easily. She tried to defense herself and made excuses.

The comments above is included in positive impoliteness because she makes the other feel uncomfortable by using the word *dumbass*. It considers as taboo word

and can cause offence, in this case she uses it to defend herself and she said it to people who are not close to her.

“...U got this *sluts*. Silver spoon. .... Flutter their eyelashes. They suck *dick* too right?#?! ..... mean girls *damn them. Niggas*” (Olivia Hysesey)

The context: The readers doubted Blackpink’s talent and thought that Blackpink was debuted to be an idol because of their rich family not their talent. The readers also judged Blackpink members’ personality based on their look and vibe, it made the fans annoyed.

The comment from Olivia Hysesey is included in positive impoliteness because she uses the taboo word such as *sluts*, *dick*, *damn* and she uses the word *nigga*.

“...*fucking Korea* and their judgmental hate ...” (Jennism)

The context: Some readers judged Jennie’s personality from her vibe and appearance. It made the other readers especially her fans annoyed.

The comment from jennism is included in positive impoliteness because she makes the other uncomfortable by using the taboo word, *fucking Korea*.

“BP never act spoiled. *you big ass liar*, the comments here are *full of shit* I swear I can't” (Umji98)

The context: The readers discussed YG Entertainment who treated Blackpink better among other idols in that company. The non-fans thought that treatment made Blackpink members acted like they were the best and acted spoiled.

The comment from Umji98 is included in positive impoliteness because she makes the other feel uncomfortable by using the taboo words.

### 3. Negative Impoliteness

The impoliteness strategy is used to damage the addressees’ negative face want. It usually uses to get the freedom in doing something. It can be done through some activities such as the action of frighten, condescend, scorn or ridicule, invade the other space, explicitly associate with negative aspect by using pronoun “I” or “You” and the action of interrupting is included. There are comments include in negative impoliteness.

“...Please leave this *shitty company* .... I beg you” (LanD)

The context: The readers discussed the news about Yang Hyunsuk (The CEO of YG Entertainment) favoritism toward idol group in his agency. The readers shared



their thought that some artist who got mistreatment from YG should leave the company.

The comment from LanD is included in negative impoliteness because the commenter associates the company with negative aspect.

***“Lmfaaaao ICs always like whining and pulling the victim card to get people's sympathy.....”*** (mary)

The context: The readers discussed Yang Hyunsuk favoritism and the effect of it. The fans from other idols who got the mistreatment by agency felt that it was unfair and complained about it. In the otherhand, some readers stated that it was normal for the idol from YG for the lack in music product.

The comment above is included negative impoliteness because mary attacks the addresses' face want through the action of condescend, scorn or ridicule by mocked IC (The fans of WINNER). *Lmfao* is slang, and it stands for *Laughing my fucking ass off* in this case this expression of laughing is used to mock IC.

***“if assuming that makes you feel better about yourself and nugu faves , then yeah whatever lol”*** (mary)

The context: The readers discussed the news about an ex YG trainee who told YG favoritism toward trainee from a rich family. Most of the readers agreed with her statement and it was still relevant but there was a reader who countered it.

The comment above is included in negative impoliteness because she attacks the addresses' face want through the action of condescend, scorn or ridicule by mocking other reader. *Lol* is slang to express the way of a laugh, it stands for *Laughing out loud*. In this comment mary uses it to mock the other reader.

***“Lol, my dp is sana doesn't that i am once?? Literally are you dumb?”*** (venomfate)

The context: The readers discussed YG favoritism but there was a reader who brought up the other idol from a different agency. They wrote hate comments and the other readers suspected that person was intentionally did it to jump on the bandwagon.

The comment from venomate is included in negative impoliteness because she attacks addresse' face want by condescending. The expression of a laugh here means to mock the addresses' face want.

“...blinks *literally screams "JeNnIe Is ThE MoSt BeAuTiFuL iDoL .. eVeN dAtEd KaI bC sHe'S pErFeCt!!!111"* and i'm like... *she doesn't seem that perfect to me sorry*” (fnadx)

The context: The readers discussed Blackpink members looks, and the fans and non-fans had a different opinion about it.

The comment is included in negative impoliteness because the commenter mocks the addressee's face want through the action of condescending, scorn and ridicule.

“*y'all blind and in denial*” (pomsaengpomsa)

The context: The readers discussed Blackpink members were chosen to debut because of their look not their talent. Their fans doubted it and gave evidence that blackpink members was talented but the non-fans still doubted it.

The comment above is included in negative impoliteness because it is clear that the commenter condescends, scorn the addressee's face want. The word *blind* here actually has the same meaning as stupid or unable to understand something.

“*Bruh this is all speculation on ur part...*” (Olivia Hyessey)

The context: Some readers debated about Blackpink talent, some of non fans commented that Blackpink was debuted because of their look. The other reader said that Blackpink was not considered pretty. The non-fans also claimed that Blink could not accept the fact that Blackpink is not pretty.

The comment above is included negative impoliteness because the word *bruh* is slang to call people stupid, and calling that people are stupid is considered as the act of condescending, and scorn.

“Well 2NE1 is good in live singing, *but not really for Dara*” (Just Ignore)

The context: YG was known as the agency that had talented artists but some of the readers doubted the talent of some artist under YG Entertainment.

The comment is included in negative impoliteness because it is clear that the commenter condescends the addressee's face want.

“*YG stan are delusional,..... because i could just see some out of pitch dudes jumping and screaming around, the only good one for me was daesung*” (Camila)

The context: The readers discussed idols from YG Entertainment,.YG was known as the agency that had talented artist but some of the readers doubted it.



The comment is included in negative impoliteness because it is clear that the commenter condescends the address face want. The word *delusional* here means to condescend the addresses face wants. This comment means to criticize YG fans, the phrase “*some out of pitch dudes jumping and screaming around*” means that they do not have talent. It is clear that comment uses the act of condescending.

“Mino>>>>>> ***losers***” (Whyhere)

The context: The readers discussed the achievement of the idol under YG. There was a group from YG who the recent album was not success. The username whyhere ridiculed them to attack the fans of that group.

The comment above is included in negative impoliteness because she ridicules the addresses’ face want.

“...***he didnt debut gd who was the full package***, acceptable visuals, singing and rap ***and you think he would've debuted b.i with that mediocre rap and vocals?***” (xxx)

The context: The readers discussed that B.I should debut as a solo artist. He was the most dominant member in Ikon but the reader doubted it and attacked the addresses’ face want.

The comment above is included in negative impoliteness because the commenter compares with the intention to attack the addresses’ face want. The clause *you think he would've debuted b.i with that mediocre rap and vocals?*. It clear that the commenter belittling. The action of belittle is included in the action of condescending, scorn and ridicule.

“The fact that jisoo debuted is enough favoritism.. ***What does she even do in the group?***” (Broken Arrow18)

The context: The news presented about Yang Hyunsuk that treated the idol from a rich family better then idol from a poor family. Jisoo came from a rich family, non-fans thought that Jisoo was not talented so non-fans was quistioning the reason why she debuted.

The comment above is included in negative impoliteness because the commenter uses the action of condescending from the sentence *What does she even do in the*

group?. It can interpret that it is an expression of belittle because the commenter is questioning about Jisoo's contribution to the group.

***“LMAO yall always used the same excuse again and again if she get injury then why she going all out only for her solo ? so her injuries only happened to group performance?” (Minryu)***

The context: The readers discussed “Jennie being lazy” video that was viral in youtube. Most of the readers criticized her and wrote hate comments to Jennie, but there was some readers that gave excuses and supported her.

The comment from Minryu is included in negative impoliteness because she is doing the action of ridicule. She uses slang LMAO to ridicule or mock the addresses' face want, it shows in the next caluse.

***“are we really going to pretend jennie doesn't have anything to offer lol. watch their coachella performances” (seo)***

The context: The readers doubted Jennie's talent and visual. Her fans disapproved it and gave the evidence that Jennie was talented by asking the other readers to watch Blackpink performance on the biggest music festival in the world.

The comment is included in negative impoliteness because the commenter uses the action of condescending, she also uses slang *Lol*, but in this situation, there is nothing funny so the laugh means to ridicule the non-fans.

***“Man...u really try hard replying everyone with your 101 excuses.. That just looks pathetic, forced, sadist..and aint u tired honestly?” (Anonymo8888)***

The context: the readers discussed “Jennie being lazy” video. Most of the readers criticized her. There were some readers that gave excuses but some non-fans still attacked her.

The comment above is included in negative impoliteness because Anonymo8888 attacks the addresses's face want through the action condescend and scorn the target.

***“i know that all you hypocrites hate Jennie with a personal vendetta...” (See saw)***

The context: some readers judged Jennie's personality from her vibe and appearance. It made the other readers especially her fans annoyed because it is nonsense.

The comment above is included in negative impoliteness because see saw associates the addressee's face want with negative aspect.

"...Jennie has some attitude controversy doesn't mean you would invalidate her talents ***do u honestly think that jisoo has more contribution in the group than Jennie has?***" (Ahey)

The context: The readers doubted Jennie's visual and talent. Her fans disapproved it and gave the evidence that Jennie was talented and belittle the other members. The comment above is included in negative impoliteness because Abey belittles other member. It included in the act of condescending. It is clear because she doubts Jisoo contribution in the group.

"...bcs ***we all know you are bitchy***" (Venomate)

The context: The readers compared Jennie and Lisa from the look, talent, and personality. The commenter attacked Jennie used impoliteness strategy. The comment is included in negative impoliteness because the commenter explicitly associates her with negative aspect.

"...Most of the people are hyping ***for lisa bcs she has that talents and visuals that jennie doesn't have... Pathetic.***" (Venomate)

The context: the commenter claimed that other members were better than Jennie. The comment is included in negative impoliteness because venomate was belittling Jennie and it is considered as the act of condescending and scorn.

***"I'm the biggest anti for dropping facts according to them lol"*** (seulgibae)

The context: seulgibae was labeled as the anti-fans by Blackpink fans because she strongly opposed them. She defends her self that she said the truth.

The comment is included in negative impoliteness because the commenter ridicules the addressee's face want using expression of laughing *lol*, and it means to mock.

"....read between the lines it's "according to them" ***LOL anyways you're not the first blonk for having reading issues***" (seulgibae)

The context: The context: seulgibae was labeled as the anti-fans by Blackpink fans because she strongly opposed them. The other readers misunderstood her comment. They thought that seulgibae admitted that she was an-anti-fans.



The comment above is included in negative impoliteness because seulgibae ridicules to attack the addressee face wants, she uses *lol* to mock. It shows in the next sentence *anyways you're not the first blonk for having reading issues*. This sentence means to ridicule.

**“.....*lol get a chill pill and go take a walk cause u clearly are not in your right mind lmao*”** (Mia)

The context: Mia was criticized by the other readers. A reader mentioned that she was obsessive and she defended herself.

The comment is included in negative impoliteness because Mia ridicules to attack the addressee's face want. She uses *lol* and *lmao* to ridicule, it shows in the clause *get a chill pill and go take a walk cause u clearly are not in your right mind* means to attack the addressee's face want.

**“...so pretentious to him...we all know *you are bitchy*”** (Bemy BaeBae)

The context: The readers discussed their reasons why they hated Jennie.

The comment is included in negative impoliteness because the commenter explicitly associates her with negative aspect.

**“*are you fking blind or dumb??* ..... Most of the idols under YG that debut came from rich families and they get special treatments while .. who actually have talent get sent to the basement. *BP are just spoiled, rich kids.*”** (Tracy Nguyen)

The context: the readers discussed YG favoritism toward trainee from a rich family, in this case, most of Blackpink members were from the middle and upper class but there were so many Blackpink fans who denied it. Tracy Nguyen got annoyed because the fans who cannot accept it.

The comment above is included in negative impoliteness because Tracy wrote *are you fking blind or dumb?* and *BP are just spoiled, rich kids*. It included in the action of condescend and ridicule.

#### **4. Sarcasm/Mock Politeness**

This strategy is performed in a polite way but it obviously insincere. It is opposite of banter or joke. There is Sarcasm/mock politeness found in reader comments on Pannchoa website.

**“*Rose appeared on the music video gd mv ok?? Funny*”** (Holly)

The context: The readers discussed Yang Hyun Suk favoritism and treated Jennie

better because she came from a rich family. The readers gave evidence about it, but her fans cannot accept it and dragged other members .

The comment is included in sarcasm/mock politeness because the commenter uses politeness but actually she attacks the addresses' face want. It is ironic because in the fact Rose does not appear in G-Dragon music video. Holly writes *Funny* but actually, it means the opposite.

“.....That just looks pathetic, forced, sadist..and aint u tired honestly? *Wow at your dedication..i wish you use it on a more important issue..dont kiss up the asx too much for it, I afraid you would get hurt one day..*” (Anonymo8888)

The context: The readers discussed “Jennie being lazy” video that viral in youtube. Most of the readers criticized and wrote hate comments to Jennie but there were some readers that defended her.

The comment above is included in sarcasm because Anonymo8888 is not sincere to appreciate and worry of the addresses' face want. It is clear at the beginning of the comment that anonymo8888 attacks the addresses' face want directly.

“....They receive EXTRA lessons if they are rich *no wonder she got "sKiLIS"* (gugugaga)

The context: The readers discussed Yang Hyun Suk favoritism and gave an extra lesson for trainee from a rich family and Jennie came from a rich family so she got the additional lesson.

The comment from gugugaga is included in sarcasm because gugugaga attacks the addresses' face want in a polite way but the commenter writes “*no wonder she got sKiLIS*”. In this case she writes it to criticize the different treatment in YG.

“.....*logic just flew out of the window*” (Yeezus szn)

The context: some readers judged Jennie's personality from her appearance. It made the other readers annoyed because it was nonsense.

The comment above is included in sarcasm because the commenter uses polite words to attack the addresses' face want. Yeezus szn writes *logic just flew out of the window* it has the same meaning with it does not make any sense.

“*Bad vibes" wow that justifies all the hate and witchhunt she gets!! It all makes sense!*” (jennism)

The context: Some readers judged Jennie's personality from her vibe and appearance. It made the other readers especially her fans annoyed.

The comment is included in sarcasm because jennism writes *it make sense* but it actually means the opposite. It because the appearance cannot use to justify someone's personality.

## 5. Withhold Impoliteness

The absence of politeness where it would be expected. There is no withhold impoliteness strategies found in the reader comments on Pannchoa website.

## 2.2 The Readers' Responses Toward Impoliteness Strategies in Reader Reply Comments on Pannchoa Website.

After analyzed the readers' responses toward impoliteness strategies found in reply comments on Pannchoa website, the researcher realized that the readers have different ways to response the impoliteness strategies.

There are three types of responses that were used by the readers of Pannchoa website to deal with impoliteness strategies. There are *accepting the face attack*, *countering the face attack (Offensive and Defensive)* and *no response*. The researcher found 62 reply comments containing the responses to impoliteness strategies. It consists of 7 cases of *accepting face attack*, 46 cases of *countering face attack* (24 *offensive countering attack* and 22 *defensive countering attack*) and 9 cases of *no response*. The researcher discussed the data based on each strategy to make clear explanation.

### 1. Accepting Face Attack

This response happens when the receiver accepts the impoliteness strategies through agreement or apologize. There are the readers' responses toward impoliteness strategies found in reply comments on Pannchoa website that include in Accepting face attack.

The comment: "Winner, Lee Hi, Akmu, it's not your fault, it's his. Please leave this *shitty company* when the time comes I beg you" (LanD)



***“I hope they leave as soon as the contract ends.*** Like, how many comebacks would they have if they were under antenna.” (Ravenclaw)

Ravenclaw accepts the face attack by giving agreement that some idols from YG should leave the company when they finish their contract.

“I’m imagining winner, lee hi and akmu in antenna because you said it and...***I like the image of it***, somehow” (Sasaeng Not sasaeng)

Sasaeng not sasaeng accepts the face attack by giving the agreement that some group from YG Entertainment should move to Antenna Entertainment.

The comment :“They're pretty but blinks ***literally screams "JeNnIe Is ThE MoSt BeAuTiFuL iDoL...ShE's LoVeD bY EvErYoNe ...bC sHe'S pErFeCt!!!111"*** and i'm like... ***she doesn't seem that perfect to me sorry***” (fnadx)

***“I agree.*** I actually hate Jennie stans who call us haters just bc we don't love her as much as them. ..” (Nayeoniee)

Nayeoniee accepts the face attack by giving agreement. She agrees that people have their own preferences.

The comment: ***“..... Bp werent even considered pretty predebut except jisoo the styling made them pretty... Dont get it twisted nahw!.”*** Olivia Hyessey

"Bp werent even considered pretty predebut except jisoo the styling made them pretty" ***true af.*** no words lmao\_“ (Pomsaengpomsa)

Pomsaengpomsa accepts the face attack by giving agreement. She agrees that Jisoo is the only member who is considered pretty in Blackpink.

The comment: “have you all read what the article says? They receive EXTRA lessons if they are rich, ***no wonder she got "sKiLLS"*** (gugugaga)

***“whoops i didnt read that one. My bad”*** (Choi beomgyu supporter)

Choi beomgyu supporter counters the face attack without face attack. She uses the the exclamation that is used to show enjoyment or agreement.

The comment: ***“Rose appeared on the music video gd mv ok?? Funny”*** (Holly)

***“Every company does that its not abnormal.*** However letting her feature in GDs song and even performing in music shows, posting a video that is literally like here is jennie kim on their Youtube channel, ***is showing obvious bias and is way more than all the members got combined...***” (seulRa Ann)

seulRa Ann accepts the face attack. She agrees with Holly's that Jennie gets the

best treatment than other members.

The comment: *"I'm the biggest anti for dropping facts ..... lol"* (seulgibae)

*"I'm also an anti because I support the victims .."* (gugugaga)

Gugugaga accepts seulgibae impoliteness by giving agreement. She agrees to seulgibae's statement that said she is an anti-fans.

*"I'm also a Jennie anti cause I don't like problematic kids"* (Akselfan)

(Akselfan) accepts the impoliteness from seulgibae by giving her agreement. She also admits that she is Jennie's anti-fans.

## 2. Countering the Face Attack (Offensive)

This type of responses to impoliteness is done by countering the face attack with face attack.

The comment: "if assuming that makes you feel better about yourself and nugu faves , then yeah whatever lol" (mary)

*"Lmao people like you always so ignorant "* (that's no no)

The username that's no no counters the face attack by giving another face attack. In this case that's no no ridicules mary by using *Lmao* and that's no no writes *people like you always so ignorant*. It is included in the action of condescending; both of the impoliteness that that's no no used are included in negative impoliteness.

The comment: "Lol my dp is sana doesnt that i am once?? **Literally are you dumb?**" (venomfate)

"So you like using a pic of group that you don't stan thus you're ok if someone drag that group? **Wow.**" (Just Ignore)

Just Ignore counters the face attack using face attack. In this case, Just Ignore uses the exclamation of surprise but she uses it to mock because venomfate is indicated as the one who wants to get on badwagon in the debate.

"You changed your DP, lol~ **You made it so obvious that you're a Once who hates Blackpink.** Typical *keyboard warrior*." (GhibliShidae)

GhibliShidae counters the face attack using face attack. GhibliShidae ridicules Mary. It is included in negative impoliteness. She also uses positive impoliteness because she calls the other name, she called venomate *keyboard warrior*.

The comment: “They're pretty but blinks *literally screams "JeNnIe Is ThE MoSt BeAuTiFuL iDoL eVeR IOoK aT hEr ShE's LoVeD bY EvErYoNe AnD eVeN dAtEd KaI bC sHe'S pErFeCt!!!111"* and i'm like... *she doesn't seem that perfect to me sorry*” (fnadx)

“*oh, fuck off.*” (nugu)

Nugu counters the face attack by using positive impoliteness because Nugu uses taboo-word *oh, fuck off.*

The comment: “are *we really going to pretend jennie doesn't have anything to offer lol. watch their Coachella performances*” (CLM)

“*she doesnt have anything to offer at all she does is shout in the mic and her dancing isnt exceptional either*” (taetae)

Taetae counters the face attack using face attack through the action of condescend. She is belittling Jennie said that she does not have anything to offer.

“stop talked about Coachella stage.... *Nothing special about their stage except the firework.. damn*” (Sunday monday)

Sunday monday counters the face attack using bald on record. It shows in the clause *Nothing special about their stage except the firework.* She comments straightforwardly. She also uses positive impoliteness because Sunday Monday uses taboo-word *damn.*

The comment: “have you all read what the article says? They receive EXTRA lessons if they are rich, *no wonder she got "sKiLIS"*” (gugugaga)

“*after extra lesson yet other member still outdo her*” (minryu)

Minryu belittles the target and it is included in negative impoliteness. She counters the face attack use face attack.

“*what skill other than shouting?*” (taetae)

Taetae counters the attack by belittling and it is included in negative impoliteness.

The comment: “... *do u honestly think that jisoo has more contribution in the group than Jennie has?*” (Ahey)

“She have a talent of course.. *She just lazy, right*” (Sunday Monday)

Sunday Monday counters the attack using positive impoliteness by seeking disagreement. She counters the face attack with face attack.

The comment: “Lisa is better. She's more pretty than Jennie.... Istg jennie stop do



a cute voice when youre talking bcs ***we all know you are bitchy***" (venomate)

"is this even criticism at this point "we all know you are bitchy" ***Imfao the hate is unreal***" (See saw)

See saw counters the face attack using the action of ridicules. See saw uses the laughing expression See saw writes *the hate is unreal*, it means that the expression of laughing is used to ridicule. It is included in negative impoliteness.

***"Ahh shit here we go again..."*** (Lisoo98)

Lisoo98 counters the attack using positive impoliteness because she uses taboo word "*shit*".

"you sea fans are delusional"( Awrah, kween)

Awrah, kween counters the face attack using bald on record because she attacks the target straightforwardly.

The comment: ***"lisa bcs she has that talents and visuals that jennie doesnt have.... She blocked other member spotlight. Jennie is OVERATED. PERIODT..."***( venomate)

***"Imao jennie isn't that pretty. without makeup she doesnt look like a celebrity. she have sam"*** (twitter)

twitter counters the face attack using negative impoliteness because she belittles and it is included in the action of condescending, scorn and ridicule.

"Pretty or not is subjective. ***Wow you are talking as if you live in the same house with them***" (Jinyoung)

Jinyoung counters the face attack using sarcasm, Jinyoung responds it using polite words but it insencere and she expresses surprise to mock the addressee's face.

The comment: ***"I'm the biggest anti for dropping facts according to them lol"*** (seulgibae)

***"You're a sick obsessed hater"*** (Dylanwan)

Dylanwang counters the face attack using positive impoliteness because the commenter calls the target *sick obsessed hater*.

The comment: "... she was so pretentious to him when speaking English. Jennie, ***We all know you are bitchy***" (Bemy BaeBae)

***"you do know the concept of the show is acting like that right lol"*** (Village idiot)

Village idiot counters the face attack using negative impoliteness through the action of ridicule.

“...PLEEEASE KEEP THAT SAME ENERGY or *shut up* bc her "vibe" doesnt make her a bad person. Ur the one with the issuE” (Kissmakeup)

Kissmakeup counters the face attack using positive impoliteness because she uses the taboo word.

The comment: “U got these *sluts*. Silver spoon....*They suck dick too right?#!* And those mean girl vibes UGH... *damn them niggas*.” (Olivia Hyessey)

“*Damn* you are so cringey..... *Cope harder delusional blink*” (Naa)

Naa counters the face attack using bald on record through straightforward and unambiguous words. She also uses taboo-word that is included in positive impoliteness.

The comment: “*are you fking blind or dumb??...*” (Tracy Nguyen)

“are you going to pretend BP didn’t also get the basement treatment?.*STOP* cherry picking...”(seo)

Seo counters the face attack with a bald on record because she uses unambiguous word and attacks straightforwardly.

“*I was referring to the idiots* who think she's talking about Jennie when that makes 0 sense. *But stay stupid I guess*” (Vtae123)

Vtae123 counters the face attack using positive impoliteness by calling the other name, she calls them *idiots*. She also uses negative impoliteness through the action of condescend by saying *but stay stupid I guess*.

### 3. Countering Face Attack (Defensive)

It is a response toward face attack by defending one’s own face. This is done by giving the truth about something without using face attack. There are the readers’ responses toward impoliteness strategies found in reply comments on Pannchoa website include in countering face attack (Defensive).

The comment: “Winner, Lee Hi, Akmu, it's not your fault, it's his. Please leave this *shitty company* when the time comes I beg you” (LanD)

“*YG doesnt let go that easily tho*...remember how he tricked CL into resigning even though he already wanted to disband 2ne1” (WenD)

WenD counters the face attack by giving the information that leaves YG is quite difficult for popular idol, she comments without using face attack.

The comment: “**Winner>>spoilt bitches**” (whyhere)

“Jinu literally said they're like sisters and that winpink are close .. **im sure he wouldnt enjoy you downgrading them** and calling them spoiled bitches in the name of his group” (Village idiot)

Village idiot counters the face attack without using face attack, She politely reminds whyhere that Winner and Blackpink like brother and sister.

The comment: “**Lmfaaaao ICs always like whining and pulling the victim card to get people's sympathy. ... the military**” (mary)

“**Just how is this pulling the victim card when it is widely known that Winner doesn't come from rich families. ...**” (rose)

Rose counters the face attack without using face attack. She gives the information that Winner members were not come from wealthy family.

“well, it seems like their comment may have hurt you because it might feel, to you, that the trainee's words could be somehow applied to blackpink. **their fans can say whatever they want especially when it's factual**” (don't)

don't counters the face attack without using face attack. don't comments that fans can say everything freely especially when it is factual.

The comment: “if assuming that makes you feel better about yourself and nugu faves , **then yeah whatever lol**” (mary)

“Mary, it's so obvious that you are hurt. They didn't even compare their "oppars" to your "unnirs". **RV are certainly not nugas by the way**” (don't)

don't counters the face attack without using face attack. don't defends her idol by saying her idol is not underrated.

The comment: “**I hate ONCE** who like bandwagon hate from Army towards BP. Can you ONCE **just stay away...**” (Just Ignore)

“**no need to be so extra and drag a fandom because again, most of us mind our own business until others mention us.** it's got nothing to do with fandom because there are those kinds of people everywhere, it's not exclusive to just onces and armies” (jinlissul)



Jinlissul counters the face attack without using face attack, she shares her thought politely without using face attack.

The comment: ***“Pretty is subjective in BP only Jisoo that I think is pretty than other kpop idol groups. ....”*** (just Ignore)

***“i think lisa is gorgeous”*** (cue)

Cue counters face attack without using face attack. She share her opinion politely.

The comment: “.. I only can say an idol is pretty when they wear no make up and no plastic surgery rumour. ***I'm not saying Lisa has done ps, but she got rumour about that, so I can't say she's pretty wholeheartedly***” (Just Ignore)

***“Then 99% of kpop idols can't be pretty to you because almost all of them got plastic surgery or tweaks”*** (Truth Spoken)

Truth Spoken counters face attack without using face attack, by sharing the fact that almost 99% of kpop idol doing plastic surgery..

The comment: “They're pretty but blinks ***literally screams “JeNnIe Is ThE MoSt BeAuTiFuL iDoL ... bC sHe'S pErFeCt!!1!11”*** and i'm like... ***she doesn't seem that perfect to me sorry***” (fnadx)

***“Everyone has own taste. It becomes bitter and toxic when they force their taste to other people.”*** (Just Ignore)

Just Ignore counters the face attack without using face attack. She shares the fact that people have their own preferences.

The comment: ***“Bruh this is all specualtion on ur part. Bp werent even considered pretty predebut except jisoo. ...Dont get it twisted nahw!*** (Olivia Hyessey)

***“...Nobody got it twisted Olivia. Just about every member of 2NE1 discussed how YG put down their looks.”*** (Nova-Remix)

Nova-Remix counters the face attack without using face attack. She defends herself by sharing the fact that YG’s downgrades 2NE1’s visual.

The comment: “That's YG's style ***that YG hardcore stans can't accept the truth*** ... Well 2NE1 is good in live singing, ***but not really for Dara.***” (Just Ignore)

***“Please stop weaponizing 2NE1, when years ago when 2NE1 was on top, I could recall KPOP fans saying similar things about 2NE1”*** (Nova-Remix)

Nova-Remix counters the face attack without using face attack. She comments politely.

The comment: “***YG stan are delusional***, i remember them saying BIGBANG was amazing live, their stage presence and blah, ..... i could just see ***some out of pitch dudes jumping and screaming around, the only good one for me was daesung***” (Camila)

“Daesung, and Taeyang isn't that bad” (Just Ignore)

Just Ignore counters the face attack without using face attack. It is included in defensive countering face attack. She shares that some BIGBANG members are talented.

The comment: “Mino>>>>>> **losers**” (whyhere)

“***iKon got a couple daesangs... under YG. I'm not ????***” (Nova-Remix)

Nova-Remix counters the face attack without using face attack, she also defends by giving disagreement.

The comment: “The fact that jisoo debuted is enough favoritism on YG's part. ***What does she even do in the group?***” (Broken Arrow18)

“***She's the visual of the group.*** □□♀ The one who's supposed to bag the deals, act, do the visual things of the group and be what?...” (Nova-Remix)

Broken Arrow18 belittles Jisoo position in the group and Nova-Remix gives explanation about Jisoo's position in the group without using face attack.

“***she's great, don't say that to jisoo...***” (tey)

Broken Arrow18 belittles Jisoo and tey responds it by praising Jisoo, she countering the face attack without using face attack.

“**she has visual. You know that Yg priority is visual right now**” (Bubblegum)

Broken Arrow18 belittles Jisoo's position in the group and Bubblegum explains Jisoo position in the group. She responds the face attack without using face attack.

The comment: “**Rose appeared on the music video gd mv ok?? Funny**” (Holly)

“***She didn't appear in an MV. She featured in a song***” (Nova-Remix)

Nova-Remix takes the sarcasm seriously and replies it without face attack. She corrects the comment from Holly

The comment: “**are we really going to pretend jennie doesn't have anything to**

offer lol. watch their coachella performances” ([seo](#))

“*The live band was awesome but the girls were great too*” ([Olivia Hyessey](#))

[Olivia Hyessey](#) counters the face attack without face attack. She appreciates Blackpink and the live band.

The comment: “just because jennie has some attitude controversy.... *do u honestly think that jisoo has more contribution in the group than jennie has?*” ([Ahey](#))

“I don't know but at least Jisoo's positive vibe and personality alone *contribute more to BLACKPINK's image*” ([solshu](#))

[Solshu](#) counters the face attack without using face attack. She shares opinion about Jisoo’s contribution in group without using impoliteness strategies.

The comment: “*LOOOOL damn nice assumption ..... lol get a chill pill and go take a walk cause u clearly are not in your right mind lmao*” ([miaa](#))

“*shes not problematic tho thats the thing....*” ([Olivia Hyessey](#))

[Olivia Hyessey](#) counters the face attack without using face attack.

The comment: “....A lot of *these niggas* is twice and bts fans so are we even surprised” ([Olivia Hyessey](#))

“Olivia, *I really hope you're black to be throwing nigga around so loosely.*” ([Nova-Remix](#))

[Nova-Remix](#) counters the face attack without face attack and reminds [Olivia Hyessey](#) not to use “niggas” because that word is prohibited.

The comment: “No im not black i got white hair and blue eyes from nashville tennessee. No *dumbass* im black i say this everytime ..... u guys obsessed with me” ([Olivia Hyessey](#))

“*All I said was I hope you're black. Nobody's obsessed with you.* You just say dumbass shit and we clock you for it.” ([Nova-Remix](#))

[Nova-Remix](#) counters the face attack without using face attack. She makes sure that Olivia is black because she loosely uses that N-word.

#### 4. No Response

It happen when the receiver give no response to impoliteness strategies. There are some impoliteness comments that have no response.



“ **I hate him!**” (God Minju)

“**y'all blind and in denial**” (pomsaengpomsa)

“he didnt debut gd who was the full package, .... **and you think he would've debuted b.i with that mediocre rap and vocals?**” (xxx)

“ .... **but don't apply it to jennie, weird!**” (seo)

“**...LMAO yall always used the same excuse...**” (minryu)

“i know that all **you hypocrites** hate jennie ...” (See saw)

“**...logic just flew out of the window**” (Yeezus szn)

“ **"Bad vibes" wow that justifies all the hate and witchhunt she gets!! It all makes sense!** \*note the sarcasm\* (jennism)

“BP never act spoiled **you big ass liar**, the comments here are **full of shit I swear I can't** “ (Umji98)

Based on the discussion above the readers of Pannchoa mostly use *negative impoliteness*. It was found in 23 cases (48,94%). The majority of readers use the action of condescend, scorn and ridicule, it found in 18 cases. Most of them are done through belittling and use expression laughing to ridicule. They use negative impoliteness to different target such as Jennie, Blackpink fans and non fans. Both fans and non-fans or their favorite idol have their own freedom and own right, but in this case their freedoms are damaged. The use impoliteness in Pannchoa website mostly to attack the target because they want to defend their favorite idol.

The responses of impoliteness strategies that are mostly used by the readers of Pannchoa website is *offensive countering face attack*. It found in 24 cases (38,70%). They counter the face attack using face attack. They use impoliteness to counter face attack because the targets provoke them through their comments that belittling or ridicule, therefore they replies it using impoliteness. It is because they think that they are not supposed to be treated impolitely. Because the readers counter the face attack using face attack, the discussion become heated and uncontrollable.

From the finding, it is true that most of teenagers often use impoliteness when they give comments or feedback on the online platforms.