THE DISCURSIVE CONSTRUCTION OF IMPOLITENESS IN MALAYSIAN RADIO PRANK CALLS

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ABSTRACT

This study is titled *The discursive construction of impoliteness in Malaysian radio prank calls*. It investigates the process in which impoliteness develops in Hitz.fm’s ‘Gotcha’ calls. Three stages are taken into account. They include how impoliteness is initiated, how impoliteness develops and how impoliteness comes to an end. This study also examines the impoliteness strategies that are employed by the participants to communicate impoliteness in the prank calls. Bousfield’s (2007) model of beginnings, middles and ends and Culpeper’s (1996, 2005) impoliteness model are adapted as the theoretical framework of the research. A qualitative approach is employed to analyse 25 ‘Gotcha’ calls. They are downloaded from Hitz.fm’s website. These are prank calls where the deejays ring up an unsuspecting victim to convey news that is essentially untrue. The findings demonstrate that impoliteness does unfold according to a sequential process in the radio prank calls. Besides, impoliteness strategies like negative impoliteness and positive impoliteness are frequently used by the participants. Linguistic devices such as repetition, mimicry and challenges are also incorporated to express face-attacks. In addition, the study shows that the receivers tend to be more impolite than the deejays.

**Keywords:** Radio prank calls, ‘Gotcha’ calls, progression of impoliteness, impoliteness strategies
ABSTRAK


Kata kunci: Panggilan palsu radio, panggilan ‘Gotcha’, perkembangan ketidaksopanan, strategi-strategi ketidaksopanan
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