CORONA VIRUS PANDEMIC: AN ANALYSIS OF IMPOLITENESS STRATEGIES BY NIGERIAN FACEBOOK USERS

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Abstract
Comments on Facebook provide a rich source of qualitative data that reflect public opinion as well as shed light on how people make decisions and build beliefs. In the world of pragmatics, there is a notion of politeness and impoliteness. Everybody has a public self –image and or faces which they hope that other people will appreciate. Studying impoliteness can be of help to people to understand unacceptable manners and impolite languages to help them regulate their actions when interacting with others. The aim of this study is to look into impoliteness strategies used by Nigerian Facebook users in relation to corona virus pandemic. To achieve this, a well thought-out methodological approach will be used to investigate how impoliteness strategies are implemented on Facebook comments. The descriptive method is used for this study. The data is extracted from Facebook users' comments in Nigeria. The researcher finds out that impoliteness strategies were used to vent negative feelings, show frustration, display disappointment ridicule the writer of the posts as well as explain something on their mind. The researcher recommends to use this study as a reference for understanding the application of impoliteness in Facebook and social media in general for people in conveying their opinion.
Key Words: impoliteness, politeness, Facebook, Corona virus, Face.

Introduction
Politeness is a key means of working out and keeping inter-personal relationships between people according to Kadar, (2017:7) who offers a general concept of politeness. This definition is based on the belief that people have learned how to act in a positive way with members of society from birth. The concept of impoliteness by which fresh blood in pragmatics has been introduced into academia is closely related to politeness. The concept of impoliteness is considered to be one of the areas of linguistics to analyse the techniques of politeness implemented in various ways by people are already performed or carried out. Computer mediated communication is a mechanism by which several participants connect and create social relationships with one another. It is trending and will not disappear to develop the globe. Pages on web for social media networks have become so popular and as such have attracted a large number of internet users around the world thereby making the world a global village. Facebook among many other social networking sites as a result of its high use patterns, that bridge online and offline links is considered a rich site or valuable site for researchers that have interest in social network as posits Safaa Al-Shlool (2016:32). It is still only one example of social network sites used by individuals to connect with members of their group that have common interests or goals. Social network site like Facebook gave access for researchers to research in online contexts. It has so many users attracting functions which one of them is giving opportunity to engage by sharing on public pages and even replying to certain comments.

Culpeper's impoliteness strategies in various fields and languages are studied but have not explored Nigerian Facebook comments on corona virus pandemic. Therefore this current

research fills the gap by defining and accessing impolite comments on Facebook- using Nigeria as a case study.

It is not easy to define impoliteness because certain verbal actions are not necessarily considered impolite. Therefore, the understanding of impolite behaviour depends greatly on the situation as well as on a particular context one perceives what is said. According to Culpeper, (2011:22) it may be considered impolite to speak and also use offensive language to an adult but if a footballer does same within or middle of crowd, it may not be seen as such. Social media has become an important source to create awareness on the outbreak of the pandemic such under study. In fact, after the federal government decaration of 14 days lockdown on March 30, 2020 and the compulsory face mask use in public on April 25, 2020, there have been lots of reactions from Nigeria in their various social mrdia posts. There are social media posts that had gone viral due to their humour and appeal to the netizens. Facebook is one of the major social media Nigerians used to post their reactions on covid-19.

Review of Literature

Conceptual Framework
The Concept of Impoliteness
As a linguistic phenomenon with obvious social reflexes, impoliteness has been approached from many perspectives within linguistic research with an interest in context and sociocultural matters, such as sociolinguistics, pragmatics, and ethnography of speaking, discourse and conversation analysis, social cognition, language acquisition and so on.

Impoliteness cannot be said to be simply a question of the context or surface message of the utterance, but it is an assessment made on the basis of hypothesizes intention. This 'intention' is constructed by drawing on a range of different types of evidence. Beebe (1995:165) suggests that intonation is very important here; she categorizes a particular type of contemptuous intonation as the 'You are stupid intonation', where, when used with deliberate misinterpretation and contemptuous looks, the utterance can be classified by the hearer as impolite.

Impoliteness is viewed as having different and often longer term consequences and may in example extreme circumstances, lead to the breakdown of conversation and the disruption of relationship. Indeed, group relations may suffer as a result of the perception of impoliteness between group and members and some may feel that they have to take side.
Brown and Levinson dealt with politeness as a knotty framework applied to soften face threatening acts. Their model of politeness paved the way for linguists to explore the phenomenon of impoliteness. Other linguists including Culpeper, Bousfield and Eelen headed for the opposite direction of politeness. In other words, they studied the communicative situations where the speaker's purpose is to destroy a hearer's face instead of softening face threatening act as observed by O'keeffe, Clancy and Adolphs, (2011:71). Culpeper and Eelen observes that all the theorists of politeness refer to impoliteness superficially while in practice their deep focus was on politeness and thus their comments on the notion of impoliteness were insufficient. In a summary, the reason behind the recent interest in impoliteness is the inability of politeness approaches to explain amply the confrontational interaction in the impolite discourses, Bousfield, (2008:71). Impoliteness is a term that is struggled over at present has been struggled over in the past and will, in all probability continue to be struggled over in the

future as asserts Watts in Lambrou and Stockwell,(2007:211) asserts. This definition by Watts implies the continuity of disagreement over the notion of impoliteness among scholars.

The most well-known definition of impoliteness is mentioned by Culpeper, (1996) in which he describes impoliteness ''as the use of strategies designed to attack face, and thereby cause social conflict and disharmony'' quoted by Watts in Bousfield, (2008:131).

Impoliteness is not simply a question of the omission of formal or formulaic social politeness. It can be considered as any form of linguistic behaviour which is assessed as intending to threaten the hearer's face or social identity or as transgressing the hypothesed community of practice's norms of appropiracy as opines Sara (2003:136).

THE CONCEPT OF POLITENESS:
Any researcher embarking on studying and showing what impoliteness is will firstly give account of politeness for the understanding of impoliteness. Many people think that politeness is just as matter of language and of course not. According to Mey (2009:711), 'the word polite can be used to refer to both verbal and non-verbal behaviour. It is used to refer to a person whose behaviour is respectful irrespective of the way he/she talks and writes. Again, the real meaning of politeness varies among cultures. It is one of the purposes that language fulfils and it has been the main concern not only of pragmatics but also of socio-linguistics. The generally accepted definition of politeness is offered by Boyer (1702) as cited in Culpeper and Kadar, (2010:88) ''politeness is a dexterous management of our words whereby we make other people have better opinion of us and themselves''

Unlike the previous definition, Lekoff (1975) definition of politeness is specific to the social form of behaviour. He interprets politeness as those forms of behaviour which have been developed in society in order to reduce frictions in interpersonal interaction, Watts et al, (2005:45) as cited by Fareed, (2016). According to Fraser and Nolen, (2016) politeness is the result of a conversational contract entered into by the participants in an effort to maintain socio-communicative verbal interactional-free. As they opine, politeness is a bunch of constraints on verbal behaviour and the nature of those constraints depends on the social setting of interaction, the relationship of participants and the language used, Ibid (46). Bax and Kadar, (2012:105) define politeness as one of the constraints on human interaction, whose primary purpose is to consider other's feelings, establish mental comfort and promote rapport. In accordance with the above definition, it will be difficult to decide which one is achieved 'mental comfort' or 'rapport' in a certain polite action. Both the early eighteenth century scholars and modern share the same conception of politeness viewing it as a linguistic means used by all speech communities to avoid social aggression, reduce conflict, refine the ego, prevent or at least minimize friction and eventually make the process of interaction work smoothly, Watts et al, (2005:47).

Culpeper's Model of Impoliteness:
Impoliteness introduced by Jonathan Culpeper in (1996) was the most notable model. As maintained by his model, it is intended to provide disharmony between interlocutors in social interactions, Walaszenska and Piskorska, (2012:246). Though this model is based on Brown and Levinson's (1987) politeness, Culpeper refutes their view of impoliteness as marginal to everyday conversation. He asserts that understanding the notion of politeness is impossible without comprehending impoliteness phenomenon..... Mullany and Stockwell, (2010:71). Culpeper's model has advantage over others because it is built on real life data which tackles with different types of discourses starting with conflictive and impolite illocutions.

Culpeper distinguishes five super strategies by which impoliteness can be created and received, thus; Bald on record; positive impoliteness; negative impoliteness; mock/sarcasm impolitenss and with-hold impoliteness.

Bald on Record impoliteness: This type of impoliteness strategy is employed when there is much risk at face and when a speaker intends to damage the hearer's face and thus the impolite utterances will be performed directly and clearly, Bousfield(2008:92). Culpeper uses the concept of face-attack-act (FAA), in opposition to FTA- Face Threatening Acts, in other to identify the face attack where there is a deliberate intention on the part of the speaker, Mullany and Stockwell,(2010:71).

Positive impoliteness: Here it is used to damage the hearer's positive face want- his/her desire to be acceptable according to Bousfield and Lcher, (2008:134).

Mock/sarcasm impoliteness: In this type of impoliteness strategy, the speaker performs the FTA using politeness strategies which are clearly insincere as opined Thielemann and Kosta, (2013:239). In other words it means the use of one or more sub-strategies that are superficially suitable and accepted but deeply they have the opposite meaning, Bousfield, (2008:95).

Negative impoliteness: This strategy is designed to attack the hearer's negative face want- his or her desire to be free from imposition. Negative impoliteness in accordance with Culpeper's (2005) incarnation involves other substrategies.

With-hold impoliteness: Here, it occurs when the speaker does not perform politeness where it is expected as in keeping silent when the speaker is supposed to thank the hearer, Thielemann and Kosta, (2013:239).

The Concept of Face
In the study of linguistic politeness Erving Goffman developed the idea of face in the 1960s which has become a basic concept. Brown and Levinson, (1987:62) later describe face as follow

Negative Face: The want of every 'competent adult member' that his /her action be unimpeded by others. When a person does not avoid obstructing others or their interlocutor's freedom of action, negative face is threatened. It may hurt either the speaker or the listener and it causes one of the interlocutors to submit his/her will to another.

Positive Face: Every member's desire for his/her desires to be attractive and desirable to at least some others. When the speaker/ hearer is unconnected or unconcerned with their interactor's thoughts or desires or does not want what the other wants, then positive face is threatened. Positive face threatening actions can harm both the speaker and the listener. When a person is forced to be isolated from others, their well-being is regarded as less significant, then, their positive image is threatened.
Positive and negative face occur generally in human society which according to Brown and Levinson it have been suggested that definition of face is the actual universal aspect of their proposed politeness theory.

The Concept of FTA

Brown and Levinson, (1987:65-67) introduced the concept of FTA, a face- threatening act that cannot always be prevented, in relation to the concept of face. A speech act that can damage the hearer's positive or negative face is referred to as a face threatening act, Brown and Levinson, (1987:61). People of all culture, when they talk are conscious of their own self-image, or 'face'. A 'face threatening act' (FTA) is one that has the potential to cause someone to have their face or to damage it in any way. FTAs which are popular in daily interactions are often softened by politeness.

Computer Mediated Communication

Any connection between two or more people who communicate through or are facilitated by computers and the internet is described as computer mediated communication. It is a form of communication that can take both oral and written forms which is an open channel that enables users to be involved and participate in two-way communication. Computer mediated communication is a low-cost method of collecting information for increasing performance and productivity.

Again, computer mediated communication is a form of asynchronous communication which has the advantages of reducing problems caused by time and space barrier; being cost-effective, being relatively simple to use and having the ability to be more personal and flexible as noted by Lee, (2010:41).

Facebook

According to Daniel Nations (2019), Facebook is a platform for social networking where users can post comments, share views, share pictures and post links to news or other interesting web material, chat online and watch short –form videos. Shared content may be made publicly available or only be shared within a small group of friends or family or even with a single person. As a school-based social network at Harvard University, it began in (2004) February. Mark Zuckerberg together with Edward Saverin, students of the university developed it. In 2006, Facebook started fully and took off everyone from 13yrs of age and above. It is open to anyone and it is user friendly.

Corona Virus

The coronavirus pandemic or Covi-19 in Nigeria is part of global disease caused by massive coronavirus-2 acute respiratory syndrome. The first victim of this virus in Nigeria was an Italian man who arrived in the country on the 25th February, 2020. He was admitted to an isolation centre in Yaba, Lagos, after showing symptoms of the virus. Subsequently, the cases increased. Nigerian government on trying to curb the spread of it declared immediate total lock down of major epicentres of Lagos, Ogun and Abuja commercial and administrative case. Some States governors equally toll same measure and proactive actions by closing their borders in a bid to curtail the spread of it.

Theoretical Framework

This study applied insight from the theories of Kress and Van Leeuwen (2006) apply Halliday's (1978) meta-functions of language ideational, interpersonal and textual in their work titled''Grammar of Visual. They account for both verbal and non-verbal components of multimodal texts like images pictures etc. To Kress and Van Leeuwen, semiotic language performs three functions namely: representational, organisational and compositional. The representational aspect of Kress and Leeuwen is appropriate for this study because it is basically used to express one's expressive or a vision of reality. Every image used by the

interactants has a representive of meaning which can be amplified, exaggerated and more than real (2006:167).

Empirical studies
Hammond, N. and Rassul, A. (2017) Study impoliteness strategies in English and Arabic Facebook comment. Their study employs impoliteness strategies to establish whether impoliteness occurs in Facebook comments and which forms are most widely used. Ningsih, T. (2018) investigated impoliteness strategies that are written by users in celebrities' instergrame. The study arrived at social media user's language impoliteness on instagram.

Ningsih, T. (2018) studied impoliteness strategies that are written users in celebrities' instagram. The purpose of his study was to look at social media users' impolite language on instagram. He describes the reason of using impolite language which were realised by social media users in celebrities' instagram. Researcher's findings were: negative impoliteness was the most common strategy among social media users on celebrities' instagram pages whereas bald on record impoliteness and mock impoliteness were the least popular. It was also discovered that there was no withhold impoliteness because it appears to keep silent in response to the speaker's utterances, which is a strategy used to avoid performing as expected politeness strategies in the comments of celebrities on instagram. The aim was applying impoliteness in celebrities' instagram posts to vent negative feelings, entertain viewers and serve mutual goals. Also to express disagreement, disappointment, mocking the celebrities and clarifying something.

Methods of data collection
This study is qualitative in nature and involves descriptive analysis. The data comprises both verbal and posts from selected Nigerian's personal Facebook wall posts and Facebook group pages. Six posts on corona virus pandemic were collected for analysis.
This researcher in order to collect impolite comment from accounts got link to real Nigerian facebook pages and applied the pragmatic model adopted Culpeper's (1996) impoliteness strategies to analyse Nigerian facebook comments about corona virus pandemic taking into account the discoursive factors that influenced this analysis.

Presentation of Data and Analysis
As human, the use of language is our personal skill that is we either choose to use to save or threaten others face. Consciously or unconsciously, we follow politeness strategy in our interactions. The following are the procedures that were taken by the researcher to analyse the study data:
- Understanding that this process began with a careful reading of the comments.
- Identifying this process began with reading the comments and determining which were impoliteness strategies based on the study theory.
- Seperating the comments into specific categories of impoliteness strategies was also a step in the process.
- Describing impoliteness strategies that have already been classified in separate points and describing how impolite language was expressed in Facebook comments.

To represent the facebook comments, different pages were chosen and accessed, thus;
https://www.facebook.com/coronavirus info.
https://m.facebook.com/story phl
https://www. Facebook. Com/com./NRTTVerg.News & media website
https://www.facebook.com/WHONONE profit Organisation

https://www.facebook. Com/RT news

The above pages are liked by millions Facebookers, most of them are official pages of the news media channels, media websites, organizations and corona virus information centers. They share news about current affairs, health, culture, ecnomy, sports, press and entertainment.

1. Nigeria reports a noticeable increase in covid-19 cases.
   (fake news)
(It's nothing but a clear conspiracy against the citizenry)
The first commenter insulted the author of the post by saying he was a liar. This comment classified a positive impoliteness because social media users use taboo word in his /her. The second speaker accused the first of this post by saying it is just a plot: covid-19 and thus saying it inappropriately.

2. The minister of Health discourses the rapid response to emergencies especially the covi-19 virus.
   (This job is not looking good on you)
   (This man gets madness. Garbage trash)
   The first person has a positive impoliteness. It was realized by saying that the job isn't good. The facebook user deeply disrespected and accused the minister of failing to manage the ministry.
   The second commenter includes a negative impoliteness. It was realised by using the negative aspects 'garbage trash'. In addition, the user attacked the speaker specifically 'get madness' where the face is not insignificant. It was included as Bald on record impoliteness.

3. The minister of Education adopted an electronic education as well as preventive initiatives:
   (Lucky students, ha ha haaaaa, what about cheating in exams?)
   (The teachers receive their salaries and send the lesson on the phone, comedy show)
       (There is no covi-19, this is a political ploy designed to make education useless)
The first person showed his/her contempt for electronic education by teasing and contemptuous word directed to students and cheating in exams. This is a mock/ sarcasm impoliteness strategy. The second person involves disrespecting the teachers, this is also mock impoliteness because the user insults and uses words that are insensitive.
With a link of disapproval, the last commenter denies the existence of covid-19 and claims that it is political conspiracy to destroy education in Nigeria. This refusal of the existence of covid-19 occur for many reasons, perhaps ignorance, lack of knowledge, church belief, or the control of a conspiracy theory in some people's thinking. It is a negative impoliteness strategy.

4. NCDC gave the masses number of cases that are positive, fatal and /or have recovered.
   (Find this funny, what an idiot.)
   (You seem to be laughing at the others)
   The commenters were excessively bluntness and complete lack of respect the other peoples' feelings. In the first comment, the facebook user attacked the minister/ agent of NCDC directly by saying 'idiot'. This is a negative impoliteness since the facebook users ridicules the speaker clearly.
   In a mockery way the second user replies for the post about corona virus, by scorning him for the post showing how it is a mockery and laughter to lie on people. This is a mock impoliteness strategy.

5. Please fellow Nigerians…. Stay away from all the covid-19 kits from China government.
   (Thanks a lot, waiting for our roles, our bad situation increases worse)
   (Hmmmmmm! You get us very bad news, and bring bad luck).

The first comment includes a positive impoliteness because the facebook user made others feel uncomfortable and excludes the other from any useful information.

The second comment includes a bald on record impoliteness because the facebook user did attack and disrespected the speaker of the post clearly by saying 'Hmmmmm..'

6. Taskforce send sms daily to know and equip themselves with information needed to fight the virus- use of mask, avoid body contact and maintaining social distance among others.

(What about bad internet service?)

The commenter asked a rhetorical question, complained about the poor and bad internet services especially for the purpose of enlightenment. This is a positive impoliteness strategy.

Conclusion

The use of (im)polite language is defined by the goals of interactions. They may use polite words that involve linguistic techniques which help the other retain or save face. When speaker apply impolite words, they are using linguistic strategies to assault or threaten the other's face on the other hand. This study discovers the strategies of impoliteness used by Nigerians in corona virus facebook comments. It was discovered that there was no with-hold impoliteness because it appears to keep silent in responding to speaker utterances, which is a strategy used to avoid perfoming as anticipated politeness strategies in Facebook comments. The researcher find out that Nigerian Facebook users do not keep silent in responding to the selected posts on corona virus pandemic.

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