

**A PRAGMATIC STUDY OF POLITENESS IN SOCIAL MEDIA
DISCOURSE: AL JAZEERA'S ENGLISH INSTAGRAM PALESTINE
REPORTING**

THESIS

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**FACULTY OF TARBIYAH AND TEACHER TRAINING
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A Pragmatic Study of Politeness in Social Media Discourse: Al Jazeera's English Instagram Palestine Reporting

THESIS

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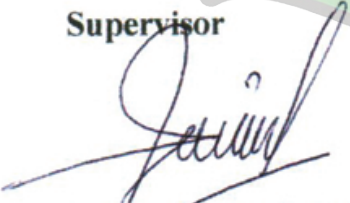
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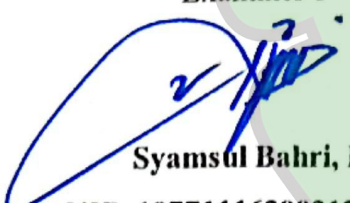
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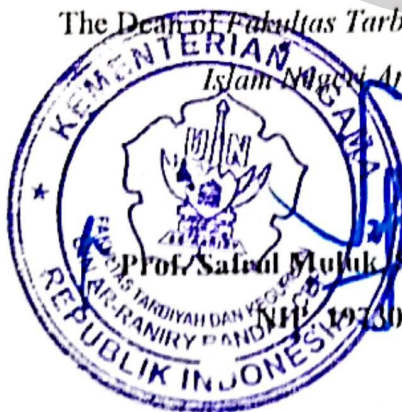

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STATEMENT OF ACADEMIC INTEGRITY OF THESIS

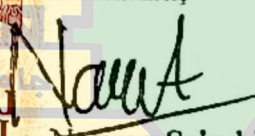
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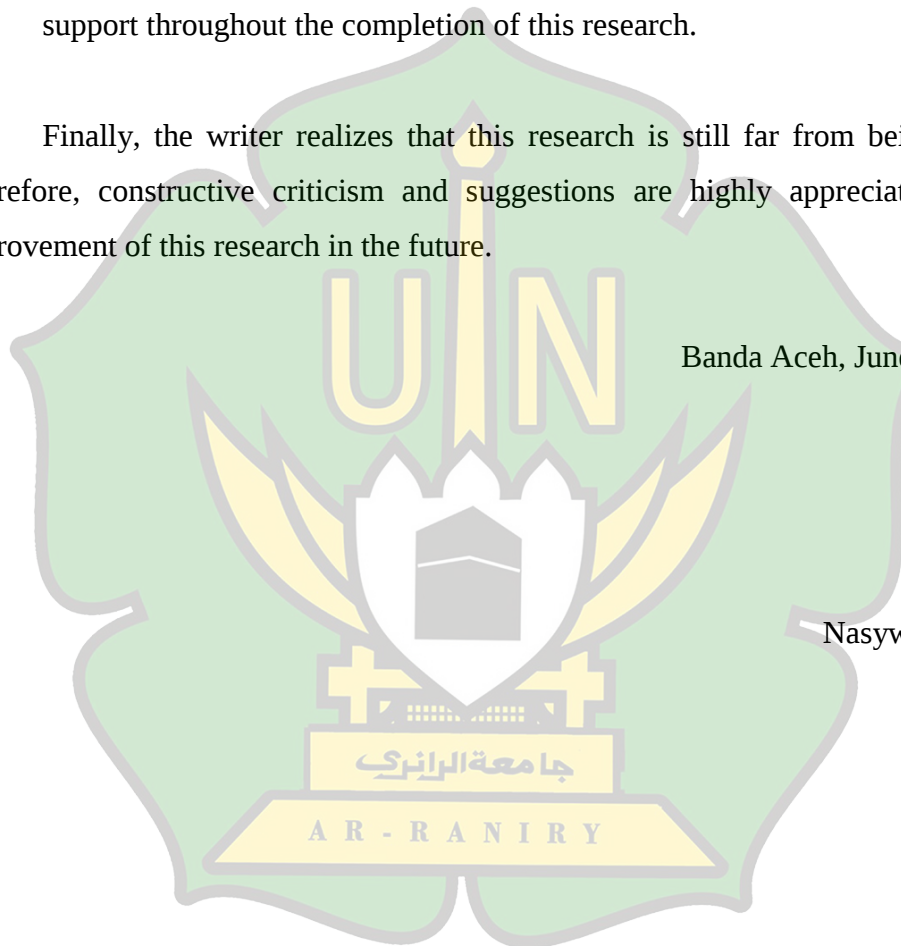
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Finally, the writer realizes that this research is still far from being perfect. Therefore, constructive criticism and suggestions are highly appreciated for the improvement of this research in the future.

Banda Aceh, June 15th, 2026

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ABSTRACT

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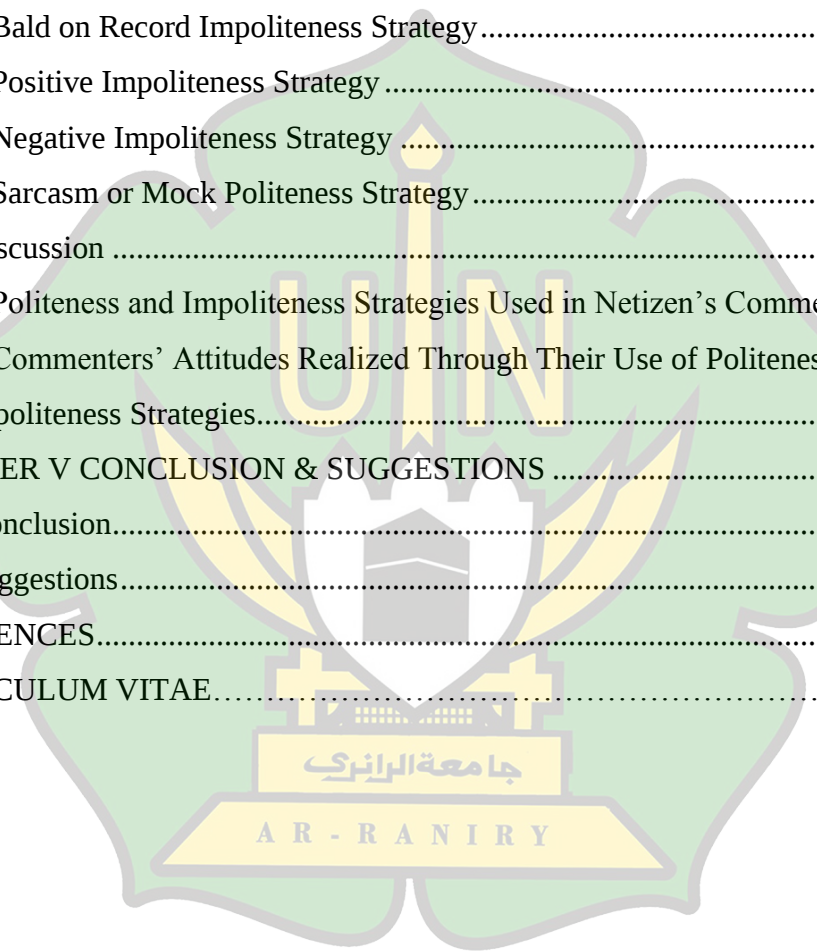
Social media functions as a platform for public discussion that allows users to convey criticism and supports toward certain topics. One of most widely discussed issues is the situation in Palestine, which frequently receives large-scale public responses in Instagram comment sections. Despite numerous studies on politeness and impoliteness in online discourse, limited attention has been given to how these strategies realize commenters' attitudes. This study investigates the politeness and impoliteness strategies employed in netizens' comments on Al Jazeera English Instagram posts reporting on the humanitarian crisis in Palestine and examines how these strategies realize commenters' attitudes toward the issue. This study employed a qualitative approach using text analysis. The data consisted of 100 English comments collected through purposive criterion sampling from eleven selected posts. The comments were analyzed using Brown and Levinson's (1987) Politeness Theory, Culpeper's (1996) Impoliteness Theory, and Martin and White's (2005) Attitude Framework. The findings revealed that impoliteness strategies were more frequent than politeness strategies, with 74 comments contained impoliteness and 26 politeness. Off Record was the most frequently used politeness strategy (13 occurrences), whereas Positive Impoliteness was the dominant impoliteness strategy (31 occurrences). The attitude analysis indicated that negative attitudes were more dominant than positive attitudes. Positive attitudes were mainly realized through Positive Politeness and some Bald on Record strategies, while negative attitudes were commonly realized through Off Record politeness and all impoliteness strategies. The findings demonstrate that politeness and impoliteness strategies function not only as interactional devices but also as linguistic resources for realizing attitudes.

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CHAPTER I

INTRODUCTION

A. Background of the Study

Social media is considered one of most effective ways for people to communicate nowadays. It can cover multiple types of communication goals. People use social media to broadcast events, publicize political matters, promote programs, and influence public opinion (Chandra, 2021). According to Afriana & Mubarak (2024) social media acts as an open space for debate, idea sharing, and free communication that allows users to instantly publish and fill up forums on their individual platforms.

According to Afriana & Mubarak, (2024) a person can freely use social media as a tool so share updates, comments, criticism, harsh language, and even insults. Rahmani (2025) explained that social media give users the flexibility to interact with both wide and targeted audiences, either at different times or real time interaction. Social media platforms enable people to engage according to their needs, as they are drawn to user-generated content and the sense of social connection it creates. In social media, people with or without revealing identity can choose to post anything negatively or positively in front of a specific audience.

As mentioned, one of the significant roles of social media is providing users with the freedom to express their opinions on political and social issues happening around the world. The situation between Palestine and Israel continues to be one of the longest occurring and most debated with no definite resolution in sight geopolitical issue in the Middle East. Because of this, the issue often receives a significant attention in media coverage (Putra, 2024). The situation has generated various public responses across social media platforms, including Instagram as one of the applications that allows users to directly respond to news content through the comment section and make it a space for public discussion and debate.

The situation in Palestine is considered one of the most sensitive humanitarian and political issues discussed across social media platforms. News concerning the situation frequently generates hundreds of comments containing various reactions, including support, sympathy, criticism, disagreement, and condemnation from people with different backgrounds from around the world. These responses provide naturally occurring linguistic data that reflect the use of language in online public discourse. As a result, the comment sections of Instagram posts concerning the situation in Palestine offer a valuable source of linguistic data for examining language use in the context of digital communication.

As one of the major international news outlets, Al Jazeera English frequently reports on developments related to the Palestine conflict. Al Jazeera English's Instagram posts often receive a large number of comments from global audiences. These comments show various responses, ranging from supportive and empathetic expressions to criticism and disagreement. This indicates that Instagram comment section functions as a space where people express their attitudes toward the conflict.

Al Jazeera English's Instagram comment section provides an appropriate source of data for this study. As one of the most active international news outlets reporting on the situation in Palestine, it consistently publishes updates that generate high levels of public engagement. Its Instagram account attracts a diverse global audience, resulting in comment sections that reflect a wide range of perspective and ideological positions. The high audience engagement level from also provides a substantial amount of naturally occurring linguistic data, making Al Jazeera English Instagram comment sections particularly suitable for examining language use in digital political discourse related to the situation in Palestine.

From a pragmatic perspective, the way people use language to express agreement, disagreement, support, or criticism through language can be analyzed using politeness and impoliteness theories. Brown & Levinson (1987) argue that politeness strategies are used to maintain harmony, mitigate face-threatening acts, and protect someone's face wants. In contrast, Culpeper (1996) explains that

impoliteness strategies are intended to attack or threaten someone's face or self-image (Lestaria et al., 2024). In discussing sensitive political issues like the situation in Palestine which often involve emotionally charged interactions, both strategies are likely to appear in the Instagram comments. Also, commenters' attitudes toward the issue become an important object of analysis.

This study is organized by referring to the previous relevant studies. The selected studies were chosen because they provide theoretical and methodological references that support the present study. Each study contributes in different perspectives on politeness and impoliteness strategies in digital discourse. The previous studies also help establishing the research gap addressed in this study.

The first study by Rahmani (2025) investigated politeness strategies from comments responding to the term "*Tuli*" (deaf) in an Instagram post by Medy Renaldy. The researcher limited its object to approximately 100 Instagram comments and analyzed them by applying the politeness theory by Brown & Levinson's (1987). The study specifically examined how Instagram users employed politeness strategies when responding to the use of disability-related terminology in social media discussions. Study findings revealed that positive politeness was mainly used by Medy to foster harmony. While in contrast, bald on record strategies were frequently used by netizens which reflected a lacking in netizens' digital literacy and cultural sensitivity. This study highlights that external incentives such as monetary offers influence shifts from impolite to polite behavior, demonstrating the pragmatism of digital politeness norms.

The first study was selected because it provides methodological guidance for analyzing politeness strategies in Instagram comment sections and providing guidance in the data collection technique. The relevance to this present study lies in the theoretical and data similarities. The present study also employs Brown & Levinson (1987) politeness theory and collect data from Instagram comment sections. However, the present study will not only examine politeness strategies but also impoliteness strategies to provide a more comprehensive analysis.

Second, the study by Afriana & Mubarak (2024) aimed to analyze the impoliteness strategies on Tasyi Athasyia's (@tasyiathasyia) Instagram account written by netizens. The researchers obtained 10 comments that contained impoliteness phenomena and analyzed them using Culpeper's (1996) theory about impoliteness strategies. The study focused on identifying how netizens expressed criticism and disagreement through different impoliteness strategies in online interactions. The results demonstrated variation in the use of impoliteness strategies, including bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm or mock politeness. While there was no record found in the use of withhold politeness. This study highlights that netizens often resort to impoliteness strategies such as personal attacks, name-calling, offensive language, and sarcasm to express disagreement, vent frustration, or assert dominance.

The second relevance study was selected because it provides a clear description of how impoliteness strategies appear in Instagram comment sections and shows how Culpeper's framework can be applied to analyze those comments, thus providing a guidance to conduct the present study. The relevance of this study to the present study is between the theoretical framework and data source. However as mentioned before, unlike the Afriana & Mubarak's study, the present study will not only examine impoliteness strategies but also politeness strategies. By combining both aspects, this study aims to provide a more comprehensive analysis.

Third, the study by Lestaria et al. (2024) examined politeness and impoliteness strategies usage to clarify how these conversational strategies either follow or depart from socially accepted norms of politeness. This study collected data from "Mata Najwa" YouTube channel, specifically an episode entitled "*Prabowo Subianto Bicara Gagasan Mata Najwa*". To analyze the data, the researchers employed 3 grand theories including Politeness strategies by Brown & Levinson (1987), Politeness Maxim by Leech (1993), and Impoliteness Strategies by Culpeper (1996). The findings showed that Leech's politeness maxims were the most dominant category, with 16 data findings, compared to 7 data findings of politeness strategies

and 10 data findings of impoliteness strategies. This dominance indicates that the participants more frequently used language that maintained harmony and respects in the interaction within the power dynamics situation between participants.

The third relevant study was selected because it demonstrates the combined application of politeness and impoliteness theories within a single discourse analysis, which provides valuable methodological insights for the present study. The relevance of this study to the present study is in the theoretical usage, which includes Brown & Levinson's politeness and Culpeper's impoliteness strategies. However, the present excludes Leech's Politeness Maxim theory to limit the scope of analysis. Instead, the present study incorporates Martin and White's (2005) Attitude framework to examine commenters' attitude toward the topic. The difference is that Lestaria et al. study collected data from spoken utterances from a YouTube video, whereas the present study collects written data from Instagram comment section.

Finally, the study conducted by Hendar et al. (2022) examined how netizens used both politeness and impoliteness in comments on Indonesian President's Instagram account, especially responding to the government's policy on PPKM (activity restrictions for the community) during the Covid-19 pandemic. The researchers collected 100 sample data of supportive and opposing comments, then categorized and analyzed them politeness theory by Brown and Levinson (1987), as well as impoliteness theory by Culpeper (1996). The findings demonstrated that both politeness and impoliteness strategies were employed by netizens. However, the dominant strategy in politeness was positive politeness, and the dominant strategy in impoliteness was sarcasm or mock politeness. There was no instance of withholding and off-record impoliteness strategies found in this study. This research highlights that adherence to cultural norms of politeness does not necessarily prevent individuals from using impolite language in politically sensitive online discussions.

The last previous study was selected because it is the closest reference to the present study in terms of research design, theoretical framework, data source, and the topic of political discourse in Instagram comments. This study serves as the primary

reference to the present study due to the close similarities in both the theoretical and data source. However, the present study extends the analysis by examining how politeness and impoliteness strategies function as realizations of commenters' attitudes through Martin and White's (2005) Attitude framework. This additional perspective represents the research gap and highlights the novelty of the present study.

Although previous studies have inspected politeness and impoliteness usage in social media discourses, most are primarily focusing just on identifying and classifying the strategies used by commenters. However, several research gaps present. First, previous studies mainly emphasized the classification of politeness and impoliteness strategies without examining how these strategies function as realizations of commenters' attitudes. Second, although some studies have employed both Brown and Levinson's (1987) politeness theory and Culpeper's (1996) impoliteness theory, none has integrated Martin and White's (2005) Attitude framework to explain the evaluative meanings expressed through those strategies. Moreover, the previous studies have examined various topics including social and political issues, while studies focusing on international humanitarian conflicts particularly the current situation in Palestine, remain very limited.

To fill these gaps, this present study is among the first to analyze how politeness and impoliteness strategies function as realizations of attitudes in Instagram discourse responding to news reporting on the situation in Palestine. Therefore, the present study seeks to examine the types of politeness and impoliteness strategies used in netizens' comments on Al Jazeera English reporting on the situation in Palestine in Instagram, referring to Brown & Levinson's (1987) politeness and Culpeper's (1996) impoliteness frameworks. In addition, this study also aims to examine how these strategies reflect commenters' attitudes toward the issue by employing the attitude dimension theory by Martin and White (2005). By integrating these three theoretical perspectives, the present study provides a more comprehensive understanding of how linguistic strategies are used not only to show

the dynamic of interpersonal relationships, but also to construct attitudes in digital political discourse.

B. Research Questions

Considering the present study's background, the data analysis is directed following two research questions:

1. What are the types of politeness and impoliteness strategies used in netizens' comments on Al Jazeera English reporting in Instagram on the situation in Palestine?
2. How are the commenters' attitudes toward the situation in Palestine realized through their use of politeness and impoliteness strategies?

C. Research Objectives

To give answers to this study's research questions, the objectives include:

1. To identify and classify the types of politeness and impoliteness strategies used in netizens' comments on Al Jazeera English reporting in Instagram on the situation in Palestine.
2. To examine how commenters' attitudes toward the situation in Palestine are realized through their use of politeness and impoliteness strategies.

D. Significance of the Research

1. Theoretical Significance

This study provides a contribution in the field of Pragmatics, primarily in Discourse Analysis within digital political discourse. Unlike previous studies that mainly focus on identifying and classifying strategies, this study highlights a research gap by analyzing politeness and impoliteness as realizations of commenters' attitudes.

This study integrates multiple theoretical basis including Brown & Levinson's (1987) politeness strategies, Culpeper's (1996) impoliteness strategies, and Martin & White's (2005) Appraisal Theory (attitude system). By combining these approaches,

this study offers a more comprehensive model for analyzing how the use of linguistic features not only as interaction tools but also as expressions of attitudes towards the topic in online discourse.

2. Practical Significance

This study is significant for students especially those majoring in English Literature and Linguistics to enhance their comprehension of how politeness and impoliteness strategies applied in digital interactions. It also allows students to develop wider awareness of how language reflects attitudes including feelings, judgements, and evaluations which shows one's ideological positions in political discourse.

For lecturers, this study serves as a teaching resource in Pragmatics and Discourse Analysis. The research findings can be used as tool or practical examples to explain the application of politeness theory by Brown and Levinson (1987), impoliteness theory by Culpeper (1996), and attitude theory by Martin and White (2005) in the context of digital communication.

For journalists and media producers, this study offers insights into audience responses and engagement patterns toward news content, which may assist in understanding public reactions toward political media coverage, specifically the sensitive issue like the situation in Palestine for better improvement in newswriting techniques.

In addition, for news readers and users of social media, this study can raise awareness of how linguistic choices in social media can construct certain attitudes and may potentially influence public perception. This study encourages users to be more responsible and thoughtful communicating in online spaces.

3. Methodological Significance

This study contributes methodologically by providing a reference for future researchers in conducting text analysis studies within the same scope. This study

demonstrates the employment of evaluative text analysis approach, which allows the data to be coded and analyzed in systematic way throughout the study.

4. Social Significance

This study contributes to broader social awareness by highlighting how language used in online discussions especially on sensitive issues like the Palestine situation, reflects one's attitudes towards the topic. It encourages more respectful and responsible communication in digital environments.

5. Empirical Significance

This study provides empirical data on the patterns of politeness and impoliteness strategies used by netizens in Instagram comment sections related to the Palestine issue. The findings offer evidence of how these strategies are linked to the expression of attitudes, including affect, judgment, and appreciation. This contributes to enriching empirical studies in Pragmatics, especially those focusing on digital political discourse and social media interactions.

E. Operational Definition

1. Pragmatics

Pragmatics is one of branches in linguistics which examines contextual meaning that is implicit. Levinson (1983) explains that pragmatics deals with utterances expressed by speakers related to context. Yule (1996) states that pragmatics concerns with meaning that is not visible because it is not explicitly expressed or written; The utterance is delivered by the speaker or writer, and interpreted by the hearer or reader (Afriana & Mubarak, 2024; Sinaga et al., 2022). This study specifically limits its analysis on politeness and impoliteness strategies in online discourse, and focuses on how meaning is constructed by applying face-related theories, including: Brown & Levinson's (1987) politeness strategies and Culpeper's (1996) impoliteness strategies as main theoretical frameworks.

2. Politeness

Politeness can be explained as the way people use several strategies in communication to maintain good and harmonious relationships within society. It involves the use of word choices that are appropriate to the context, following the norms present in social and culture, and showing good social mannerisms. It can be concluded that politeness is about how people communicate in a way that will maintain positive relationships in society by protecting someone's "face" or self-image. In order to achieve that, politeness strategies are needed (Lestaria et al., 2024). This study analysis regarding politeness will focuses on strategies proposed by Brown and Levinson (1987), which classify politeness into four main types including bald on record, positive politeness, negative politeness, and off record.

3. Impoliteness

Impoliteness is language usage that damages or attacks someone's "face" or self-image in particular situations. It employs intentionally attacking a person's face, such as hurting, insulting, or looking down. In other words, it occurs when someone does not follow the polite behavior in communication (Lestaria et al., 2024). This study analysis regarding impoliteness will focuses on strategies by Culpeper (1996), who classifies impoliteness into bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness.

4. Attitude

Attitude is one of the three components in Appraisal theory introduced by Martin & White (2005). It refers to how speakers or writers express their opinions about a particular issue or phenomenon through language. Attitude is related to how feelings are represented as a system of meaning (Oteíza, 2017). Martin & White (2005) explain that attitude can be understood as either "praising" or "blaming", which indices that people can express positive or negative views towards other individuals, places, objects, events, and states of affairs or situations. The attitude

system is divided into three parts: including affect (shows people's emotions), appreciation (assess the value of things) and judgment (evaluate a person's character and behavior) (Luo et al., 2022).

5. Instagram

Instagram was introduced as a social media networking platform in 2010. It enables users to share visual content, including photos, videos, and short-form multimedia posts. Instagram allows users to create personal or institutional accounts through which they can publish content in the form of feed posts, stories, reels, and live broadcasts. Instagram has evolved into a multi-functional digital platform that supports social interaction, content dissemination, and public discourse (Moreau, 2024).

6. Al Jazeera English

Al Jazeera English is one of the leading English-language news outlets worldwide since it was established in 2006. Its main goal is to counter the dominance of Western perspectives in international news, create a more balanced global media, and give representation to communities, countries, and regions that are often overlooked (Damanhoury et al., 2025). Al Jazeera English positions itself as “the voice of the South” and describes its role as a channel from Middle East that brings stories back to Western audiences. In reporting on the situation between Palestine and Israel, Al-Jazeera has been criticized for showing a pro-Palestinian bias (Zghoul, 2022).

7. The Palestine State of affairs

The situation in Palestine is considered among the longest ongoing and most violent disputes in history, rooted from over a hundred years. Throughout the period, there have been multiple wars involving Israel and several Arab countries. Palestinians' uprisings (*intifadas*) in response to Israeli occupation have taken place,

and often been followed by strong military control from Israel. The effect of this historic dispute over issues including land, territorial boundaries, and rights continue to the present day, including the recent war between Israel and Hamas in Gaza (Alsaafin, 2023).



CHAPTER II

LITERATURE REVIEW

A. Pragmatics

Pragmatics focuses on aspects of meaning that arise from how words and sentences are used in communication (Yousefi & Mardian, 2020). Levinson (1983) explains that pragmatics deals with utterances expressed by speakers related to context. Leech (1983) also describes pragmatics as a branch that studies meaning in connection to context of speaking situation. Moreover, according to Yule (1996), pragmatics deals with meaning that is not visible because it is not explicitly expressed or written (Afriana & Mubarak, 2024; Sinaga et al., 2022). From these perspectives, pragmatics can be understood as a study that examines how speakers and writers communicate meaning and how that meaning is interpreted by hearers or readers (Khoirunni'am et al., 2024).

Pragmatic study is mainly concerned with how language is used to achieve communicative purposes in particular situations. Rather than focusing only on the literal meaning of words and sentences, pragmatics investigates how speakers convey intended meanings and how hearers interpret those meanings by considering contextual information. It examines not only what is said, but also what is left unsaid, including speakers' intentions, assumptions, goals, and the actions performed through language (Siddiqui, 2018). Therefore, pragmatics is commonly regarded as the study of contextual meaning because the interpretation of an utterance depends on the communicative situation in which it occurs.

Pragmatics is closely related to semantics because both fields are concerned with meaning. However, they differ in the aspects of meaning they examine. Semantics studies the literal or conventional meaning of words and sentences regardless of context and explains the relationship between linguistic forms and the objects or concepts they represent (Yule, 1996). In contrast, pragmatics focuses on

the relationship between linguistic forms and their users. It investigates how contextual factors influence the interpretation of meaning and explains what speakers intend to communicate rather than merely what the linguistic expressions literally mean (Siddiqui, 2018). Thus, while semantics is concerned with sentence meaning, pragmatics is concerned with speaker meaning.

Birner (2025) further explains that pragmatics deals with a slippery or difficult to define type or of meaning. This means that the meaning is not fixed like dictionary definitions and can change depending on the context surrounds it. The same utterance may have different meanings in different situations, and can be understood differently by different individuals. For instance, the same noun phrase can refer to different things at different times. Therefore, in general terms, pragmatics typically focuses on meaning that are non-literal, not based on fixed conventions, context-dependent inferential, and/or not strictly related to truth conditional.

Pragmatics takes discourse as its main data source and aims to identify general patterns concerning linguistic behavior (Birner, 2025). Discourse refers to communicative acts that are expressed through language and appears in talks, interactions, symbols and documents (Habiburrahim et al., 2020). In this matter, pragmatics is closely connected to discourse analysis, since both fields concentrate on language usage within context. However, discourse analysis focuses on specific instances of discourse, often using the insights of pragmatic theories to understand how participants produce and interpret language in a particular situations (Birner, 2025).

According to Leech (1983), pragmatic analysis involves several important elements (Siddiqui, 2018). First, it considers the participants involved in communication, namely the speaker (addresser) and the hearer (addressee). Second, it analyzes an utterance in relation to its context, including the physical setting, social environment, and shared background knowledge between participants. Third, pragmatic analysis examines the communicative goals or intentions underlying an utterance. Fourth, it views an utterance as an act because language is used not only to

convey information but also to perform actions in communication. Finally, pragmatics analyzes actual utterances produced in real communicative situations rather than isolated grammatical sentences, allowing researchers to interpret meaning based on contextual use.

Within the scope of pragmatics, the central unit of analysis is the utterance, whose meaning is interpreted by considering several contextual elements, including the words used, sentence structure, the setting in which the conversation takes place, the situational context, and non-verbal cues such as gestures. These contextual features provide the background knowledge necessary for hearers or readers to infer the speaker's intended meaning, making context an essential component of pragmatic analysis (Siddiqui, 2018).

B. Politeness

Lakoff (1973) describes politeness as a social strategy used to avoid and minimize conflict to maintain social harmony within a community, while Leech (1983) explains politeness as an effort to avoid friction and show respect to others (Fitri, 2022).

According to Lestaria et al. (2024), politeness can be defined as the way people use communication strategies to maintain good and harmonious relationships within society. Politeness can help people to choose their words and express their ideas more appropriately, functioning as an essential component of communication (Akmal et al., 2022). It involves the use of word choices that are appropriate to the context, following the norms present in social and culture, and showing good social mannerisms.

Politeness is closely associated with the notion of face or self-image. Politeness is to show our consideration of another person's self-image during the conversation (Akmal et al., 2017). According to Yule (1996), the context "face" refers to a person's self-image, including their emotional and social self-image, for which they seek recognition and respect from others. There are two types of face, the

first one is positive face, which is the desire to belong to a community, be treated as a member of the community, and believe that others share similar wants, and the second one is negative face, which relates to a person's need for independence, freedom of action, and the desire not to be imposed on or pressured by others (Afriana & Mubarak, 2024).

Following speech act theory, Brown & Levinson argue that some acts such as a request inherently threaten the addressee's face. Because of this, these acts need to be mitigated or to be softened and made more polite. Face-threatening acts (FTAs) can be distinguished between two different types: (1) Acts which threaten the negative face of others by imposing on or putting pressure on them like a request, and (2) Acts which threaten the positive face of others by not appreciating them and showing lack of approval such as in the case of a critical speech act or negative opinion (Taguchi & Kádár, 2025).

Face-threatening acts (FTAs) can appear in different forms: verbal (spoken or written words), paraverbal (qualities in speech including tone or intonation), or nonverbal (expressions on the face or body language). In everyday social interactions, FTAs are often difficult to avoid due to the conditions of conversation. At least one FTA is usually expressed through speech, although there is possibility for multiple face threatening actions to occur inside a single utterance (Hendar et al., 2022).

C. Politeness Strategies

Formulated by Brown and Levinson in the 1970s, politeness strategies provide a framework to explain how people handle actions that protect (face-saving) or threaten (face-threatening) someone's face (Shen et al., 2021). Brown & Levinson argue that there are various conventionalized strategies through which face-threat can be mitigated, and normally politeness comes into existence as the addressee interprets the speaker's attempt to mitigate a given face-threat as a token of politeness (Taguchi & Kádár, 2025). According to Brown & Levinson (2016), politeness strategies can be divided into Bald on record, Positive politeness, Negative politeness, and Off-record.

Brown and Levinson's politeness strategies are employed in this study because they provide a systematic framework for identifying how speakers minimize face-threatening acts through different linguistic strategies. The four politeness strategies enable the researcher to classify the ways netizens express support, criticism, or disagreement while maintaining, reducing, or avoiding threats to the target's face. Therefore, this framework is considered appropriate for analyzing the realization of politeness strategies in Instagram comments responding to Al Jazeera English reporting on the situation in Palestine.

1. Bald On Record

The bald-on-record strategy aligns with Grice's Maxims, which describe basic conversational principles used as guidelines to achieve clear and optimally efficient communication, including:

- Maxim of quality : Be honest and sincere.
- Maxim of quantity : Provide the right amount of information.
- Maxim of relevance : Remain relevant
- Maxim of manner : Be clear and unambiguous.

Speakers will choose bald on record strategy when they intend to do the FTA with maximum efficiency more that they want to satisfy header's face, even to any degree. There are two situations which bold on record strategy is most likely to apply, including: (1) Non-minimization of the face thread, in which maximum efficiency is very important and mutually known by the participants, so no face redress is necessary, such as in the situation of urgency and desperation also when the social distance between participants is close; (2) FTA-oriented bald on record usage which oriented to face. This case is related to the basis that one would expect pre-emptive invitations such as welcoming or post-greeting, farewell, and offer (Brown & Levinson, 2016).

2. Positive Politeness

Positive politeness refers to efforts made to maintain and support another person's positive face wants. It focuses on showing a sense of solidarity and emphasizing that both the speaker and the hearer share similar wants and that they have a general goal (Sinaga et al., 2022). This strategy aims to make the hearer feel appreciated, valued, or good about themselves, their interests, or their belongings. It is often used in settings where people are fairly familiar with each other or when it is important to acknowledge and address someone's positive face needs, or self-worth, (Hendar et al., 2022). According to Brown & Levinson (2016), there are 15 ways to apply positive politeness:

Table 2.1

Positive Politeness Strategies

No.	Strategies	Examples
1.	Noticing and attending to H's interests, needs, wants, goods	<i>You look terrible. Is there anything I can do?</i>
2.	Exaggerating interest, approval, sympathy with H	<i>That's a nice T-shirt; where did you buy it?</i>
3.	Intensifying interest to H by showing common goal with H	<i>You'll never believe what John did last night</i>
4.	Using solidarity markers of in-group identity	<i>Heh, dude, can you give me a dollar?</i>
5.	Seeking agreement	<i>I agree or you can say that again.</i>
6.	Avoiding disagreement	<i>Yes, it's true; she looks good.</i>
7.	Presupposing/raising/asserting/comm on ground	<i>People like you and me, do not like that, why don't you complain?</i>
8.	Joking	<i>Wow, that's a whopper!</i>
9.	Presupposing or asserting S's knowledge and concern for H's wants	<i>I know you like that new novel, I'll bring it to you tomorrow.</i>
10.	Offering or promising	<i>If you vacuum the floor wash, I'll the dishes.</i>
11.	Being optimistic	<i>I know you can make it.</i>
12.	Including both S and H in the activity	<i>Let's do it!</i>

- | | | |
|-----|--|---|
| 13. | Giving or asking for reasons | <i>You look so pale, why don't you take a rest.</i> |
| 14. | Assuming or asserting reciprocity by showing cooperation between S and H | <i>If you help me, I'll take you there.</i> |
| 15. | Giving gifts to H (goods, sympathy, understanding, and cooperation) | <i>Have a cup of coffee, Jim.</i> |

Source: Brown & Levinson (2016) and Hendar et al. (2022)

3. Negative Politeness

Negative politeness refers to a redressive strategy that aims to respect the hearer's need for their personal space unhindered and their freedom of action unimpeded or negative face wants (Brown & Levinson, 2016). It is used to reduce the possibility of threatening the hearer's face by minimizing imposition from the speaker. According to Brown & Levinson (2016), there are 10 ways to apply negative politeness, including:

Table 2.2

Negative Politeness Strategies

No.	Strategies	Examples
1.	Be conventionally indirect	<i>Can you please pass the salt?</i>
2.	Using questions or hedges	<i>Perhaps, she might have done it.</i>
3.	Being pessimistic	<i>He couldn't lend you some money, could he?</i>
4.	Minimizing the imposition	<i>It's only a few blocks away.</i>
5.	Giving deference	<i>Yes, sir, I thought you wouldn't mind.</i>
6.	Apologizing	<i>I'm sorry; I know it's a big request, but could you lend me some money?</i>
7.	Impersonalizing S and H	<i>It is regretted that...; We regret to inform you.</i>
8.	Stating the FTA as a general rule	<i>Passengers will please refrain from flushing toilets on the train.</i>
9.	Nominalizing	<i>Your good performance on the examinations impressed us favorably.</i>
10.	Going on record as in incurring a debt, or as not indebted H	<i>I'd be eternally grateful if you would help me do this; It wouldn't be any trouble.</i>

Source: Brown & Levinson (2016) and Hendar et al. (2022)

4. Off Record

It is a strategy that allows speakers to do an FTA indirectly. This approach is often chosen when the speaker wants to imply something without taking full responsibility for doing it (Sinaga et al., 2022). In this strategy, the speaker's utterance usually contains an implied meaning, so the hearer must interpret the utterance and understand the true meaning behind it (Lestaria et al., 2024). Additionally, the speaker can receive a praise for not directly imposing on the hearer or permitting the hearer to be generous and helpful (Hendar et al., 2022). There are several ways to employ off record strategy:

Table 2.3
Off Record Politeness Strategies

No.	Strategies	Examples
1.	Using conversational implicature by giving hints	<i>This soup's a bit bland</i> (Pass the salt)
2.	Using conversational implicature by giving association clues	<i>Are you going to market tomorrow?</i> <i>There's a market tomorrow, I suppose</i> (Give me a ride there)
3.	Using conversational implicature by presupposing	<i>I washed the car again today.</i> (Implicate a criticism, H washed the care before)
4.	Understating	<i>Nothing wrong with him.</i> (I don't think he's very good)
5.	Overstating	<i>There were a million people in the Co-op tonight!</i>
6.	Using tautologies	<i>Boys will be boys.</i>
7.	Using contradictions	<i>Well, John is here and he isn't here.</i>
8.	Being ironic	<i>Beautiful weather, isn't it!</i> (to postman drenched in rainstorm)
9.	Using metaphors	<i>Harry is a real fish.</i>
10.	Using rhetorical questions	<i>How many times do I have to tell you...?</i> (Too many)
11.	Being ambiguous	<i>John's a pretty sharp cookie.</i> (a compliment or an insult)
12.	Being vague	<i>I'm going you-know-where.</i>
13.	Over-generalizing	<i>Mature people sometimes help do the dishes.</i>

No.	Strategies	Examples
14.	Displacing H	Situation example: one secretary in an office asks another secretary with negative politeness to pass the stapler, in circumstances where a professor is much nearer to the stapler than the other secretary. His face is not threatened, and he can choose to do it himself as a bonus 'free gift'.
15.	Being incomplete or using ellipsis	<i>Well, if one leaves one's tea on the wobbly table...</i>

Source: Brown & Levinson (2016) and Hendar et al. (2022)

D. Impoliteness

Impoliteness is commonly regarded as the opposite of politeness. It refers to the form of behavior that have the potential to cause social conflict and disrupt the harmony within social interactions (Junaidi et al., 2024). According to Taguchi & Kádár (2025), impoliteness includes all forms of behavior through which the speaker manages to offend the addressee.

According to Culpeper (2011), impoliteness involves negative attitudes and behaviors that occur within particular contexts. Such disrespectful behaviors are supported by individuals' expectations, desires, and beliefs regarding certain values. An act is often judged as impolite or disrespectful when it leads to conflict, creates defensive reactions, or hoping that other people will also give credence to the beliefs or values that are believed.

Culpeper also explains that impoliteness refers to a type of communication behavior that is intended to damage the hearer's face, or at least makes the hearer feel that their face is being attacked (Junaidi et al., 2024). This definition highlights that impoliteness is influenced by both the speaker's intention and the hearer's understanding based on their interpretation towards that intention, including the relationship between them. In other words, an action can be considered impolite when

the hearer believes that the speaker has harmed their face or performed a face-threatening act.

Culpeper also argues that impoliteness possibly occurs in communication when a speaker intends to damage the hearer's face, when the hearer perceives the speaker's behavior as face-attacking, or a combination of these two situations occur simultaneously. In other words, impoliteness takes place when (1) the speaker intentionally performs an FTA, (2) the hearer interprets the behavior as an FTA, or (3) both conditions happen together. Bousfield (2008) and Culpeper (2008) emphasize that intentional factors are fundamental elements of impoliteness, as impolite behavior is often driven by the intention to threaten the hearer's face (Junaidi et al., 2024).

E. Impoliteness Strategies

The impoliteness framework introduced by Culpeper is developed from the politeness theory of Brown and Levinson. However, Culpeper (1996) proposes five types of impoliteness strategies, which can be seen as the opposite of the four politeness strategies suggested by Brown and Levinson. These impoliteness strategies are used to attack or damage someone in the communication context. Culpeper's five impoliteness strategies are bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness.

Culpeper's impoliteness framework is employed in this study because it provides a comprehensive classification of face-attacking strategies used in communication. Since the present study analyzes Instagram comments that potentially contain criticism, insults, sarcasm, and other forms of offensive language, Culpeper's five impoliteness strategies offer an appropriate analytical framework for identifying and classifying these linguistic behaviors. Furthermore, this framework complements Brown and Levinson's politeness theory by explaining the opposite communicative tendency in politeness.

1. Bald On Record Impoliteness

It refers to a strategy in which the speaker performs a face-threatening act directly, clearly, unambiguously, and straightforwardly, in situations where concerns for the hearer's face are considered irrelevant or minimized, and unnecessary (Junaidi et al., 2024). For example: *Shut up! I don't want to hear you!*

2. Positive Impoliteness

This strategy involves the use of kinds of actions intended to damage the hearer's positive face wants. Culpeper explains that positive impoliteness are used to damage the hearer's positive face, meaning their desire to be accepted, appreciated, and needed by others within the same community (Hendar et al., 2022). It may be realized through several actions such as ignoring others, insulting them, or failing to acknowledge their presence.

Table 2.4

Positive Impoliteness Strategies

No.	Strategies	Examples
1.	Ignore and snub the other.	Do not acknowledge the presence of the other
2.	Refuse to participate in an activity with the other.	<i>I don't want to be involved. Do it yourself.</i>
3.	Dissociate from the other by denying association or common ground with others	<i>I'm not like you.</i>
4.	Be disinterested, unconcerned, unsympathetic.	<i>That's your problem, not mine.</i>
5.	Make use of improper identity markers.	Title and family name when referring to a close friendship, or a nickname when referring to a distant relationship
6.	Use obscure or secretive language.	Jargon to mystify the other or a code known to the rest of the group but not the target.
7.	Seek out disagreement.	Selecting a sensitive subject.
8.	Make the other feel uncomfortable.	Do not avoid quiet, do not make jokes, or do not engage in small chat.

9. Use forbidden or taboo words, *What the hell are you talking about?* including swearing or harsh or profane language
10. Call out the other people's names *Shut up, loser.* with derogatory nominations.

Source: Culpeper (1996) and Hendar et al. (2022)

3. Negative Impoliteness

The use of negative impoliteness strategy aimed to harm the addressee's negative face desires (Afriana & Mubarak, 2024). According to Culpeper, it refers to communicative strategies intended to threaten or damage the hearer's negative face wants (Hendar et al., 2022). Negative face is related to a person's desire as competent adult member to have freedom of action, to not be disturbed, and to act without interference from others. Some forms of negative impoliteness include the following:

Table 2.5

Negative Impoliteness Strategies

No.	Strategies	Examples
1.	Create fear by instilling the belief that something bad will happen to someone else.	<i>If you do that again, you'll regret it.</i>
2.	Demonstrate relative power by condescending, scorning, or ridiculing others.	Make a mockery of yourself. Do not treat the other seriously. Make fun of the other (use diminutives).
3.	Invade the other's space, either physically or metaphorically.	By moving closer to the other than the relationship allows and asking for or speak about information that is too intimate given the relationship.
4.	Explicitly use the pronouns "I" and "you" to identify the other with a negative aspect.	<i>I can't believe you are this incompetent.</i>
5.	Put the other's indebtedness on record.	<i>After everything I've done for you, this is how you repay me?</i>

Source: Culpeper (1996) and Hendar et al. (2022)

4. Sarcasm or Mock Politeness

Sarcasm or mock politeness refers to the use of polite expressions that are actually insincere or pretend and only appear polite on the surface (Junaidi et al., 2024). In this strategy, etiquette of polite language is used but the implications are not true or the intended meaning is not genuine. Sarcasm is often used to convey the opposite of what someone truly feels towards something (Lestaria et al., 2024). In other words, sarcasm or mock politeness is expressed through false politeness. For instance, someone can say *Wow, your shoes look gorgeous!* while in fact, they actually think the shoes are ugly.

5. Withhold Politeness

Withhold politeness, on the other hand, occurs in situations when politeness is expected but not shown. For example, not saying “thank you” after receiving a gift can be interpreted as intentional impoliteness. This strategy involves failing to perform polite behavior that is normally required in specific situations. As a result, the hearer may choose to remain mute instead of responding appropriately to the speaker’s words. According to Culpeper (1996), withholding politeness can be realized through being silent and failing to show gratitude (Hendar et al., 2022).

F. Attitude

Attitude is one of the three domains from Appraisal theory proposed by Martin & White, 2005, which include engagement, attitude and graduation. According to Mohammed & Khazraji (2022), appraisal theory focuses on the linguistic resources people use to express, negotiate, and naturalize certain viewpoints, especially those related to social and ideological positions. In other words, it explains how speakers and writers express their opinions about a particular issue or phenomenon through language. This theory highlights the subjective presence of the speaker or writer in texts, especially in how they take a stance toward the topic and their audience. It also examines how they express approval or

disapproval, admiration or dislikes, and praise or criticism, as well as how they position their readers or hearers.

According to Martin and White (2005), Appraisal Theory consists of three interrelated domains, namely Engagement, Attitude, and Graduation. Engagement concerns how speakers or writers position their voices in relation to other viewpoints and negotiate alternative perspectives in discourse. Graduation refers to the linguistic resources used to strengthen or soften the intensity and degree of evaluations. Meanwhile, Attitude focuses on the expression of feelings, evaluations, and value judgments toward people, behaviors, things, events, and situations (Oteíza, 2017).

Attitude is a part of appraisal theory that deals with mapping feelings as it's represented in English texts (Mohammed & Khazraji, 2022). It refers to how feelings are seen as a system of meaning (Oteíza, 2017). According to Martin & White (2005), attitudes can be understood as expressions of either positive or negative evaluation about people, places, things, events, and situations. The attitude system consists three main components: affect, appreciation and judgment, which are used to express people's emotions, evaluate a person's character and behavior, and to assess the value or quality of things (Luo et al., 2022).

Martin and White's Attitude framework is employed in this study because it enables the researcher to examine the evaluative meanings underlying the use of politeness and impoliteness strategies. While Brown and Levinson's and Culpeper's frameworks explain how commenters construct interpersonal meanings through linguistic strategies, the Attitude system provides a complementary perspective by revealing whether those strategies realize positive or negative evaluations through Affect, Judgment, and Appreciation Systems.

1. Affect System

The affect system refers to the different kinds of feelings or emotional responses expressed by a speaker or writer toward certain actions, events, or objects,

based on their personal preferences (Luo et al., 2022). According to Martin & White (2005) feelings in the affect system can be described as follow:

Table 2.6

The Region of Feelings

No.	Variables	Examples
1.	Feelings can be either positive or negative, as emotions are generally understood culturally as representing pleasant or unpleasant experiences.	- Positive: <i>the girl was happy</i> - Negative: <i>the girl was sad</i>
2.	Feelings may appear as a strong emotional reaction that is shown through physical or observable expressions, or may be experienced internally as a mental process or emotional state.	- Behavioral: <i>the boy cried</i> - Mental: <i>the boy disliked the surprise</i> - Relational: <i>the boy felt sad</i>
3.	Feelings can be directed toward a specific cause or trigger, or feelings can exist as a general and ongoing mood. In grammatical terms, this is expressed through the distinction between mental processes and relational states	- Reaction to other: <i>the boy liked the teacher</i> (mental process) - Undirected mood: <i>the boy was happy</i> (relational state)
4.	Feelings can vary in intensity, ranging from lower to higher levels.	- Low: <i>the girl liked the surprise</i> - Median: <i>the girl loved the surprise</i> - High : <i>the girl adored the surprise</i>
5.	Feelings may involve intention rather than simply being a reaction especially when they relate to situations that are unreal or have not yet happened. This means there is a difference between feelings that relate to future or imagined situations (irrealis) and those related to present and real conditions (realis).	- Realis: <i>the girl liked the surprise</i> - Irrealis: <i>the girl wanted the surprise</i>

Source: Martin & White (2005) and (Oteíza, 2017)

The typology of affect categorizes emotions into three principal subcategories that can be expressed positively or negatively. In/security covers emotions associated

with socio-emotional well-being, including anxiety, fear, confidence, and trust. Dis/satisfaction relates to emotions connected with the pursuit of goals including ennui, dissatisfaction, curiosity, and respect. Meanwhile, un/happiness relates to interpersonal experiences such as sadness, hatred, happiness, and love (Fathallah & Khazraji, 2022).

1. In/security : *the boy was **anxious/confident***
2. Dis/satisfaction : *the boy was **fed up/absorbed***
3. Un/happiness : *the boy was **sad/happy***

2. Judgement System

Judgment system refers to how language users evaluate people's behavior or certain phenomenon based on social norms, laws, and rules (Luo et al., 2022). It focuses on how feelings are shaped into shared expectations or standards about how individuals should and should not behave (Oteíza, 2017). According to Martin & White (2005), judgement is divided into two main categories: Social esteem is related to admiration and criticism, which includes normality, capacity, and tenacity, while Social Sanction is associated with praise and condemnation, which includes veracity and propriety.

1. Social Esteem:

Normality (how special someone is) : *he is **fashionable**/he is **dated***

Capacity (how capable someone is) : *she is an **expert**/she is **inexpert***

Tenacity (how resolute someone is) : *he is **tireless**/he is **weak***

2. Social Sanction:

Veracity (how truthful someone is) : *he is **honest**/he is **dishonest***

Propriety (how ethical someone is) : *she is **humble**/she is **arrogant***

3. Appreciation System

The appreciation subsystem refers to how feelings are expressed as evaluations of things, especially in relation to products, performances and natural occurring phenomena. It concerns how these things are valued based on certain

standards (Oteíza, 2017). Martin & White (2005) explain that appreciation can be categorized into three aspects: reactions (affection) is whether something attracts attention or creates pleasure, composition (perception) is how balanced or complex the thing is and valuation (cognition) is whether the thing is considered meaningful or worthwhile.

1. Reactions : *The movie was **captivating**/The movie was **boring***
*The movie was **lovely**/The movie was **plain***
2. Composition : *The argument was **consistent**/The argument was **contradictory***
3. Valuation : *The movie was **creative**/The movie was **prosaic***

G. Al Jazeera English

Al Jazeera English (AJE) was established on 15 November 2006 as the first English-language news channel based in the Middle East. It operates major broadcasting centers in Doha, Washington, London, and Kuala Lumpur (Zghoul, 2022). Since its launch, AJE has grown into one of the most influential global English-language news networks, receiving both positive recognition and criticism. With its funding coming largely from the Qatari government, AJE stated that its mission is to challenge Western dominance in global news to create a more balanced international media landscape and covers voices from regions and communities around the world that are often overlooked (Damanhoury et al., 2025).

According to Zghoul (2022), AJE positions itself as “the voice of the South” and promotes the idea of being the first Middle Eastern-based channel to deliver news back to the Western audiences. Its corporate messaging emphasizes the goal of balancing the global flow of news by bringing perspectives from developing regions to the West, and from the Global South to the Global North. As a result, AJE is often viewed as playing a significant role in correcting unequal flow of information worldwide. It is also frequently described as an example of contra-flow in global

media products, as it challenges the dominance of Anglo-American news systems and offers an alternative perspective in international reporting.

In reporting on the Israeli-Palestinian situation, Al Jazeera has often been criticized for showing a pro-Palestinian bias, especially due to its emphasis on showing Palestinian suffering and its use of Palestinian perspectives and terminologies. Similar accusations were directed at AJE during its reporting of the 2008-2009 conflict in Gaza. Al Jazeera's reporting on this conflict tends to promote certain narratives through repeated use of specific frames and patterns, which reflect the organization's viewpoint and blur the boundary between objective reporting and analysis (Zghoul, 2022).

H. Instagram

Instagram is a social media platform launched in 2010 that enables users to share visual content, including photos, videos, and short-form multimedia posts. Initially designed as a photo-sharing application, Instagram has evolved into a multi-functional digital platform that supports social interaction, content dissemination, and public discourse. The platform was later acquired by Meta Platforms (formerly Facebook Inc.) in 2012 (Moreau, 2024). Instagram allows users to create personal or institutional accounts through which they can publish content in the form of feed posts, Stories, Reels, and live broadcasts. One of its central interactive features is the comment section, where users can respond to posts, express opinions, and engage in discussions.

In the context of contemporary journalism, social media platforms, including Instagram play an increasingly significant role in news distribution. Social media platforms are commonly seen as intermediaries that help people access news from external websites and applications. However, media organizations are now increasingly using platforms such as Facebook, Instagram, YouTube, and TikTok not only to share but also to create and distribute their contents directly. These platforms are no longer merely gateways directing audiences to external websites, but have

become central spaces where news is directly produced, circulated, and consumed (Hendrickx, 2021). Through the comment feature, audiences are able to respond to posted news, express opinions, and engage in discussions, making Instagram an important site for examining public reactions and online discourse surrounding news events.



CHAPTER III

METHODOLOGY

A. Research Design

This study employed a qualitative research approach. According to Creswell & Creswell (2022), a qualitative research approach is research that aims to study or understand social problems. It also starts with assumptions and employs an interpretive framework. This framework helps to shape the research focus, particularly on a problem related to social or human concerns that affect individuals or groups. According to Bogdan & Biklen (2007), qualitative research is characterized by its descriptive approach, as data is gathered through words or images instead of numbers. The findings are presented through direct quotes from various sources, such as records, field notes, and interviews, video, audio recordings, and digital communications.

In this study, the researcher applied qualitative approach with text analysis as the research method. This method was chosen not only to gather data but also to systematically examine it in order to obtain research objectives. Qualitative text analysis is an approach that focuses more on understanding and interpreting the meaning of a text compared to traditional content analysis methods (Kuckartz, 2014). Text analysis is a systematic exploration of the structure, meaning, and function of texts, encompassing a variety of formats, including written documents and spoken interactions. It enables to significant themes, patterns and linguistic features within the data (Ruth et al., 2023). Text analysis allows to systematically examine the linguistic elements, such as words, phrases and structures.

This study examines a pragmatics phenomenon regarding the use of politeness and impoliteness strategies in social media context. The data were derived from online interactions on social media. Specifically, this research aims to analyze how politeness and impoliteness strategies are realized in netizens' Instagram comments

responding to Al Jazeera English reporting on the situation in Palestine, and how these strategies are used to reflect the commenters' attitude toward the issue. The data were analyzed using three theoretical frameworks. Brown and Levinson's (1987) Politeness Theory was used to identify and classify politeness strategies, Culpeper's (1996) Impoliteness Theory was used to identify and classify impoliteness strategies, and Martin and White's (2005) Attitude framework was applied to examine how these strategies realize commenters' attitudes toward the situation in Palestine.

B. Source of Data

This study exclusively focuses on one Instagram account, which is Al Jazeera English, to maintain consistency in the source of data. The researcher selected the Instagram account of Al Jazeera English as the source of data because it is one of the leading international news organizations that consistently reports on the situation in Palestine and receives extensive public engagement from audiences across the world. Because of that background, its comment sections are filled with users with diverse backgrounds. This diversity provides naturally occurring language data suitable for examining politeness, impoliteness, and attitudes in digital political discourse.

The population of this study consists of all comments posted under Instagram uploads by Al Jazeera English reporting on the situation in Palestine during the ceasefire period from October 2025 to April 2026 (the present). This was selected because it represents an important stage in the Palestine situation during which discussions regarding humanitarian issues, ceasefire negotiations, and their implementations generate substantial public responses in Instagram comment sections. During this period, the researcher identified a total of 90 Instagram posts from Al Jazeera English concerning the situation in Palestine. To limit the scope of this study, the researcher employed purposive criterion sampling to select the most relevant posts for further analysis.

Purposive criterion sampling is a method where researchers choose participants based on specific requirements that are closely related to the research

objectives. To use this method, researchers must first set clear and relevant criteria that match the purpose of the study (Memon et al., 2024). Thus, in this study, the sample is selected based on the following criteria:

1. The posts discuss the situation in Palestine during the ceasefire period.
2. The comments are posted under the selected Instagram uploads.
3. The comments are written in English.
4. The comments contain identifiable politeness or impoliteness strategies.

From the total of 90 identified posts, the researcher selected eleven (11) Instagram posts that receive the highest engagement in terms of the number of comments. In this study, highest engagement refers to posts that received the greatest level of public interaction, as indicated by the number of comments. From these eleven posts, 100 comments that fulfilled the predetermined criteria were selected for in-depth qualitative analysis.

The final number of comments was determined based on the principle of data saturation, which refers to a stage in research when the researcher realizes that enough data has been gathered, and no new important information can be obtained from the participants or research subjects (Mwita, 2022). In this study, data collection was discontinued after 100 comments because additional comments no longer produce new categories of politeness strategies or impoliteness strategies beyond those already identified. Therefore, the collected data were considered sufficient to answer the research questions comprehensively.

C. Data Collection Technique

In this study, the data collection technique consisted of several stages. First, the researcher identified all Instagram posts uploaded by Al Jazeera English concerning the situation in Palestine during the ceasefire period from October 2025 to April 2026 (present). A total of 90 relevant posts were identified. Next, the researcher selected eleven posts with the highest number of comments. All comments under the selected posts were then read carefully, and purposive criterion sampling was applied

to select comments that met the inclusion criteria. Each selected comment was documented by taking screenshots and manually transferring the text data into a coding sheet. Finally, every comment was assigned a data code according to the post and comment sequence to facilitate systematic analysis.

D. Coding Scheme

To facilitate systematic data organization and analysis, each selected comment was assigned an identification code and analytical codes based on the theoretical frameworks employed in this study. The coding scheme used throughout the study is presented in the following table.

Table 3.1

Data Coding Scheme

Code	Description	Code	Description
D1	– Data 1 – Data 100	JM	Judgement
D100			
A1 - A11	Article 1 – Article 11	AP	Appreciation
IG	Instagram	U/H	Un/Happiness
BOR	Bald on Record	I/S	In/Security
PP	Positive Politeness	D/S	Dis/Satisfaction
NP	Negative Politeness	SE (N)	Social Esteem – Normality
OR	Off Record	SE (C)	Social Esteem – Capacity
BORI	Bald on Record Impoliteness	SE (T)	Social Esteem – Tenacity
PI	Positive Impoliteness	SS (V)	Social Sanction – Veracity
NI	Negative Impoliteness	SS (P)	Social Sanction – Propriety
MP	Mock Politeness	R	Reaction
WP	Withhold Politeness	C	Composition
AF	Affect	V	Valuation

Source: Developed by the Researcher (2026)

E. Data Analysis Technique

In analyzing the text, this study implements the evaluative text analysis procedure outlined by Kuckartz (2014):

1. Define Evaluative Categories

In this study, the categories are determined based on politeness strategies by Brown & Levinson (1987), impoliteness strategies by Culpeper (1996), and attitude framework from appraisal theory proposed by Martin & White (2005).

2. Identify and Code Relevant Text Passages

All Instagram comments relevant to inclusion criteria are identified and coded according to the mentioned theories.

3. Compile Text Passage by Category

All coded comments are grouped according to their respective politeness & impoliteness strategies classifications to facilitate systematic analysis.

4. Analyze and Present Results 1 (Category-Based Analysis)

The data are descriptively analyzed to explain the politeness and impoliteness strategies found in the comments and how the use of the two strategies reflects the commenters' attitude towards the Palestine issue.

5. Analyze and Present Results 2 (Qualitative and Quantitative Overview)

The findings are presented through frequency distribution to evaluate the dominant strategies found in the comments and explain the commenters' cumulative attitude in a sensitive political issue.

CHAPTER IV

FINDINGS & DISCUSSION

A. Politeness Strategies and Attitudes in Netizens' Comments

A total of 26 politeness strategy data were collected from eleven Al Jazeera English Instagram posts selected for this study. This section will discuss 12 representative data excerpts analyzed using Brown and Levinson's Politeness Theory and Martine and White's Attitude Framework. The following table presents the distribution of politeness strategies employed by netizens in their Instagram comments on Al Jazeera English reporting on the situation in Palestine.

Table 4.1

Types of Politeness Strategies in Netizens' Comments

No	Types of Politeness Strategies	Frequency
1.	Bald on Record Strategy	7
2.	Positive Politeness Strategy	5
3.	Negative Politeness Strategy	1
4.	Off-Record Strategy	13
Total		26

Source: Data Collection (2026)

Based on the table above, all four politeness strategies proposed by Brown and Levinson (1987) were identified in the collected data. Among them, the most frequently used politeness strategy is Off Record, with a total of 13 occurrences. This is followed by Bald on Record strategy which appears 7 times. Positive Politeness strategy is identified in 5 data, while Negative Politeness strategy is the least frequently used strategy, occurring only one throughout the collected data.

These findings indicate that commenters employed different politeness strategies depending on their communicative purposes. While some comments

expressed support, sympathy, and solidarity by using Bald on Record and Positive Politeness strategies, many others conveyed criticism or dissatisfactions through Off Record strategy. The representative excerpts discussed below illustrate how politeness strategies are realized in the comments and how these strategies contribute to the expression of commenters' attitudes toward the situation in Palestine.

1. Bald on Record Strategy

Based on the data analysis, the Bald on Record politeness strategy appeared 7 times in the netizens' comments on Al Jazeera English' Instagram posts regarding the situation in Palestine. The Bald on Record strategy found in this study was generally realized through direct commands, straightforward statements, and explicit criticism without any attempt to minimize the face-threatening act. Of these seven instances, three reflected the positive attitudes and four reflected the negative attitudes toward the situation being reported. The strategy was used both to express support for Palestinian civilians and to criticize individuals, governments, or international organizations perceived to be responsible for the humanitarian crisis. The overall distribution of the data is illustrated in the table below.

Table 4.2

Bald on Record Politeness Strategy and Attitudes in Netizens' Comments

No	Comments	+ Attitude			- Attitude		
		AF	JM	AP	AF	JM	AP
1	Humanity first. Don't block the help.		SS (P)				
2	Don't blur them, they deserve justice.		SS (P)				
3	Do it again		SS (P)				
4	Heartbreaking beyond words. No child should ever have to suffer like this. The world is failing its most innocent!!				U/H	SS (P)	
5	What justification is there for bombing the tents?!!!					SS (P)	

No	Comments	+ Attitude			- Attitude		
		AF	JM	AP	AF	JM	AP
6	Condemning is not enough, do everything in your powers to stop this barbaric cruelty.					SS (P)	
7	What the hell is the world's excuse for allowing this to happen????				D/S	SS (P)	

Source: Data Collection (2026)

Data Excerpt 1

“Humanity first. Don’t block the help.”

D2/A1/IG: Stubborn_blue

The comment was posted under an Instagram post published by Al Jazeera English on 27 February 2025, reporting that Israeli authorities had forced international doctors to leave Gaza.

The data contains a bald on record politeness strategy. The commenter conveyed the utterance through imperative expression of “*Don’t block the help*”, which is considered as a direct command. It was written in a direct, clear, and straightforward manner without attempting to minimize the face-threatening act that might be inflicted to the Israeli authorities’ negative face. The utterance is delivered with maximum efficiency in order to emphasize the urgency of the humanitarian situation in Gaza.

The utterance also realizes a positive attitude of the commenter, particularly within the judgement system, specifically social sanction: propriety. In this data, the phrase “*humanity first*” reflects the commenter’s moral evaluation regarding the situation in Palestine. The word “*humanity*” shows a positive ethical value that emphasize compassion for human life. Furthermore, the expression “*don’t block*” also evaluates the act of blocking aid as morally wrong. Through the use of negative imperative, the utterance positions helping civilians as the morally correct action.

Data Excerpt 2

“Don’t blur them, they deserve justice.”

D11/A2/IG: ryoog.eljm3ah

The comment was left under an Instagram post published by Al Jazeera English on November 21, 2025, reporting a series of Israeli air strikes across Gaza marked as the deadliest breach of the ceasefire which killed at least 30 Palestinians, including many children.

The data contains a bald on record politeness strategy through an imperative form which functions as a direct command addressed to Al Jazeera English. The statement is conveyed in a straightforward manner without any redressive action because the commenter prioritizes efficiency and urgency concerning civilian casualties happening in Gaza. In this case, the direct command is used to ensure that the victims are fully acknowledge by the public thus inviting immediate attention.

The statement also realizes a positive attitude, particularly within the judgement system, specifically social sanction: propriety. The phrase “*they deserve justice*” demonstrates the commenter’s moral assessment of the victims’ situation. The word *justice* itself represents a positive moral value associated with fairness and accountability, while the word *deserve* implies that receiving justice is an ethical right that should be received by the victims. Through this expression, the commenter positively evaluates the victims as individuals who are entitled to fair treatment and accountability for the pain they have suffered.

Data Excerpt 3

“Heartbreaking beyond words. No child should ever have to suffer like this.
The world is failing its most innocent!!”

D41/A4/IG: cendrellaam

The comment was posted under an Instagram post published by Al Jazeera English on December 12, 2025, reporting that an eight-month-old baby in Gaza died after being exposed to heavy rainfall and cold weather while staying in her family's tent in Khan Younis.

The data is another example of the use of bald on record politeness strategy. In the statement, the commenter does not employ any redressive action to soften or reduce the potential face-threatening effect toward the addressee. Instead, the commenter prioritizes the efficient and urgent delivery of the critics by directly condemns the suffering experienced by Palestinian Children. In this case, the addressee mentioned by the commenter is the global community and international actors perceived to have failed to prevent such tragedy and protect innocent civilians of Palestine.

The statement realizes a negative attitude through both the affect and judgement system. First, within the affect system, the expression *heartbreaking* conveys negative un/happiness which explicitly expresses the emotional pain and sadness in response to the news. Second, the statement also carries negative judgment, specifically social sanction: propriety. The word *suffer* highlights the unjust and unacceptable condition experienced by the baby, while the word *failing* suggests a lack of ethical responsibility from the international community. Therefore, the commenter negatively evaluates the situation as ethically wrong.

Data Excerpt 4

“What the hell is the world's excuse for allowing this to happen????”

D89/A9/IG: westmontanna

The comment posted in response to an Instagram post shared by Al Jazeera English on March 25, 2026 reporting that Israeli forces forcibly removed a Palestinian family from their home in Silwan, occupied East Jerusalem. One family

member was arrested and the property was taken over. The incident was part of ongoing effort to seize Palestinian homes and expand Israeli settlements in the area.

The data contains a bald on record politeness strategy by expressing criticism in a direct manner without any attempt to soften the possible face-threatening act. It reflects a situation of urgency and desperation in response to the news event. This can be seen in the use of intensifier *what the hell* to emphasize the sense of frustration and urgency. The commenter challenges the global community and international actors as responsible for failing to prevent the situation from taking place.

The statement carries a negative attitude from both the affect system and the judgement system. The expression *what the hell* conveys expresses the commenters dis/satisfaction toward the ongoing situation and the lack of intervention. This indicates that the situation is viewed as unacceptable by the commenter. Whereas, the judgement of social sanction: propriety can be seen from the words *excuse* and *allowing*, which shows the commenter's negative moral assessment. The term *excuse* implies that there is no morally acceptable justification for permitting what's happening in the Palestine, while the term *allowing* implies negligence or failure to take ethical responsibility. Through these lexical choices, the commenter evaluates the global community and international actors' behavior as morally wrong.

2. Positive Politeness Strategy

Positive Politeness strategies were identified in five instances throughout the study. The identified data were mainly realized through expressions of solidarity, sympathy, appreciation, and shared humanitarian values. The commenters attempted to build a sense of common ground by highlighting justice, compassion, and support. The findings indicate that all occurrences reflect the commenters' positive attitudes through their use of lexical items. However, 2 of these instances simultaneously convey negative attitudes toward certain aspects of the situation being discussed. The overall distribution of the data is illustrated in the table below.

Table 4.3**Positive Politeness Strategy and Attitudes in Netizens' Comments**

No	Comments	+ Attitude			- Attitude		
		AF	JM	AP	AF	JM	AP
1	It's what Hamas terrorists caused. I stand with Israel		SS (P)			SS (P)	
2	Good job. Keep it coming		SE (C) + SS (P)				
3	Those women are so strong from still bringing life into this world.		SE (T)	V			
4	Good job Israel. Keep doing we love you.	U/H	SE (C)				
5	So sorry for this loss. Protecting those who save lives is a must.		SS (P)		U/H		

Source: Data Collection (2026)

Data Excerpt 1

“It's what Hamas terrorists caused. I stand with Israel”

D21/A2/IG: nkemakonam968@gmail.com2

The comment appeared under an Instagram post shared by Al Jazeera English on November 21, 2025, which reported multiple Israeli air strikes in Gaza. The attacks were described as the deadliest breach of the ceasefire, killing at least 30 Palestinians, many of whom were children.

The data contains a positive politeness strategy by intensifying interest by showing a common goal and seeking agreements with the hearer. Through the statement, the commenter shows a marker of solidarity *I stand with Israel* and common ground claims from having a similar viewpoint, which is considering Hamas as enemy. The comment aims to attend to the Israel's positive face wants which is the want to feel appreciated and valued.

In this case, the statement realizes both positive and negative attitudes within the judgement system, particularly social sanction: propriety. The positive attitude is reflected in the word *stand*, which expresses moral support or approval toward

something. This indicates that the commenter view Israel's actions as justified and ethically appropriate, which is worthy of solidarity. At the same time, the statement realizes a negative attitude within the word *terrorists*. It carries a strong moral judgement toward Hamas as an organization that engages in unethical and immoral actions. Therefore, the comment simultaneously expresses a positive judgement toward Israel and a negative judgement toward Hamas.

Data Excerpt 2

“Those women are so strong from still bringing life into this world.”

D40/A4/IG: morgan.mikaley

The comment was written in response to an Instagram post shared by Al Jazeera English on December 12, 2025, which reported the death of an eight-month-old baby in Gaza due to severe rain and low temperatures inside her family's tent in Khan Younis.

The data contains a positive politeness strategy in the form of giving gifts to hearer. In this context, the commenter shows sympathy toward the Palestinian women, thus attending to their positive face wants which is to be appreciated and valued by others. In this comment, the utterance *Those women are so strong* conveys admiration and emotional support toward Palestinian women who continue to endure difficulties while raising families during the ongoing humanitarian crisis that's happening.

The comment conveys a positive attitude from the commenter through both the judgement system and appreciation system. First, within the judgement system it reflects the social esteem: tenacity dimension that can be identified in the term *strong*. The word positively assesses the women determination in facing extreme level of living conditions in the middle of crisis. Second, within the appreciation system, particularly valuation, the phrase *bringing life into this world* also expresses a positive attitude. The act of giving birth and continuing the family tree under a very

difficult circumstances is evaluated as meaningful and worthy of recognition. Rather than focusing solely on the reported tragedy, the commenter mentions the value of motherhood and the continuation of life amidst difficulties.

Data Excerpt 3

“Good job Israel. Keep doing we love you.”

D85/A8/IG: moon____knight

The comment was left under an Instagram post published by Al Jazeera English on February 27, 2026 reporting that Israel’s war has severely damaged Gaza’s power grid. As a result, many families have been forced to depend on generators and private charging stations for electricity.

The data shows the use of positive politeness strategy in the form of giving gifts to hearer (goods, sympathy, understanding, or cooperation). The expressions *Good job Israel* and *we love you* demonstrate the commenter attempts to satisfy the positive face wants of Israel by making them feel appreciated and valued, also their actions are being supported. Through the statement, the commenter established solidarity toward Israel.

The comment realizes a positive attitude toward the issue mentioned by the news, particularly through the judgement system and the affect system. Within the judgement system, the phrase *good job* reflects the social esteem dimension within the term of capacity (how capable someone is). The phrase positively evaluates Israel’s ability and presents Israel as capable and successful in carrying out actions in the genocidal war in Gaza. Furthermore, within the affect system, the expression *we love you* is classified as positive un/happiness because it directly expresses feelings of affection and admiration toward Israel. The word *love* represents a positive emotional response from the commenter. While the post highlights the humanitarian damages experienced by Palestinians in Gaza, the commenter instead praises Israel’s actions and expresses emotional support toward Israel.

3. Negative Politeness Strategy

Out of the 100 comments analyzed, only one comment was categorized as employing negative politeness. The limited occurrence of this strategy suggests that commenters rarely attempted to minimize imposition or protect the addressee's negative face while discussing the Palestine situation. The detailed analysis is presented below:

Table 4.4

Negative Politeness Strategy and Attitudes in Netizens' Comments

No	Comments	+ Attitude			- Attitude		
		AF	JM	AP	AF	JM	AP
1	Absolutely appalling!! All humanitarian organizations should be able to provide life-saving assistance.		SS (P)	V			R

Source: Data Collection (2026)

Data Excerpt

“Absolutely appalling!! All humanitarian organizations should be able to provide life-saving assistance.”

D3/A1/IG: jamjumme

The comment appeared in response to an Instagram post shared by Al Jazeera English on Friday, 27 February 2026, which reported that international doctors were required to leave Gaza by Israeli authorities.

The data contains a negative politeness strategy in the form of stating the face-threatening act as a general rule. Rather than directing criticism toward Israel authorities, the commenter expressed the statement in a generalized form stating that *All humanitarian organizations should be able to provide life-saving assistance*. By wrapping the message as a general expectation inside a humanitarian crisis, the commenter reduces direct imposition on Israel, thus the FTA is mitigated.

The commenter realizes both positive and negative attitude through the statement. The expression *absolutely appalling* represents a negative attitude within the appreciation system, particularly reaction. The adjective *appalling* expresses the commenter's strong emotional toward the reported situation as shocking and unacceptable that provokes displeasure and moral outrage. The statement also realizes a positive attitude within the judgement system, specifically social sanction: propriety reflected in the verb *provide*. The word evaluates the act of delivering humanitarian aid as morally appropriate and ethically desirable. Furthermore, the phrase *life-saving assistance* realizes a positive attitude within the appreciation system, which is valuation. The commenter evaluates humanitarian aid as highly valuable and worthwhile because it contributes directly to save human life.

4. Off-Record Strategy

Off Record strategy was found to be the most frequently used politeness strategy in the data, with a total of 13 occurrences. They were commonly realized through rhetorical questions, implied criticism, irony, and other forms of conversational implicature. The commenters preferred to imply dissatisfaction and moral condemnation by allowing readers to infer the intended meaning. The frequent use of this strategy suggests that commenters attempted to criticize the humanitarian situation while avoiding direct responsibility for the face-threatening act. The use of Off Record strategy generally reflects the commenters' negative attitude toward the situation in Palestine. The following table depicts the data findings:

Table 4.5

Off Record Strategy and Attitudes in Netizens' Comments

No	Comments	+ Attitude			- Attitude		
		AF	JM	AP	AF	JM	AP
1	How similar to how America is treating Cuban doctors						SS (P)

No	Comments	+ Attitude			- Attitude		
		AF	JM	AP	AF	JM	AP
2	Ceasefire but the firing forgot to cease.						V
3	Saying ceasefire like the word means nothing at this point.						V
4	Why isn't Hamas helping them? Isn't Hamas the radical Islamic regime that controls Palestinians?					SE (C) SS (P)	V
5	Was she one of the women celebrating the coffins of Israeli children including a baby?					SS (P)	
6	Where is Hamas? Hiding.					SE (T)	
7	So this money goes to Hamas?					SS (P)	
8	All of this was normal prices on Oct 6						V
9	Qatar also has the death penalty for terrorism. And for drug trafficking, apostasy, blasphemy, and homosexuality.					SS (P)	
10	But Iran freely execute civilians for protesting against its Sharia laws.					SS (P)	
11	How about Iran killing the Olympic wrestler just for protesting.					SS (P)	
12	Due to climate change, it would be good to have power outages in many places at certain times.						V
13	And still some people say Israel is defending itself					SS (P)	

Source: Data Collection (2026)

Data Excerpt 1

“How similar to how America is treating Cuban doctors”

D4/A1/IG: ahlamharvey

The comment was written under an Instagram post uploaded by Al Jazeera English on 27 February 2026 concerning reports that Israeli authorities had compelled international doctors to depart from Gaza.

The data contains an off-record politeness strategy, specifically the use of conversational implicature by giving association clues. Instead of explicitly criticizing Israeli authorities, the commenter drew an association between the reported situation in Gaza and the way America treats Cuban doctors. Through this comparison, the commenter implied criticism without stating it directly, thus leaving the responsibility for doing a face-threatening act. The intended meaning suggested that both situations involve unfair or unethical treatment toward medical workers.

The utterance also realizes a negative attitude within the judgement system, specifically social sanction: propriety. This can be seen through the word “*treating*” which evaluates the moral quality of how the Israeli authorities act toward doctors. The commenter implied that the treatment experienced by Cuban doctors, and by association the international doctors in Gaza, was improper and morally wrong.

Data Excerpt 2

“Ceasefire but the firing forgot to cease.”

D25/A3/IG: samuelmwangi_

The comment was posted in response to an Instagram post shared by Al Jazeera English on December 13, 2025, which reported data from Gaza’s Health Ministry and the Government Media Office stating that 357 Palestinians have been killed by Israeli forces during the first 50 days of the ceasefire.

The data contains an off-record politeness strategy, specifically being ironic to indirectly criticize the reality of the situation. The personification of *the firing forgot to cease* is creating an ironic contrast between the expectation of a ceasefire and the continuation of the war violence. Since the criticism is conveyed implicitly without openly accusing any party involved, it allows the commenter to perform a face-threatening act without taking responsibility for doing it.

The statement conveys a negative attitude within the appreciation system, specifically valuation. In the comment, the word *ceasefire* is evaluated negatively

through its comparison with the phrase *forgot to cease*. The commenter suggests that the ceasefire has low practical value because it fails to achieve its initial purpose of stopping violence. Therefore, the ceasefire is considered meaningless, ineffective, and unworthy of being regarded as genuine because of its inconsistency between the label and the action.

Data Excerpt 3

“Why isn't Hamas helping them? Isn't Hamas the radical Islamic regime”

D45/A4/IG: stevoflick

The comment was written under an Instagram post uploaded by Al Jazeera English on December 12, 2025, concerning an eight-month-old infant in Gaza who died as a result of severe rain and cold conditions in her family's tent located in Khan Younis.

The comment contains an off-record politeness strategy in the form of rhetorical questions. Rather than directly making an accusation or criticism, the commenter used questions that do not appear to seek actual information but implicitly convey skepticism toward Hamas. However, by being indirect, the commenter leaves the interpretation to the readers and avoids taking full responsibility for the face-threatening act directed to Hamas' positive face wants.

The comment conveys a negative attitude within the judgement system and the appreciation system. The term *regime* conveys negative judgement, specifically in the social esteem: capacity dimension. It suggests Hamas as a political organization that have power over the Palestinians, thus perceiving Hamas as an influential actor in the conflict. However, the term *radical* conveys negative valuation toward Hamas as an organization that causes harm. Therefore, the comment not only judges Hamas' capacity but also negatively values the organization.

Data Excerpt 4

“All of this was normal prices on Oct 6”

D62/A5/IG: mxp171

The comment was posted under an Instagram post shared by Al Jazeera English on February 24, 2026, reporting an Al Jazeera analysis which revealed that the cost of basic meals in Gaza had nearly doubled after two years of Israel’s genocidal war.

The comment contains conversational implicature by giving association clues, thus classified as an off-record politeness strategy. By drawing attention to the association between the current situation and the period before October 7, the commenter invites readers to infer the cause of the dramatic rise in prices. However, because the commenter leaves the interpretation to the readers who might or might not know about what happened on October 7, the commenter leaves taking responsibility from causing face-threatening act toward Hamas and Palestinians’ positive face wants.

The comment realizes a negative attitude within the appreciation system, specifically valuation. The word *normal* functions as an evaluative expression that assigns positive value to the previous economic condition while simultaneously highlighting the negative value or abnormality of the current situation. By emphasizing that the prices were once normal two years ago, the commenter implicitly agreeing on the evaluation that the present condition is undesirable.

B. Impoliteness Strategies in Netizens’ Comments

A total of 74 instances of impoliteness strategies were identified from netizens’ comments on eleven selected Al Jazeera English Instagram posts concerning the situation in Palestine. This section presents 13 representative excerpts that were selected for detailed analysis using Culpeper’s Impoliteness Theory and Martin and White’s Attitude framework. The analysis aims to describe the strategies

employed by commenters and examine how these strategies are used to express their attitudes toward the situation in Palestine. The data distribution is presented in the following table.

Table 4.6

Types of Impoliteness Strategies in Netizens' Comments

No	Types of Politeness Strategies	Frequency
1.	Bald on Record Impoliteness Strategy	13
2.	Positive Impoliteness Strategy	31
3.	Negative Impoliteness Strategy	21
4.	Sarcasm or Mock Politeness Strategy	9
5.	Withhold Politeness Strategy	0
	Total	74

Source: Data Collection (2026)

Based on the table above, four of Culpeper's (1996) impoliteness strategies were identified in the collected data. Positive Impoliteness is the most frequently used strategy, occurring 31 times throughout the study. This is followed by Negative Impoliteness, which appears in 21 instances. Bald on Record Impoliteness is identified in 13 comments, while Sarcasm or Mock Politeness occurs 9 times. In this study, no instances of Withhold Politeness were found in the comments analyzed.

These findings indicate that commenters predominantly employed impoliteness strategies intended to attack, criticize, or condemn the targets of their comments rather than maintaining harmonious interaction. Most comments reflected strong emotional reactions toward the humanitarian situation in Palestine and were used to express moral condemnation, anger, frustration, and dissatisfaction. The following excerpts illustrate how each impoliteness strategy was realized and how it reflected commenters' attitudes.

1. Bald on Record Impoliteness Strategy

Bald on Record Impoliteness strategy was identified 13 times in this study. They were generally realized through direct insults, blunt criticism, accusations, and explicit condemnation without any attempt to soften the face-threatening act. The strategy was mainly employed to express anger and strong emotional reactions toward the parties considered responsible for the humanitarian crisis. The findings indicate a consistent pattern, in which commenters who used this strategy expressed negative attitudes toward the issue being discussed. The distribution of attitudes realized through this strategy is presented as follows:

Table 4.7

Bald on Record Impoliteness Strategy and Attitudes in Netizens' Comments

No	Comments	+ Attitude			- Attitude		
		AF	JM	AP	AF	JM	AP
1	Shame world					SS (P)	
2	This can't go on. It is fucking sickening. All the "ceasefire" has done is silence the mainstream media coverage and fool people into thinking peace has been achieved, while the war crimes continue.				D/S	SS (P+V)	V
3	STOP reporting it as Israel attacking Gaza... now say Israel is attacking USA... Do you understand the assignment??					SE (C)	
4	Hamas started it. Don't start wars then play victim.					SS (P+V)	
5	Shame on you israelies you killing childrens					SS (P)	
6	Stop saying ceasefire. There never was one to begin with.						V
7	SICKENING!				U/H		
8	Kid would be alive if Hamas didn't Oct 7. Maybe next time dont Oct 7 Israel?					SS (P)	
9	Shame on the world and U.S. and Israel for funding genocide in Gaza.				U/H	SS (P)	

No	Comments	+ Attitude			- Attitude		
		AF	JM	AP	AF	JM	AP
10	Small price to pay for Oct 7						V
11	Why are they even given food kick them out					SS (P)	
12	It's a horrible shame that Hamas terrorists stole literal tons of aid				D/S	SS (P)	
13	Injustice at its finest					SS (P)	

Source: Data Collection (2026)

Data Excerpt 1

“STOP reporting it as Israel attacking Gaza... now say Israel is attacking USA... Do you understand the assignment??”

D19/A2/IG: blutoes.sunup

The comment was written in response to an Instagram post published by Al Jazeera English on November 21, 2025, concerning a series of Israeli air strikes throughout Gaza. The strikes were reported as the deadliest ceasefire violation and caused the deaths of at least 30 Palestinians, including a large number of children.

The data contains a bald on record impoliteness strategy because the commenter performs a face-threatening act directly and clearly without attempting to mitigate the impact on the hearer's face. In this case, the comment is in the form of imperative that function as direct commands toward Al Jazeera English that can harm its negative face. By instructing the media outlet to change the way it reports the event, it is directly impinged on the want to have freedom of action and not be imposed on by others.

The comment realizes a negative attitude within the judgement system, specifically social esteem dimension of capacity which evaluates a a person's competence. The evaluation is reflected in the phrase *Do you understand the assignment?* Although the word *understand* is not inherently negative, in this context it functions as a sarcastic comment toward Al Jazeera English's competence in

reporting the situation. The comment negatively implies that Al Jazeera English fails to comprehend the issue according to the commenter's understanding.

Data Excerpt 2

“ Hamas started it. Don't start wars then play victim.”

D23/A2/IG: thecongenital

The comment was on an Instagram post uploaded by Al Jazeera English on November 21, 2025, reporting several Israeli air strikes across Gaza that represented the most severe breach of the ceasefire. According to the report, at least 30 Palestinians were killed, many of them children.

In the data, the commenter performs a face-threatening act directly and explicitly without any attempt to soften its impact on the hearer, which is directly blaming Hamas for starting the conflict and criticizing the response to the consequences. The commenter expresses the statement in a clear and straightforward manner without using any mitigating terms to save the Palestinian's positive face. Therefore, the comment is categorized as bald on record impoliteness.

The statement carries a negative attitude within the judgement system, specifically social sanction. In this context, the word *started* is identified as negative propriety because the commenter evaluates Hamas responsible for initiating the war. This reflects a judgement regarding ethical behavior, implying that starting a war is a wrongful action and deserve criticism. Moreover, the phrase *play victim* also can be categorized as negative veracity because it suggests that the victim suffering presented in the news is not genuine, but rather fake or an act intended to gain sympathy from people around the world. This was, the commenter questions the honesty of the Palestinian, thus making a negative judgement concerning their truthfulness.

Data Excerpt 3

“SICKENING!”

D43/A4/IG: napelonjamal

The comment was left on an Instagram post published by Al Jazeera English on December 12, 2025, reporting that an eight-month-old child in Gaza lost her life after being exposed to harsh weather conditions in her family’s tent in Khan Younis, including torrential rain and cold temperature.

The data contains a bald on record impoliteness strategy because the commenter expressed a single word *sickening* as an emotionally charged reaction and evaluation toward the reported event. The utterance is delivered in a straightforward manner without providing any redressive action. Through the expression, the commenter conveys strong condemnation of the circumstances that led to the baby’s death.

The utterance realizes a negative attitude within the affect system of un/happiness. The word *sickening* expresses a strong feeling of disgust and emotional distress toward the tragic event described in the news report. In the statement, the commenter primarily communicates an emotional response to the suffering experienced by Palestinian.

2. Positive Impoliteness Strategy

Out of the 100 comments collected, 31 data of Positive Impoliteness were identified, making it the most frequently used impoliteness strategy in this study. They were mainly realized through derogatory nominations, taboo words, insults, expressions of disagreement to damage the target's positive face. These comments frequently condemned governments, political leaders, military forces, and organizations perceived to be responsible for the humanitarian crisis. The attitudes reflected through the use of Positive Impoliteness consistently exhibits predominantly negative pattern. Although one instance demonstrates a combination of both positive

and negative valuations, the overall findings indicate that commenters tend to express negative evaluations toward the discussed issue. The distribution is presented in the following table.

Table 4.8

Positive Impoliteness Strategy and Attitudes in Netizens' Comments

No	Comments	+ Attitude			- Attitude		
		AF	JM	AP	AF	JM	AP
1	MSF left Al Nasser Hospital themselves because it's been infected with Hamas operatives.					SS (P)	
2	This is another way for them to continue their genocide.					SS (P)	
3	Isrhell main goals are CONTROLLING ENTIRE WORLD, while blaming muslim as culprit. Reality show Isrhell ARE THE DEVIL. The world will be in INSTANT PEACE WITHOUT Isrhell and USA.					SS (P)	
4	Our governments are doing nothing more than supporting Israel. We have to wake up.					SE (C+P)	
5	I can't hate them enough.				U/H		
6	IsrHell is a killing machine					SS (P)	V
7	ISRAHELL is HELL on earth.					SS (P)	R
8	A ceasefire is when you cease fire. This is not that.						V
9	Delete Israel from the planet Delete for the sake of justice and humanity.					SS (P)	
10	#inhumane as expected of them					SS (P) + SE (N)	
11	There is no normality or ceasefire with the evil rancid Israeli regime.					SS (P)	R + V V
12	Israel is a satanic cult						V
13	Drama					SS (V)	
14	Israel is the worst piece of shit in the world. This fucking evils land					SS (P)	V

No	Comments	+ Attitude			- Attitude		
		AF	JM	AP	AF	JM	AP
	and their zionist terrorists are a threat for humanity.						
15	Hamas are milking it!					SS (P)	
16	They have money to buy rockets, weapon cement to build tunnels, but they don't have money to buy food!					SS (P)	
17	Aggressors getting a taste of their own medicine					SS (P)	
18	Israel choking the supply chain. Filthy scum.					SS (P)	
19	Propaganda					SS (V)	
20	Those bread sounds very fresh I don't buy it sorry.				U/H	SS (V)	
21	Reason behind is Hamas					SS (P)	
22	ABSURD! BARBARISM! INHUMANE! This is UNACCEPTABLE!					SS (P)	R
23	Isreal has long surpassed their right to exist.					SS (P)	
24	They are not prisoner but hostage.					SS (P)	
25	Seriously!! All these people criticising come from countries where the death penalty exists for so many things FFS				D/S	SS (P)	
26	Stop saying settlers. They are not settlers. They're invaders!					SS (P)	
27	idf fuck you bastards...psycho criminals...				U/H	SS (P)	
28	Loved hearing them screaming	U/H					R
29	Sub human behaviour from sub human people					SS (P)	
30	“Security incident” meaning yet another mūrder by Israel					SS (P)	
31	1700 healthcare workers MURDERED by Apartheid @stateofisrael.					SS (P)	

Source: Data Collection (2026)

Data Excerpt 1

“#inhumane as expected of them”

D31/A3/IG: theshaikhwithoutcamels

The comment was left under an Instagram post published by Al Jazeera English on December 13, 2025 reposting the data from Gaza’s Health Ministry and the Government Media Office that Israeli forces have killed 357 Palestinians in the first 50 days of the ceasefire.

The data contains a positive politeness strategy in the form of seeking out disagreement by selecting a sensitive topic. In the statement, the commenter expresses opposition thus directly damaging Israeli forces’ positive face. The word *inhuman* carries strong disapproval toward the reported actions and positions the commenter in the opposite side of the party. The phrase *as expected of them* further intensifies the criticism by implying that such behavior is typical characteristic of Israel forces.

The comment carries a negative attitude within the judgement system from both social sanction and social esteem dimensions. The word *inhumane* shows negative propriety which evaluates the reported action in terms of morality and ethics. By describing the killing actions as *inhuman*, the commenter classifies it as unethical and contrary to the accepted moral values. Furthermore, the word *expected* is considered a negative normality. The commenter suggests that the reported action is unsurprising and normal because it’s perceived as consistent with the typical behavior of Israel forces.

Data Excerpt 2

“ABSURD! BARBARISM! INHUMANE! This is UNACCEPTABLE!”

D74/A7/IG: claudia.souza6774

The comment was left under an Instagram post published by Al Jazeera English on March 31, 2026 reporting that Israel legalized the death penalty for Palestinians convicted of deadly attacks. The decision sparked strong criticism from European governments, human rights organizations, and Palestinians who argued that it violates international law and should be repealed.

The data shows the use of positive impoliteness strategy in the form of seeking out disagreement and using harsh language. The commenter expresses strong opposition to the reported policy through the use of emotional words. By using the harsh language, it's evident that the commenter does not want to maintain solidarity with those who support or justify the policy, thus directly attacks their positive face wants.

The statement carries a negative attitude through both the judgement and the appreciation system. Within the judgement system, the data reflects social sanction: propriety dimension through the words *absurd*, *barbarism*, and *inhumane*. These lexical choices express the commenter's moral condemnation of the policy and evaluate it as ethically wrong. The term *barbarism* associates the policy with cruelty, *inhumane* evaluates it as violating human values, while *absurd* conveys the perception that the policy is unreasonable. Furthermore, the word *unacceptable* shows a negative reaction toward the policy. The commenter evaluates the policy as something that cannot be tolerated or approved.

Data Excerpt 3

“Sub human behaviour from sub human people”

D96/A10/IG: feastofthebeast_

The comment was written in response to an Instagram post published by Al Jazeera English on March 22, 2026 reporting that Israeli settlers burned Palestinian homes and vehicles during an attack on the village of al-Funduqumiya south of Jenin in the occupied West Bank.

The data strongly contains a positive impoliteness strategy by calling other people with derogatory nominations. The expression *sub human* is a highly offensive and degrading label used to describe Israel forces. By referring to them as *sub human people*, the commenter intentionally attacks their positive face, particularly the desire to be respected and valued by others.

The statement realizes a negative attitude within the judgement system of social sanction, specifically propriety. In this data, the phrase *sub human behavior* expresses a negative moral evaluation of the action reported in the news. The act of attacking Palestinian homes and vehicles is considered morally unacceptable and contrary to basic human values. Therefore, by using the phrase, the commenter portrays Israeli forces as lacking of fundamental moral qualities.

Data Excerpt 4

“1700 healthcare workers MURDERED by Apartheid @stateofisrael.”

D99/A11/IG: missemmajude

The comment was left under an Instagram post published by Al Jazeera English on April 7, 2026 reporting that the World Health Organization suspended medical evacuations from Gaza after a contractor working for the agency was killed during a security incident. The organization expressed deep concern over the death and temporarily halted its evacuation operations.

The data contains a positive impoliteness strategy by calling the other names with derogatory nominations. In this comment, the commenter refers to Israel as *Apartheid State of Israel*, which is a derogatory nomination because it directly associates Israel with a system of institutionalized racial segregation and discrimination. The labeling attacks the public image of the target, thereby damaging Israeli's positive face.

The utterance realizes a negative attitude within the judgement system, specifically within the social sanction of propriety dimension. In the data, the word *murdered* represents a strong moral evaluation regarding the deaths of healthcare workers as the result of unethical actions that took their lives. Furthermore, the phrase *apartheid state of Israel* further portrays Israel as an oppressive actor in the situation. Through these expressions, the commenter criticizes the actions associated with the situation in Palestine and positions them as morally wrong and unacceptable.

3. Negative Impoliteness Strategy

Throughout the entire study, Negative Impoliteness was identified 21 times. They were commonly realized through ridicule, condescension, accusations, threats to the target's social identity, and expressions emphasizing blame or responsibility. These comments intended to damage the target's negative face by portraying them as ethically or socially unacceptable. While one comment demonstrates a combination of positive and negative attitude, the attitudes expressed by the commenters through the use of Negative Impoliteness were generally negative. The data distribution is shown in the table below.

Table 4.9

Negative Impoliteness Strategy and Attitudes in Netizens' Comments

No	Comments	+ Attitude			- Attitude		
		AF	JM	AP	AF	JM	AP
1	Nothing new. When will they pay for so many atrocities?					SS (P)	

No	Comments	+ Attitude			- Attitude		
		AF	JM	AP	AF	JM	AP
2	Comply or leave. It's not difficult unless you have much to hide.					SS (V)	
3	Remember that whole line about 'Bring back the hostages then we'll stop', yeah so that was a lie.					SS (V)	
4	Nothing justifies this massacre on civilians and children. The rhetoric behind Hamas's responsibilities has stopped working long ago. Israel must be held accountable.					SS (P)	V
5	And when Hamas retaliate, Israel crying loudly and playing the victim saying Hamas violate it.					SS (P+V)	
6	Sanction the hell out of Israel already.					SS (P)	
7	And then Israel had the nerve to play the victim for not being allowed to participate in Eurovision. Disgusting.				U/H	SS (P+V)	
8	You still won't call it a genocide? @politicaljew					SS (P)	
9	"Ceasefire"?!! Israel have never honoured an agreement since their cults inception.					SS (P+V)	
10	unitednations still calling a ceasefire... where is the aid? Supply's to help these people. Boots on ground is what you need hurry up.					SE (C+T)	
11	All of this suffering is the blame of Hamas.				U/H	SS (P)	
12	HAMAS are taxing EVERYTHING so highly the costs in Gaza have spiraled out of control. Complain to HAMAS.					SS (P)	V
13	I doubt Israel will survive as a nation for much longer				I/S		
14	International Court of Justice, where are you?					SE (C)	
15	They should to be sanctioned, words and condemnations aren't enough @eucouncil					SS (P)	V

No	Comments	+ Attitude			- Attitude		
		AF	JM	AP	AF	JM	AP
16	Justice in Israel appears to be one-sided! Much like their warfare.					SS (P)	
17	Well maybe they need to stop backing Hamas and start backing a free regime that would like prosperity so all Palestinians can enjoy life and not make \$200 a month while Hamas steals all their money.					SS (P)	V
18	Of course, it's how they gained their all lands before.					SS (P)	
19	The world's politicians are frightened of Israel. Too frightened to speak out against their barbarity.				I/S	SS (P)	
20	Let them pay the price					SS (P)	
21	No wonder the world is happy watching Israel being bombed	U/H					R

Source: Data Collection (2026)

Data Excerpt 1

“Nothing new. When will they pay for so many atrocities?”

D1/A1/IG:anareisbrazil

The comment was found under an Instagram post published by Al Jazeera English on Friday, 27 February 2026, reporting that international doctors were forced by Israeli authorities to leave Gaza.

The data contains a negative impoliteness strategy. The utterance “*When will they pay for so many atrocities*” used the strategy of putting the other’s indebtedness on record, because the commenter explicitly mentioned that Israeli authorities are responsible of harmful actions and have to pay accountability for them. Moreover, the utterance also reflects creating fear by instilling the belief that something bad will happen in terms of future punishment or retaliation for the atrocities. The utterance was delivered without any attempt to soften the face-threatening act toward Israeli authorities' negative face.

The statement also realizes a negative attitude of the commenter, particularly within the judgement system, specifically social sanction: propriety. In this data, the word “*atrocities*” carries a strong negative moral evaluation because it refers to cruel and unethical actions. This shows that the commenter condemns the Israeli authorities’ actions as morally wrong and unacceptable. Furthermore, the word “*pay*” supports the judgement by implying that the Israeli authorities should be held accountable for their actions. The commenter constructed a negative ethical assessment toward the Israeli authorities through these lexical choices.

Data Excerpt 2

“HAMAS are taxing EVERYTHING so highly the costs in Gaza have spiraled out of control. Complain to HAMAS.”

D55/A5/IG: rachelfromaccounts

The comment was written under an Instagram post published by Al Jazeera English on February 24, 2026, discussing an Al Jazeera analysis showing that the price of basic meals in Gaza had almost doubled the normal price following two years of Israel’s genocidal war.

The statement contains a negative impoliteness strategy in the form of putting the other’s indebtedness on record. In this data, the phrase *complain to HAMAS* directly blames Hamas for the increasing cost of living in Gaza. That means the commenter points to Hamas as the party that should be held responsible for the situation. The statement directly threatens the negative face of Hamas by placing accountability for the economic difficulties experienced by the Palestinian.

From its lexical choices, the statement carries a negative attitude within the judgement system and appreciation system. First, the judgement system of social sanction: propriety dimension can be seen from the word *taxing*, which evaluates Hamas’ actions as morally inappropriate for imposing excessive taxes on goods. Similarly, the word *complain* also reinforces moral evaluation by suggesting that

Hamas deserves criticism and should be held responsible for the economic difficulties. Then, the appreciation system of valuation is reflected in the phrase *spiraled out of control*, which evaluates the economic situation in Gaza as highly problematic or unsustainable.

Data Excerpt 3

“I doubt Israel will survive as a nation for much longer”

D71/A6/IG: bimapparel246

The comment was written in response to an Instagram post published by Al Jazeera English on February 24, 2026. The post showed a displaced Palestinian girl gathering bread from the ground at a Gaza displacement camp following an Israeli attack on the tents.

The data contains a negative impoliteness strategy in the form of creating fear by instilling the belief that something bad will happen to someone else. In the comment, the user expresses a prediction that Israel may cease to exist in the future which evokes fear and highlights an unfavorable consequence directed at Israel. Although the statement is not a direct threat, but it's damaging Israel's negative face of wanting to be respected and not to be impinged on.

The utterance carries a negative attitude within the affect system, specifically in/security. This is evident in the word *doubt*, which expresses uncertainty regarding Israel's future. It shows insecurity by indicating that the commenter does not believe Israel will remain to exist for a long period. However, the expression appears to be used in a dismissive and mocking manner rather than conveying concern.

4. Sarcasm or Mock Politeness Strategy

The use of the Sarcasm or Mock Politeness strategy was identified in 9 comments. They were realized through apparently polite expressions that conveyed the opposite meaning. Commenters employed irony, sarcastic praise, and insincere

politeness to criticize governments, organizations, and other actors associated with the Palestine situation. Across all instances, the commenters expressed negative attitudes toward the issues surrounding the situation in Palestine. The data distribution can be seen in the table below.

Table 4.10

Sarcasm or Mock Politeness Strategy and Attitudes in Netizens' Comments

No	Comments	+ Attitude			- Attitude		
		AF	JM	AP	AF	JM	AP
1	Forgot to mention that Hamassacre uses the hospitals....for "peaceful" activities.					SS (P)	
2	We hope you enjoy watching.				D/S +		
3	Does the butchering of Palestinian children bring you joy? @unitednations @ukparliament @europeanparliament @housedemocrats @housegop @senatedems @senategop				U/H U/H	SS (P)	
4	The most moral army in the world					SS (P)	
5	'According to gazas government media office' yeah bro fs						V
6	The place looks beautiful after re-modeling work by hamas						R
7	Nice acting					SS (V)	
8	This is how hisrael keeping peace in the world					SS (P)	
9	Nothing like a random stack of bread on the side of a mound while a camera man just so happens to be there.....					SS (V)	R

Source: Data Collection (2026)

Data Excerpt 1

“We hope you enjoy watching.”

D18/A2/IG: 5mohammedkhalid2003

The comment was posted under an Al Jazeera English Instagram post published on November 21, 2025, which reported a series of Israeli air strikes in Gaza. The incident was identified as the deadliest breach of the ceasefire, resulting in the deaths of at least 30 Palestinians, including many children.

The data contains a sarcasm or mock politeness strategy because it appears polite on the surface, but actually used to convey criticism. In this data, the statement seems to wish a polite wish because the word *hope* and *enjoy* are commonly associated with positive intentions and goodwill. However, within the context of the suffering of Gaza's civilians, the statement does not function as a genuine expression of kindness. Instead, it criticizes those who observe the humanitarian crisis happening in Gaza without taking action.

The statement realizes a negative attitude within the affect system, particularly un/happiness and dis/satisfaction. Although the word *hope* and *enjoy* are typically associated with positive emotions, their ironic use in this context conveys the opposite evaluations. The word *hope* reflects the commenter's emotional stance toward the situation which implies disappointment for the suffering that has become something people watch from a distance. This indicates negative un/happiness. Furthermore, the word *enjoy* carries an ironic meaning that conveys criticism, which communicates dissatisfaction with the lack of empathy and action from the audience regarding the news topic. Therefore, it realizes a negative dis/satisfaction.

Data Excerpt 2

“The place looks beautiful after re-modeling work by hamas”

D56/A5/IG: sam.adoslv

The comment was left in response to an Instagram post uploaded by Al Jazeera English on February 24, 2026, which presented an Al Jazeera analysis indicating that the cost of basic meals in Gaza had nearly doubled during the two years of Israel's genocidal war.

The data contains a mock politeness strategy because the statement appears to be a compliment on the surface, however it is not intended as genuine. Considering the context of the post, the commenter sarcastically attributes the condition of the area to the *re-modeling work by Hamas*, implying that the destruction in Gaza is the result of Hamas' actions. Therefore, it is clear that the use of positive words functions as an indirect criticism rather than a sincere compliment.

The statement carries a negative attitude within the appreciation system, specifically the reaction dimension. This can be observed in the adjective *beautiful*, which is typically used to express a positive evaluation of something. In this context, however, the word is used sarcastically to describe a situation associated with destruction. As a result, the positive lexical item conveys a negative meaning. It evaluates the Gaza situation in a mocking manner.

Data Excerpt 3

“Nice acting”

D69/A6/IG: saint_patrick212

The comment was posted under an Instagram post shared by Al Jazeera English on February 24, 2026, which reported on a displaced Palestinian girl who was filmed collecting bread from the ground in a displacement camp in Gaza after Israeli forces bombed the tents.

The data is another example of the use of sarcasm or mock politeness strategy. The comment appears to be a compliment on the surface, which is supported by the adjective *nice* that is commonly used to express admiration. However, within the context of the video showing a Palestinian girl collecting bread after a bombing, the comment implies that the girl is merely pretending or performing for the camera. Thus, the intended meaning is a dismissive comment.

The statement realizes a negative attitude within the judgement system, specifically social sanction of veracity dimension that concerns truthfulness. The

word *acting* implies that the girl is performing rather than showing a real situation. Thus, the commenter negatively evaluates the credibility and truthfulness of the girl's actions as presented in the video.

C. Discussion

1. Politeness and Impoliteness Strategies Used in Netizen's Comments

Based on the findings, netizens commenting on Al Jazeera English posts concerning the situation in Palestine used impoliteness strategies more frequently than politeness strategies. Out of 100 comments analyzed, 74 comments (74%) contained impoliteness strategies, while only 26 comments (26%) employed politeness strategies. This finding indicates that when responding to news about the situation in Palestine, commenters tended to focus more on expressing their strong criticism and emotions than maintaining politeness. Many comments directly criticized or attacked parties related to the situation, such as Israeli forces, Hamas, the United Nations, and the world figures who were perceived as doing little to stop the humanitarian crisis from continuing.

The findings reveal that all four politeness strategies proposed by Brown and Levinson (1987) and four of the five impoliteness strategies proposed by Culpeper (1996) were identified through the entire study. The politeness strategies were realized through various lexical forms depending on the communicative purpose, including straightforward statements, expressions of solidarity and sympathy, indirect utterances, rhetorical questions, irony, conversational implicatures, and implied criticism. Meanwhile, the impoliteness strategies were realized through direct insults, derogatory nominations, taboo words, ridicule, sarcastic remarks, and other expressions intended to attack the target's face.

This finding differs from Hendar et al. (2022) study, which found that politeness strategies were used more frequently than impoliteness strategies in Instagram comments regarding Indonesia's PPKM policy. The difference suggests that the topic being discussed may influence the way people communicate in online

forum. Compared to public policy issue, the situation in Palestine involves war, violence, and humanitarian concerns, which may encourage people to express stronger emotions and more direct criticism. Through their comments, netizens often expressed anger, disappointment, and condemnation toward those they considered responsible for the suffering in Palestine. Consequently, impoliteness strategies became more dominant than politeness strategies.

The dominance of impoliteness strategies may also be explained by the characteristics of communication on social media. Unlike face-to-face interaction, the perceived distance in social media context between commenters and the target of their criticism may reduce concerns about damaging interpersonal relationships. Users may feel more comfortable in expressing anger, dissatisfaction, and moral condemnation through direct linguistic expressions rather than employing politeness strategies to maintain harmonious interaction. In addition, the humanitarian nature of the Palestine situation evokes stronger emotional involvement, which encourages commenters to express their emotions over protecting the target's face.

Another possible explanation relates to the nature of Instagram as a platform for public discussion. Although Instagram applies social media community standards and moderation systems to remove content that violates its policies, many comments containing political criticism or moral condemnation remain visible because they do not necessarily forms prohibited content such as explicit hate speech or direct provocation to violence. Therefore, commenters are still able to express strong criticism toward the target through linguistic choices that remain within the platform's acceptable boundaries. This indicates that Instagram provides a discussion space where different political opinions and ideological positions are openly expressed.

Among the politeness strategies, Off Record was the most frequently used strategy, accounting for 13 occurrences (50%), followed by Bald on Record with 7 occurrences (27%), Positive Politeness with 5 occurrences (19%), and Negative Politeness with only 1 occurrence (4%). These findings differ from Rahmani (2025)

who reported bald-on-record politeness strategies as the dominant strategy used by netizens' Instagram comments responding to discussion about the term "Tuli". Hendar et. al. found that Positive Politeness to be the most frequently used strategy in comments regarding the Indonesian government's PPKM policy. The difference may be related to the nature of the topic being discussed. The sensitivity of the situation in Palestine encourages commenters to express criticism while avoiding explicit confrontation.

The high use of Off Record politeness strategy suggests that many commenters wanted to criticize the situation in Palestine indirectly. According to Brown and Levinson (1987), Off Record strategy is employed when speakers intend to communicate a message indirectly that allows multiple interpretations and will reduce responsibility for the FTA. In this study, rather than openly expressing their opinions, commenters often used hints, rhetorical questions, irony, or implied meanings to convey the intended criticism towards the target. Through these indirect lexical forms, commenters were able to communicate strong dissatisfaction while leaving the interpretation to readers. This finding supports Brown and Levinson's argument that Off Record strategy enables speakers to perform face-threatening acts indirectly while minimizing their responsibility for the utterance.

In contrast, Negative Politeness only appeared once throughout the study. According to Brown and Levinson (1987), Negative Politeness is employed when the speaker wants to respect the hearer's negative face wants, including the desire for freedom of action and from imposition. Under the humanitarian circumstances surrounding the situation in Palestine, commenters tended to prioritize expressing moral evaluation, criticism, and emotional reactions rather than protecting the addressee's negative face. As a result, commenters showed little tendency to redress the impact of the face-threatening acts on the target's negative face. They tended to communicate their criticism more directly through other politeness strategies.

For the impoliteness strategies, Positive Impoliteness was the most dominant type, occurring 31 times (42%) throughout the study. This was followed by Negative

Impoliteness with 21 occurrences (28%), Bald on Record Impoliteness with 13 occurrences (18%), and Sarcasm or Mock Politeness with 9 occurrences (12%). No examples of Withhold Politeness were found in this study. These findings also differ from the previous relevant studies. The study by Afriana and Mubarak (2024) identified frequent use of Sarcasm or Mock Politeness on Tasyi Athasyia's (@tasyiathasyia) Instagram comments by netizens, while Hendar et. al. (2023) found Bald on Record impoliteness strategy to be the dominant impoliteness strategy responding to Indonesian government's policy on PPKM. These differences further suggest that the communicative context and topic under discussion influence the selection of impoliteness strategies. Discussions surrounding the Palestine issue involve humanitarian crisis that evokes stronger emotional reactions from netizens.

The dominance of Positive Impoliteness shows that the commenters frequently used insulting expressions, harsh language, taboo words, and derogatory nominations when discussing the Palestine issue. According to Culpeper (1996), Positive Impoliteness is specifically designed to damage the hearer's positive face wants, which is the desire to be approved of, appreciated and accepted. In the context of the Palestine situation, the comments often reflected anger, frustration, and strong disapproval toward those associated with the humanitarian crisis. In the present study, the positive impoliteness lexical forms were frequently directed toward governments, military forces, international organizations, and public figures considered responsible for the humanitarian crisis. Such findings support Culpeper's proposition that impoliteness strategies function to attack the target's face and demonstrate how language can be used to communicate moral condemnation and strong negative evaluation.

Furthermore, no instances of Withhold Politeness were identified throughout the study. This finding is consistent with Afriana and Mubarak (2024) as well as Hendar et. al. (2022), who reported zero instances of Withhold Politeness. According to Culpeper (1996), Withhold Politeness occurs when politeness is expected in an interaction but is deliberately omitted, such as failing to thank someone for a favor or

remaining silent when a polite response is required. The nature of Instagram comment may be related to the absence of this strategy. The comments analyzed consisted of responses to news posts which show netizens' opinions and reactions toward the situation in Palestine rather than mutual interpersonal exchanges. As a result, there were few opportunities for commenters to deliberately omit expected politeness behavior. This finding supports Culpeper's view that Withhold Politeness is more likely to occur in direct interpersonal interactions where social expectations of politeness are explicitly established.

2. Commenters' Attitudes Realized Through Their Use of Politeness and Impoliteness Strategies

The attitude analysis shows that most commenters expressed negative attitudes toward the situation discussed in the news posts. However, different patterns can be seen in the use of politeness strategies, which indicate that politeness strategies were used to express both positive and negative attitudes toward the situation in Palestine. Positive attitudes were primarily expressed through Positive Politeness, and some instances of Bald on Record strategy. These comments often contained the linguistic choices of support, sympathy, or appreciation for the parties involved in the conflict, especially Palestinians. This finding supports Brown and Levinson's (1987) arguments that Positive Politeness functions to create solidarity, maintain harmony, and satisfy the hearer's positive face wants. Meanwhile, negative attitudes were commonly expressed through Off Record strategy. By using this strategy, commenters expressed dissatisfactions and criticism through indirect statements, rhetorical questions, and ironic statements to reduce direct confrontations.

The findings also demonstrate that politeness strategies do not necessarily indicate positive evaluations. Instead, the same politeness strategy may realize either positive or negative attitudes depending on the communicative purpose and contextual meaning of the utterance. For instance, Positive Politeness was mainly employed to express solidarity, empathy, and moral support toward Palestinian civilians, while Off Record strategy was frequently used to imply criticism toward

governments, military institutions, or international organizations without expressing the criticism explicitly. This suggests that commenters strategically selected politeness strategies not only to manage interpersonal interaction but also to communicate their evaluation of the humanitarian situation.

From the perspective of Martin and White's (2005) Attitude framework, the findings reveal that commenters primarily constructed their evaluations through the systems of Judgment and Affect. Judgment was frequently realized through moral evaluations of individuals, governments, and institutions involved in the situation, particularly within the category of Social Sanction: Propriety. Commenters repeatedly evaluated whether actions taken by the actors involved were morally acceptable, ethical, or justifiable. Meanwhile, Affect was commonly expressed through lexical items indicating sadness, anger, disappointment, and sympathy toward the humanitarian situation. In contrast, Appreciation appeared less frequently because the comments focused more on evaluating human behavior and emotional responses than on assessing the quality or value of objects, events, or phenomena.

In contrast, comments containing impoliteness strategies were consistently reflecting negative attitudes. Bald on Record Impoliteness, Positive Impoliteness, Negative Impoliteness, and Sarcasm or Mock Politeness were mainly used to criticize, condemn, blame, or express dissatisfaction toward the parties involved in the humanitarian situation in the Palestine. This suggests that impoliteness strategies were commonly used as a way for commenters to express negative evaluations of the situation in Palestine and those considered responsible for it. This finding is in line with Culpeper's (1996) theory, which argues that impoliteness strategies are designed to attack or damage the target's face. Given that, it is to be expected that the majority of impolite comments were associated with negative attitudes because of the lexical choices employed.

The predominance of negative attitudes across impoliteness strategies further supports Martin and White's (2005) theory that attitudes are realized through evaluative language. In this study, negative evaluations were predominantly

expressed through Judgment, particularly Social Sanction: Propriety, as commenters frequently condemned actions they perceived as morally wrong, unjust, or inhumane. At the same time, Affect was realized through emotionally charged lexical items expressing anger, grief, fear, and dissatisfaction toward the ongoing humanitarian crisis. These evaluative resources enabled commenters not only to criticize particular actors but also to communicate their emotional involvement with the suffering experienced by Palestinian civilians.

Interestingly, although impoliteness strategies are generally associated with attacking the target's face, the negative attitudes identified in this study were not directed indiscriminately. Instead, the majority of impolite comments were directed toward actors perceived by the commenters as responsible for the humanitarian crisis, including governments, military forces, and international organizations. Conversely, when referring to Palestinian civilians, commenters predominantly expressed sympathy, compassion, and solidarity through positive evaluations. This contrast demonstrates that commenters' linguistic choices were influenced not merely by emotional reactions but also by their moral positioning and political stances toward different participants involved in the conflict.

Overall, the findings suggest that politeness and impoliteness strategies function beyond interpersonal communication. Consistent with Martin and White's (2005) Appraisal Theory, these strategies also serve as linguistic resources through which commenters construct emotions, moral judgments, and evaluations of the humanitarian situation. Therefore, the use of politeness and impoliteness in this study reflects not only how commenters interact with others but also how they position themselves ideologically toward the situation in Palestine.

CHAPTER V

CONCLUSION & SUGGESTIONS

A. Conclusion

This study aimed to identify the types of politeness and impoliteness strategies used in netizens' comments on Al Jazeera English Instagram posts reporting on the situation in Palestine and to examine how these strategies realize commenters' attitudes toward the issue.

Based on the findings, impoliteness strategies were used more frequently than politeness strategies. Out of 100 comments analyzed, 74 (74%) comments contained impoliteness strategies, while 26 (26%) comments employed politeness strategies. This indicates that netizens tended to express criticism, anger, disappointment, and condemnation rather than maintaining politeness when responding to news about the situation in Palestine.

Regarding politeness strategies, Off Record was the most frequently used strategy with 13 occurrences, followed by Bald on Record (7 occurrences), Positive Politeness (5 occurrences), and Negative Politeness (1 occurrence). For impoliteness strategies, Positive Impoliteness was the dominant strategy with 31 occurrences, followed by Negative Impoliteness (21 occurrences), Bald on Record Impoliteness (13 occurrences), and Sarcasm or Mock Politeness (9 occurrences). No instance of Withhold Politeness was found.

The attitude analysis revealed that negative attitudes were more dominant than positive attitudes throughout the data. Positive attitudes were mainly realized through Positive Politeness and some Bald on Record strategies. while Negative attitudes were commonly realized through Off Record politeness strategies and all types of impoliteness strategies. These comments were mainly used to criticize, blame, condemn, and express dissatisfaction toward individuals, organizations, or governments associated with the conflict.

B. Suggestions

This study examined the use of politeness and impoliteness strategies in netizens' comments on Al Jazeera English Instagram posts reporting on the situation in Palestine and investigated how these strategies carries commenters' attitudes toward the issue. The findings revealed that impoliteness strategies were more dominant than politeness strategies. Also, negative attitudes were more frequently expressed throughout the comments by using impoliteness strategies.

One of the strengths of this study lies in the use of three grand theories including Brown and Levinson's (1987) Politeness Theory, Culpeper's (1996) Impoliteness Theory, and Martin and White's (2005) Attitude Framework. By combining these theoretical perspectives, this study contributes to the field of Pragmatics and Discourse Analysis by providing a more comprehensive understanding of how linguistic strategies function in digital political discourse. The findings serve as a useful reference for students, lecturers, journalists, and social media users in understanding how language reflects politeness, impoliteness, attitudes and might as well reflects ideological positioning in online communication.

However, several limitations should be acknowledged from this present study. First, the study analyzed only 100 comments collected from eleven Al Jazeera English Instagram posts, which may not fully represent the wide range of public responses toward the situation in Palestine. Second, the data were limited to comments written in English and obtained from a single social media platform and one media outlet, which is Al Jazeera English on Instagram. Third, this study focused primarily on identifying politeness and impoliteness strategies used by netizens responding to news involving humanitarian crisis in Palestine, then relating them to the attitude system without conducting a more detailed examination of the subcategories of Affect, Judgement, and Appreciation.

Considering these limitations, it is recommended for future researchers to investigate politeness and impoliteness strategies using larger datasets and different social media platforms such as X (Twitter), Facebook, TikTok, or YouTube. Future

studies may also compare comments from different cultural or national backgrounds to gain a broader understanding of online communication patterns. Furthermore, future researchers are also encouraged to explore the Attitude system in greater depth by providing a more detailed analysis of Affect, Judgment, and Appreciation categories, including their subcategories and evaluative meanings. Such analysis would contribute to a richer understanding of how language users construct emotions, evaluations, and ideological positions in digital political discourse.



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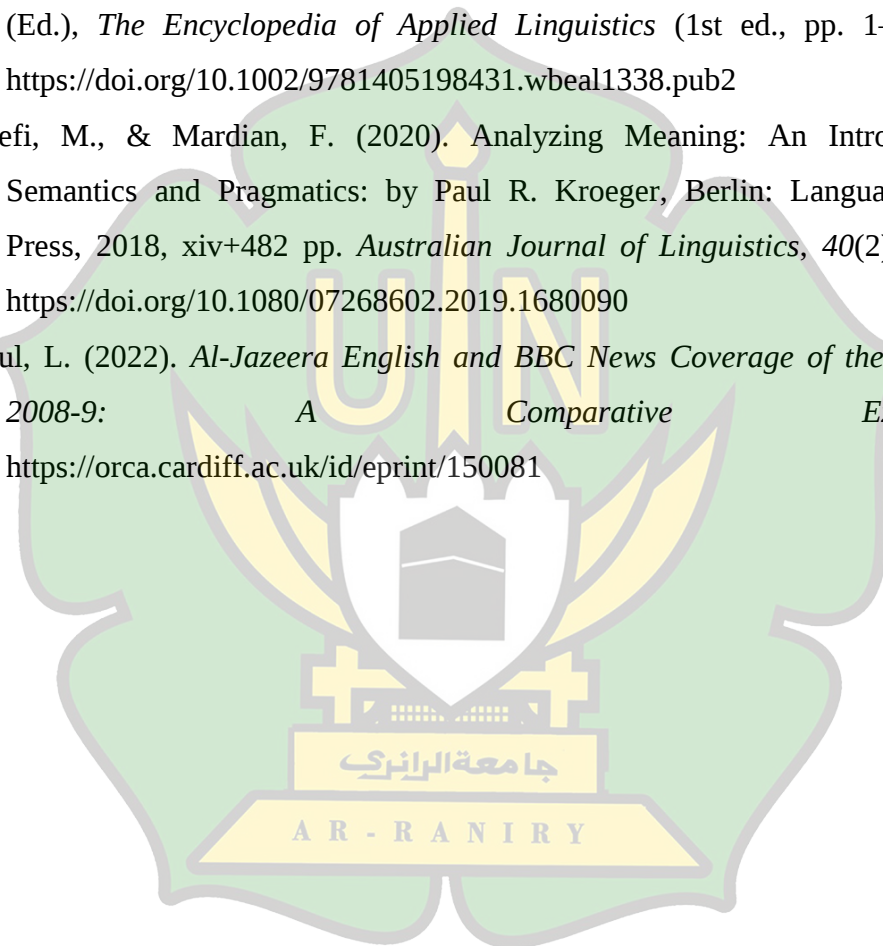
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Appendix 1. Appointment Letter of Supervisor



KEPUTUSAN DEKAN FAKULTAS TARBIYAH DAN KEGURUAN UIN AR-RANIRY BANDA ACEH
NOMOR: 372 TAHUN 2026

TENTANG:
PENGANGKATAN PEMBIMBING SKRIPSI MAHASISWA
DENGAN RAHMAT TUHAN YANG MAHA ESA

DEKAN FAKULTAS TARBIYAH DAN KEGURUAN UIN AR-RANIRY BANDA ACEH

Menimbang

- bahwa untuk kelancaran bimbingan skripsi mahasiswa pada Fakultas Tarbiyah dan Keguruan UIN Ar-Raniry Banda Aceh maka dipandang perlu menunjuk pembimbing skripsi;
- bahwa yang namanya tersebut dalam Surat Keputusan ini dianggap cakap dan mampu untuk diangkat dalam jabatan sebagai pembimbing skripsi mahasiswa;
- bahwa berdasarkan pertimbangan sebagaimana dimaksud dalam huruf a dan huruf b, perlu menetapkan Keputusan Dekan Fakultas Tarbiyah dan Keguruan UIN Ar-Raniry Banda Aceh.

Mengingat

- Undang-Undang Nomor 20 Tahun 2003, tentang Sistem Pendidikan Nasional;
- Undang-Undang Nomor 14 Tahun 2005, tentang Guru dan Dosen;
- Undang-Undang Nomor 12 Tahun 2012, tentang Pendidikan Tinggi;
- Peraturan Presiden Nomor 74 Tahun 2012, tentang perubahan atas peraturan pemerintah RI Nomor 23 Tahun 2005 tentang pengalihan susunan Badan Layanan Umum;
- Peraturan Pemerintah Nomor 4 Tahun 2014, tentang penyelenggaraan Pendidikan Tinggi; dan Pengelolaan Perguruan Tinggi;
- Peraturan Presiden Nomor 64 Tahun 2013, tentang perubahan institut Agama Islam Negeri Ar-Raniry Banda Aceh Menjadi Universitas Islam Negeri Ar-Raniry Banda Aceh;
- Peraturan Menteri Agama RI Nomor 44 Tahun 2022, tentang Organisasi dan Tata Kerja UIN Ar-Raniry Banda Aceh;
- Peraturan Menteri Agama Nomor 14 Tahun 2022, tentang Statuta UIN Ar-Raniry Banda Aceh;
- Keputusan Menteri Agama Nomor 492 Tahun 2003, tentang Pendelegasian Wewenang Pengangkatan, Pemindahan dan Pemberhentian PNS di Lingkungan Depag RI;
- Keputusan Menteri Keuangan Nomor 293/KM.05/2011, tentang penetapan UIN Ar-Raniry Banda Aceh pada Kementerian Agama sebagai instansi Pemerintah yang melaksanakan Pengalihan Badan Layanan Umum;
- Surat Keputusan Rektor UIN Ar-Raniry Banda Aceh Nomor 01 Tahun 2015, Tentang Pendelegasian Wewenang kepada Dekan dan Direktur Pascasarjana di Lingkungan UIN Ar-Raniry Banda Aceh.

MEMUTUSKAN

Menetapkan

KESATU

Menunjuk Saudara
Prof. Dr. phil. Saiful Akmal, M.A.

Untuk membimbing Skripsi

Nama : **Nasywa Saifadilla**
NIM : **210262025**
Program Studi : **Psikolinguistik Bahasa Inggris**
Judul Skripsi : **"A Pragmatic Study of Politeness in Instagram Discourse: Al Jazeera English's Reporting on Palestine"**

KEDUA

Kepada pembimbing yang bersangkutan namanya diatas diberikan honorarium sesuai dengan peraturan perundang-undangan yang berlaku.

KETIGA

Pembiayaan akibat keputusan ini dibebankan pada DiPA UIN Ar-Raniry Banda Aceh Nomor SP DiPA-025.04.2.423025/2026 Tanggal 01 Desember 2025 Tahun Anggaran 2026.

KEEMPAT

Keputusan ini berlaku selama enam bulan sejak tanggal ditetapkan.

KELIMA

Keputusan ini berlaku sejak tanggal ditetapkan dengan ketentuan bahwa segala sesuatu akan diubah dan diperbaiki kembali sebagaimana mestinya, apabila kemudian hari ternyata terdapat kekeliruan dalam Surat Keputusan ini.

Ditetapkan di : **Banda Aceh**
Pada tanggal : **07 April 2026**
Dekan : 

Frekuensi

- Selain Kementerian Agama RI di Jakarta;
- Dewan Pendidikan Islam Kementerian Agama RI di Jakarta;
- Dewan Perguruan Tinggi Kementerian Agama RI di Jakarta;
- Kantor Pelaksanaan Pendidikan Agama (KPPA) di Banda Aceh;
- Rektor UIN Ar-Raniry Banda Aceh di Banda Aceh;
- Kepala Badan Keagamaan dan Hikmah UIN Ar-Raniry Banda Aceh di Banda Aceh;
- Yang bersangkutan;
- Jepang

UIN AR-RANIRY

BANDA ACEH

pusaka