

POWER AND IMPOLITENESS IN *THE DEVIL WEARS PRADA* MOVIEAyu Ratri¹ Priyatno Ardi²

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This paper examines the types of impoliteness strategies and the purposes of the exercise of power through impolite language in the movie *The Devil Wears Prada*. This study focuses on two characters, namely Miranda and Emily, who have power relationship in their workplace. The researchers employed qualitative content analysis method. The findings suggest that Miranda used all types of impoliteness strategies. Meanwhile, Emily only used bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm or mock politeness. The purposes of Miranda's exercise of power were to appear as superior, get authority over actions, dominate in a conversation, and to reactivate the power. At the same time, the purposes of Emily's exercise of power were to appear as superior, to get authority over actions, to emphasize the power hierarchy, and to reactivate the power.

Keywords: impoliteness strategies, power, *The Devil Wears Prada* movie

ABSTRAK

Makalah ini membahas jenis strategi ketidaksantunan dan tujuan penggunaan kekuasaan melalui bahasa yang tidak santun dalam film *The Devil Wears Prada*. Fokus penelitian ini pada dua karakter, yaitu Miranda dan Emily, yang memiliki hubungan kekuasaan di tempat kerja mereka. Analisis konten digunakan dalam penelitian ini. Hasil penelitian ini menunjukkan bahwa Miranda menggunakan semua jenis strategi ketidaksantunan. Sementara itu, Emily hanya menggunakan ketidaksantunan secara langsung (*bald on record impoliteness*), ketidaksantunan positif (*positive impoliteness*), ketidaksantunan negatif (*negative impoliteness*), dan sarkasme atau kesantunan semu (*sarcasm or mock politeness*). Tujuan Miranda menggunakan kekuasaannya adalah untuk tampil superior, mendapatkan otoritas atas tindakan, mendominasi percakapan, dan untuk mengaktifkan kembali kekuasaan. Tujuan Emily menggunakan kekuasaannya adalah untuk tampil superior, untuk mendapatkan otoritas atas tindakan, untuk menekankan hierarki kekuasaan, dan untuk mengaktifkan kembali kekuasaan.

Kata Kunci: strategi ketidaksantunan, kekuasaan, film *The Devil Wears Prada*

INTRODUCTION

Politeness is a substantial key in maintaining interpersonal relationship with others (Kádár & Haugh, 2013). Maintaining interpersonal relationship is important since

people live in a heterogeneous society, having various different backgrounds, such as gender, age, social context, and many more. To keep the harmony with other members of the society, people need to behave politely. Being polite involves understanding the feeling of others (Holmes, 2013). In order to make others feel comfortable, people need to pay attention to their words when they talk to the addressee(s).

However, sometimes people do not behave or speak politely. They do not show their polite acts because they have different interests to other people or they want to attack somebody's identity or rights (Culpeper, 2010). People who choose to attack other people's feelings can cause social conflict and disharmony in communication (Culpeper, 2005). This phenomenon is called impoliteness. Impoliteness is an action which is used to aggravate or ignore someone in a certain situation (Bousfield & Locher, 2008). In this regard, the speakers do not have any intention to maintain the relationship with the addressees. As a result, people who use impoliteness as their communication strategy can cause disharmony and social disruption in social interaction (Bousfield & Locher, 2008).

Culpeper (2005) divides impoliteness strategies into five types, namely bald on record impoliteness, negative impoliteness, positive impoliteness, sarcasm or mock politeness, and withhold politeness. First, bald on record impoliteness is a strategy to attack someone directly without any intention to hide their feeling. According to Culpeper, Bousfield, and Wichmann (2003), "bald on record impoliteness is typically deployed where there is much face at stake and where there is an intention on the part of the speaker to attack the face of the hearer" (p. 1554). The strategy of bald on record impoliteness can be found in the utterance of "shut up and act like a parking attendant" (Bousfield, 2008 p. 136). Second, negative impoliteness is "the use of strategies designed to damage the addressee's negative face wants" (p. 41). This strategy is used because the user wants to tell or show his or her intention spontaneously. Frightening, condescending, scorning, or ridiculing, and invading someone are some examples of negative impoliteness. The example of negative impoliteness is found in the utterance "babyish isn't it" (Culpeper, Bousfield, and Wichman, 2003, p. 1558). The word "babyish" is used to express a scorning act to someone. Third, positive impoliteness is used to get respect by others. It involves ignoring or snubbing others, disassociating from others, excluding others from activity, using inappropriate identity markers, using obscure or secretive language, seeking disagreement, using taboo words, calling the other name, being disinterested, being unconcerned, and making others feel uncomfortable (p. 41). The example of positive impoliteness is found in this utterance "I don't really want to talk to you. You're not going to do anything" (Culpeper, Bousfield, and Wichman, 2003, p.1556).

Fourth, sarcasm or mock politeness is "a face threatening act which is performed with the use of politeness strategies that are obviously insincere". In this strategy, a politeness act is applied, but the meaning behind the utterance is not true.

Sarcasm can be used to show the contrast meaning of people's feeling. In simple word, the implementation of sarcasm or mock politeness uses two-faced of politeness. The utterance which indicates the use of sarcasm or mock politeness can be found in the excerpt of *Redcaps* (Bousfield, 2008a, p. 119). There is a barrack room inspection in the morning. A Private Baxter has an appointment with the Company Sergeant Major. The appointment is about the Private Baxter's failure to get a haircut. Although the Private Baxter tries to make an excuse, the Company Sergeant Major sarcastically says "Oh dear unfortunately you had to queue up". In fact, it is polite to say this utterance. However, the sympathy from Company Sergeant Major is hard to believe that is genuinely sympathetic to the Private Baxter's excuse. Lastly, withhold politeness is "the absence of politeness work where it would be expected" (p. 42). It can be said that the interlocutor fails to attain the expectation of a polite attitude from the speaker. The example of withhold politeness can be found from the excerpt of *The Clampers* (Bousfield, 2008a, p. 122). There is a tribunal officer for Southwark council. He hears and decides upon appeals concerning parking tickets. There are also a wife and a husband who are appealing against the ticket they got. After a brief argumentation, the tribunal officer refuses their appeal and asks the wife and husband to leave the room. The wife and the husband are not happy with the decision, but they have no further time to argue their case. Then the husband fails to attain the expectation of the tribunal officer with saying "I don't thank you at all". Refusing to reciprocate thanks from the tribunal officer is highly considered withhold politeness.

As power is one of the factors influencing impoliteness (Keinpoinker, 2008), an imbalance of power between the speaker and the interlocutor brings about impoliteness. The more powerful participant tends to be impolite because they have more freedom to act than the less powerful participant (Culpeper, 1996, p. 354). It means that the power holder can control the action whether the action-environment is polite or impolite. When the action is impolite, the powerful participant can pressure the less-powerful participant to counter or decide not to react the imposition (Bousfield and Locher, 2008). As a result, the less powerful participant loses the face and changes the action to the more powerful participant. This action leads to the understanding that power is connected to impoliteness.

The exercise of power through impoliteness has several purposes. Beebe (1995) argues that there are three purposes of exercising the power. The first purpose is the more powerful speaker wants to appear as superior. This purpose is applied when the more powerful speakers use their utterance to insult and put down the addressees. The second purpose is when the more powerful speaker wants to get authority over actions. They use this purpose to ask someone to do something or avoid doing something by themselves. This purpose can be seen through sarcasm and pushy politeness in order to ask someone to do something, as well as attempt to ask people to go away or leave them alone or finish their business more quickly. The third purpose is to dominate a conversation. This purpose can be seen when the more powerful speaker tries to do conversational management such as to make the interlocutor talk, to ask

someone to stop talking, to shape what they tell you, or to get the floor. Saying “*shush!*” and rude interruptions are included in this purpose. Bousfield (2008a) mentions two purposes of the exercise of power through impoliteness. The first purpose is to emphasize the power hierarchy between the more powerful and less participant. The more powerful participant uses this purpose to emphasize the power hierarchy in order to make the less powerful participant be totally understood. It is to show clearly who is on top and who is on the bottom of the power structure. On-record impoliteness is one of the strategies that can be used to indicate the power hierarchy through impoliteness. Second, the exercise of power through impoliteness is used as a power-reactivating device. The more powerful participant uses this purpose to reprimand the less powerful participant’s assumptive behavior and to clarify what is the meaning behind the discourse. This purpose can be found when the speaker uses sarcasm to deliver their intention.

The issue of impoliteness and power has been studied so far. Mirhosseini, Mardanshasi, & Dowlatabadi (2017) investigated the impoliteness strategies in the movie *Mother*. They use Culpeper’s model (2005) of impoliteness strategies to analyze gender differences between two characters (male and female). The results of this study showed that impoliteness was interwoven with the power of the male speaker. In classroom context, Alvin (2015) examined the use of impoliteness strategies and how power is used in language impoliteness in classroom interaction. The results showed that the students used language impoliteness to their teachers to cause disharmony between them.

As movies give insight into the real life in the society (Spiker, 2012) and portray linguistic phenomena (see Aryani, 2015; Bram & Putra, 2019; Kristiano & Ardi, 2018; Waget, 2015), movies can reflect the issue of power and impoliteness. This study intends to figure out impoliteness strategies used by two characters in a movie entitled *The Devil Wears Prada* (2006). The two characters become the main focus of this study because they are the boss and the first assistant who exercise power in the interaction. Furthermore, this study aims to find out the purpose of the exercise of power by the two characters through their impolite language.

RESEARCH METHOD

This research was a qualitative research. According to Ary, Jacob, Razavieh and Sorensen (2010), qualitative study uses words and images in order to give the answers to the research questions (p. 419). The researchers employed content analysis. According to Krippendorff (2004), content analysis is generally defined as “a research technique in order to make replicable and valid inferences from text (or other meaningful matter) to the context of their use” (p. 18). The text or the material might be in the forms of newspapers, textbooks, films, advertisements, speeches, musical compositions, or other documents (Ary, Jacobs, Sorensen, & Razavieh, 2010, p. 457). Content analysis is employed to define the specific set of documents and

understanding particular social phenomena. Since content analysis is not limited to written text only, the movie can be used as the object of this research.

The *Devil Wears Prada* (2006) movie transcript was used as the data source in this qualitative study. The movie transcript was taken from <https://www.springfieldspringfield.co.uk>. This movie was produced in 2006 and was directed by David Frankel. The *Devil Wears Prada* (2006) movie is a comedy drama movie and reflects power and impoliteness in its dialogues. The researchers used *The Devil Wears Prada* movie instead of the novel because the researchers could see how the characters' expression changed and knew how the conversation occurred in the movie. The researchers only focused on two characters' utterances in the movie. The relation of power was between Miranda as editor-in-chief of Runway fashion magazine and her subordinates. The power also occurred between Emily, as the senior assistant of Miranda, and Andrea as the junior assistant of Miranda.

The researchers did several steps to collect the data. First, the researcher watched *The Devil Wears Prada* (2006) movie. Second, the researchers downloaded the English subtitle as well as the script of the movie to collect the secondary data and help the researchers analyze the data. Third, the researchers wrote down and took notes of characters' utterances from the dialogue of movie. Last, the researcher recorded the data into data sheets. Those steps were done several times in order to make sure that the data was completely recorded well.

The researchers followed Creswell's (2013) steps of data analysis. First, the researchers organized the data by arranging all the utterances that contained the purposes of the exercise of the power through impoliteness employed by Miranda and Emily. Second, the researchers read all the collected data to get a general sense of the information and a chance to reflect the overall meaning. This step was used to avoid having unnecessary data or mistakes. Third, the researchers coded the data. This step was the process to categorize by bracketing the utterances into the purposes of the exercise of power through impoliteness and the types of impoliteness strategies. Fourth, the researchers presented the findings in the form of narratives. The last step was to interpret the findings. In order to have a valid interpretation, the researchers compared between the researchers' personal interpretation and the theory of impoliteness strategies by Culpeper (2005) and the purpose of the exercise of power through impoliteness by Beebe (1995) and Bousfield (2008b).

FINDINGS AND DISCUSSION

1. Impoliteness Strategies in *The Devil Wears Prada* Movie

This section discussed the types of impoliteness strategies used by the Miranda and Emily. Based on the findings, there were five types of impoliteness strategies, namely bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness (Culpeper, 2005). The data of the types of impoliteness strategies used by Miranda and Emily was shown in Table 1.

Table 1 Types of Impoliteness Strategies in *The Devil Wears Prada* Movie

No.	Types of Impoliteness Strategies	Characters		Frequency	Percentage
		Miranda	Emily		
1.	Bald on Record Impoliteness	6	4	10	20%
2.	Positive Impoliteness	6	5	11	22%
3.	Negative Impoliteness	13	11	24	48%
4.	Sarcasm or Mock Politeness	2	1	3	6%
5.	Withhold Politeness	2	0	2	4%
TOTAL		29	21	50	100%

Table 1 shows that there were 50 utterances containing impoliteness strategies which were found in this research. The five types of impoliteness strategies were used by Miranda. Meanwhile, Emily only used bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm or mock politeness in her utterances. The most frequent strategy was negative impoliteness which occurs 48% times of the total numbers. Then, it was followed by the types of bald on record impoliteness and positive impoliteness with 20% and 22%. The infrequent types which were rarely used in this movie were sarcasm or mock politeness and withhold politeness with 6% and 4% respectively. The types of impoliteness strategies of the analysis used by the two characters was discussed as follows.

a. Bald on Record Impoliteness

Bald on record impoliteness occurred when the speaker directly attacks or damages the interlocutor's face without having any intention to hide his/her feeling (Culpeper, 2005). In this research, Miranda and Emily applied this strategy to deliver their utterances. There are 6 and 4 utterances which were used by Miranda and Emily.

Excerpt 1 is the example of bald on record impoliteness strategy used by Miranda Priestly.

Excerpt 1

Miranda : **Anyway, you ended up disappointing me more than, um- more than any the other silly girls.**

Andrea : Um, I really did everything I could think of.
(00:31:22-00:31:35)

Excerpt 1 occurred when Miranda was in Miami and she wanted to come back to New York, but she could not do that because there was a hurricane. She really needed to go back because her daughters had a recital in the school and she wanted to see it. Andrea as the assistant knew this would be difficult for her to find a flight for Miranda, but she kept trying to find a flight for her. However, there was no flights in that situation. In short, Andrea could not find any flights for her. This situation made Miranda feel disappointed. She showed her disappointment through her utterances in a direct, clear, and unambiguous way. Based on Culpeper's (2005) strategy of impoliteness, her utterances were included in bald on record impoliteness since

Miranda directly attacked Andrea's face without having any interest to hide her feeling.

Excerpt 2 is the example of bald on record impoliteness strategy which was used by Emily Charlton.

Excerpt 2

Emily : **That is a pathetic excuse.** Do you know what really just... gets me about this whole thing... is that, you know, you're the one who said you don't really care about this stuff and you don't really care about fashion. You just wanna be a journalist. **What a pile of bollocks!**

Andrea : Emily, I know you're mad. I don't blame you.
(01:11:51-01:12:16)

Excerpt 2 occurred after Emily got an accident in her way to the office. This situation made Emily not come to Paris Fashion Week in the fall. Going to Fashion Week in Paris was Emily's dream as the first assistant of Miranda Priestly. The fact that she could not come to Paris made Emily mad. Then, she directly attacked or damaged Andrea's face without any intention to hide her feeling. Based on Culpeper's (2005) strategy of impoliteness, attacking someone's face without any intention to hide their feeling is the indication of bald on record impoliteness.

b. Positive Impoliteness

Positive impoliteness occurred when the speaker intends to damage interlocutor's positive face wants by ignoring, disassociating, snubbing, excluding other people from an activity and using inappropriate identity marker (Culpeper, 2005). This strategy is also involved when people are not being disinterested, being unconcerned, and making other people feel uncomfortable.

The researchers found that there were 12 utterances which were used in this movie. Miranda applied this strategies for 6 times and Emily applied this strategy for 5 times. The examples of positive impoliteness are shown in Excerpt 3 and Excerpt 4.

Excerpt 3

Miranda : No. also, I'm pulling the Toobin piece on the Supreme Court woman-women. And I need to see a new draft on that piece about shopping for a plastic surgeon- **It's dull. And this layout for the Winter Wonderland spread- not wonderful yet.**

Employee : Oh, okay. I'll look at it.
(00:57:31-00:57:51)

Excerpt 3 occurred when Miranda had a meeting with her employees. This meeting was about the theme for each month in a year. Every employee had their own responsibility to give some opinions about what kind of theme that they want to show. However, Miranda's opinion was the only matter. When their opinion was not fit with

the situation for each month, Miranda would criticize them by giving hurtful opinion. Therefore, Miranda clearly aggravated the positive face wants of her employee. Based on Culpeper's (2005) theory, aggravating someone positive face wants is included as positive impoliteness.

Excerpt 4

Emily : **I get 20 minutes for lunch and you get 15. When I come back you can go.**

Andrea : Okay.
(00:19:37- 00:19:41)

Excerpt 4 occurred when Emily and Andrea had a break for several minutes. As Emily was the first assistant of Miranda Priestly, she used this chance to attack positive face wants of Andrea by saying "*I get 20 minutes for lunch and you get 15*". The utterance indicates that Emily was being unconcerned with Andrea and she did not care whether the time was enough for Andrea or not. Culpeper (2005) says that attacking someone's face wants and being unconcerned about the others are considered as positive impoliteness.

c. Negative Impoliteness

Negative impoliteness happens when the speaker intends to damage the interlocutor's negative face. This strategy occurs when the user wants their freedom in telling or showing his or her intention. Some examples that can be used as an indication of negative impoliteness are frightening, condescending, scorning, invading, and ridiculing the interlocutor (Culpeper, 2005).

The researchers found that there were 24 utterances of negative impoliteness which were used in this movie. Miranda used this strategies for 13 times and Emily used this strategy for 11 times. This strategy was frequently used by Miranda and Emily with 48% of the total numbers. The examples of negative impoliteness can be seen in Excerpt 5.

Excerpt 5

Miranda : **I don't understand why it's so difficult to confirm an appointment.**

Emily : I know. I'm sorry, Miranda I actually did confirm last night.

(00:06:29-00:06:35)

The situation in Excerpt 5 occurred when Miranda was disappointed because Emily could not confirm an appointment for her. This condition made Miranda attack Emily's negative face by condescending her. This utterance is also in line with Mirhosseini, Mardanshahi, and Dowlatabadi (2017) who say that condescending someone is considered as negative impoliteness. Another example of negative impoliteness can be seen in Excerpt 6.

Excerpt 6

Emily : **Oh, my God. I will pretend you did not just ask me that.**
She is the editor in chief of Runway, not to mention a

legend. You work a year for her, and you can get a job at any magazine you want. A million girls would kill for this job.

Andrea : It sound like a great opportunity. I'd love to be considered.

(00:04:11-00:04:25)

The situation in Excerpt 6 happened when Andrea wanted to be Miranda's new assistant. Andrea's intention to work in the fashion magazine was to open wider opportunity as a professional journalist if she could survive for a year. As a result, she did not know about fashion and also she did not recognize who Miranda Priestly was. Knowing this fact, Emily started scorning Andrea because she did not know who Miranda was. This utterance is in line with Culpeper (2005) who states that scorning is an indication that Emily applied negative impoliteness.

d. Sarcasm or Mock Politeness

This strategy is applied when people perform polite acts or utterances, but the meaning behind that is obviously insincere or not true. Sarcasm can be used to show the contrast meaning of people's feeling (Culpeper, 2005).

This strategy was not commonly used by Miranda and Emily in this movie. The researcher only found 3 utterances of sarcasm or mock politeness. Miranda applied this strategies for 2 times and Emily only applied this strategy once. The two examples of sarcasm or mock politeness are in Excerpt 7 and 8.

Excerpt 7

Miranda : **Florals? For spring? Groundbreaking.**

Employee : But, we thought about shooting them in industrial space. We thought the contrast between the femininity of the florals...and the more raw, rough – hewn background would create this wonderful tension between-

(00:58:16-00:58:29)

In the Excerpt 7, Miranda held a meeting with her employees. In the meeting, each employee delivered their ideas and opinions about the theme of the fashion for each month. Their ideas and opinions needed to be explained to get an approval from Miranda because Miranda's decision was all matter. In that utterance, Miranda did not like the idea which was given by her employee. She sarcastically criticized the employee by giving the word "*groundbreaking*". The meaning behind this word was not true. Miranda did not truly intend to give compliment to her employee. This utterance is in line with Culpeper (2005) who states that insincere meaning is an example of sarcasm or mock politeness.

Excerpt 8

Emily : **Well, I don't know. It's a huge imposition.** And I will
have to get them taken in. **I mean, they'll**
drown me. But I suppose I could help you out.

Andrea : Thank, Em. I appreciate it. Good luck.
(01:43:22-01:43:39)

The situation in Excerpt 8 occurred when Andrea got the clothes from Fashion week in Paris. Andrea knew that Emily really wanted those clothes and it is also her dream. Although having clothes from Paris was her dream, Emily was being dishonest with her feeling because she had a huge pride to admit her happiness. Therefore, the utterances of “*Well, I don't know. It's a huge imposition*” were an example of sarcasm or mock politeness because the meaning behind the words were not true. This example is in line with Culpeper's (2005) theory who states that the polite act occurred, but the meaning behind the words are obviously insincere.

e. Withhold Politeness

This strategy is applied when the interlocutor fails to attain the expectation of a polite attitude from the speaker. This strategy is the most infrequent strategy in this movie. The researcher only found 2 utterances of withhold politeness. The character who used this strategy was only Miranda. The two examples of withhold politeness are shown in Excerpt 9 and 10.

Excerpt 9

Andrea : Wait. You want me to – No, Miranda. Emily would die.
Her whole life is about Paris. She hasn't eaten in
weeks.

Miranda : **If you don't go, I'll assume you are not serious about**
your future... at Runway or any other
publication.

Andrea : (silent)
(01:07:48-01:08:18)

The situation in Excerpt 9 occurred when Emily got an accident on her way to her office. This made Emily as the first assistant of Miranda Priestly destroy her dream to come Paris for Fashion Week in the fall. Even though, going to Fashion Week in Paris was her dream, it was impossible for Emily to come to Paris with that kind of condition. Hence, Miranda asked Andrea to replace Emily to go to Paris. However, Andrea knew that Emily worked really hard to go to Paris. When Miranda asked her, Andrea refused the invitation. In this utterance, Miranda had an expectation that Andrea would accept the invitation. Andrea failed to attain the expectation of polite attitude to Miranda by rejecting the invitation to come to Paris with her. This is in line with Culpeper's (2005) theory who states that “failing to attain the polite acts where it would be expected may be taken as deliberate impoliteness” (p. 42).

Excerpt 10

- Andrea : Oh, good morning, Miranda.
 Miranda : **I don't see my breakfast here.** Are my eggs here?
 Where are my eggs?
 Andrea : (silent)
 (00:25:46-00:25:53)

The situation in Excerpt 10 happened when Andrea gave a greeting to Miranda, but Miranda did not answer Andrea's greeting. In this utterance, Andrea expected that Miranda would reply her greeting. This means that Miranda failed to attain the expectation of polite attitude to Andrea by asking Andrea to do something. This utterance is in line with Culpeper's (2005) who states that the absence of politeness work where it would be expected is included as withhold politeness.

2. The Purposes of the Exercise of Power through Impolite Language

The researchers classified the purposes based on Beebe's (1995) and Bousfield's (2008) theory. The purposes are to appear as superior, get authority over actions, dominate in a conversation, to emphasize the power hierarchy, and to reactivate the power. The data of the exercise of power through impoliteness used by Miranda and Emily was shown in Table 2

Table 2 The Purpose of the Exercise of Power through Impolite Language

No.	The Purposes of the Exercise of Power through Impoliteness	Characters		Frequency	Percentage
		Miranda	Emily		
1.	To Appear as Superior	18	9	27	54%
2.	To Get Authority Over Actions	12	3	15	30%
3.	To Dominate in a Conversation	1	0	1	2%
4.	To Emphasize the Power Hierarchy between Miranda and less powerful characters or Emily and Andrea	0	4	4	8%
5.	To Reactivate the Power	1	2	3	6%
TOTAL		32	18	50	100%

Table 2 presents four purposes used by Miranda. In the movie, Miranda did not exercise her power to emphasize the power hierarchy with the less powerful participants. Meanwhile, Emily also only used four purposes. The purpose which was not used by Emily is to dominate the conversation. The exercise of power to appear as superior was the most frequent purpose with 54% times of the total numbers. It is followed by the purposes to get authority over action with 30%. After that, the purposes rarely used are to emphasize the power hierarchy and to reactivate the power with 8% and 6%. The least frequent purpose of the exercise of power through impoliteness is to dominate the conversations with only 2%.

a. To Appear as Superior

This purpose is expressed when the speaker uses power to appear as superior by insulting and putting down the addressee (Beebe, 1995). In this research, Miranda and Emily applied this purpose to deliver their utterances through impoliteness. There are 18 and 9 utterances which were used by Miranda and Emily. The researchers chose two utterances which were shown in Excerpt 11.

In Excerpt 11, the utterance was used by Miranda Priestly.

Excerpt 11

Miranda : **I don't understand why it's so difficult to confirm an appointment.**

Emily : I know. I'm sorry, Miranda I actually did confirm last night.

(00:06:29-00:06:35)

Excerpt 11 occurred when Miranda was upset because Emily could not confirm an appointment for her yesterday. Then, Miranda exercised her power to deliver her intention through impoliteness to put down Emily of being incapability to confirm an appointment. This action indicates that the purpose of the exercise of power was to appear as superior. Emily as the less powerful participant accepted the face attack from Miranda by giving an apology. Another example is shown in Excerpt 12.

In Excerpt 12, the utterance was used by Emily Charlton.

Excerpt 12

Emily : **Oh, I'm sorry. Do you have some prior commitment? Some hideous skirt convention you have to go?**

Andrea : (silent).

(00:17:56- 00:18:04)

Excerpt 12 happened when Emily asked Andrea to take some skirts from Calvin Klein, but Andrea felt weird because she did not know about fashion. This made Emily feel confused since Andrea was working in the fashion industry. Having more power made Emily badly threat Andrea by insulting her as the new assistant. The purpose of the exercise of power was to appear as superior. Andrea as the second assistant refused to speak to Emily by being silent. Being silent means that Andrea did not want to respond to the face attack from Emily.

b. To Get Authority over Action

This purpose of the exercise of power through impoliteness is expressed when the speaker uses power to get authority over action (Beebe, 1995). Getting authority over actions means to ask someone to do something or avoid doing something by themselves. Sarcasm and pushy politeness are used to get people to do something, as well as attempts to get people to go away or leave them alone or finish their business more quickly. In this research, Miranda and Emily applied this purpose to deliver their utterances through impoliteness. There were 12 and 3 utterances which were used by Miranda and Emily. The examples can be seen in Excerpt 13 and 14.

The utterance in Excerpt 13 was used by Miranda Priestly.

Excerpt 13

Andrea : Hello, Miranda?

Miranda : **My flight has been canceled. It's some absurd weather problem. I need to get home tonight. The twins have a recital tomorrow**

morning at

school.

Andrea : Absolutely. Let me see what I can do.
(00:28:52-00:29:04)

Excerpt 13 occurred when Miranda was in Miami and she wanted to come back to New York. She could not go back because there was a hurricane. The reason she forcefully asked Andrea to send her back home because she wanted to see her daughters' recital in the school. In this utterance, Miranda's power was expressed to ask Andrea to find a flight for her. This is in line with Beebe (1995) who states that asking someone to do something is included as the purpose to get authority over action. Although Andrea was on her day off, she could not reject the duty from Miranda. Therefore, she accepted the face attack by doing the duty from her powerful boss.

The utterance in Excerpt 14 was expressed by Emily Charlton.

Excerpt 14

Emily : Miranda sacked the last two girls after only a few weeks.

**We need to find someone who can survive
understand?**

here. Do you

Andrea : Yeah. Of course.
(00:04:02-00:04:08)

The situation occurred when Emily asked Andrea to be serious about the job and reminded her that it was not an easy job. It was not easy because they had a demanding editor of Runway fashion magazine who was cruel and verbally abusive to her employee. The purpose of Emily's exercise her power was to get authority over an action because Emily asked Andrea to survive in this job. Andrea as the less powerful participant accepted the face attack from Emily.

c. To Dominate the Conversation

The purpose of the exercise of power is expressed when the speakers want to dominate the conversation (Beebe, 1995). Dominating in the conversation means that someone tries to do a conversational management such as to make the interlocutor talk, to ask someone to stop talking, to shape what they tell you, or to get the floor. Saying "shush!" and rude interruptions are included in this purpose. In this research, Miranda was the only character who exercised her power to deliver her utterances through impoliteness. There was only 1 utterance which was used by Miranda.

Excerpt 15

Andrea : Miranda, about last night, I -

Miranda : **I need the new Harry Potter book for the twins.**

Andrea : Okay. Okay.

(00:49:11-00:49:17)

Excerpt 15 occurred when Andrea heard the conversation between Miranda and her husband last night. In the next day, Andrea tried to apologize, but Miranda interrupted her words about her mistake last night. Based on Beebe (1995), interrupting someone is included as the purpose of dominating the conversation.

Miranda's order was a must to do. Therefore, Andrea accepted the face attack from Miranda because she could not say no to her duty.

d. To Emphasize the Power Hierarchy

The purpose of the exercise of power is expressed when the speakers use their utterances to emphasize the power hierarchy of who is on top and who is on the bottom (Bousfield, 2008). In this case, the more powerful speakers emphasize the power hierarchy in a clear and totally unambiguous way. In this research, Emily was the only one who applied this purpose to deliver her utterances through impoliteness. There were 4 utterances used by Emily. The examples can be seen in Excerpt 16 and 17.

Excerpt 16

Emily : Great. Follow me. **So, I was Miranda's second assistant, but her first assistant recently got promoted and so now I'm the first.**

Andrea : Oh, and you are replacing yourself.
(00:03:47-00:04:00)

Andrea wanted to apply for a new job as Miranda's assistant at the fashion industry because the company needed the new assistant. Emily previously was the second assistant, but the first assistant got promoted. Then, Emily replaced herself as the first assistant. In this utterance, Emily expressed her power to do her action to emphasize the power hierarchy by mentioning that she was the first assistant. In this utterance, Andrea still had not been accepted as Miranda's assistant. Therefore, she did not really care about Emily's position as the first assistant and Andrea countered the face attack by defending herself.

Excerpt 17

Emily : Right remember, **you and I have totally different jobs. I mean, you get coffee – and you run errands. Yet I am in charge of her schedule...her appointments and her expenses.**

Andrea : (silent)
(00:14:01-00:14:12)

Excerpt 17 occurred when Andrea had been hired as the new assistant of Miranda. Then, Emily as the first assistant told Andrea that they had different jobs as co-assistant of Miranda Priestly. Emily's job was only inside the office such as in charge of Miranda's schedule, appointments, and her expenses. Meanwhile, Andrea needed to do her job outside the office. This utterances showed that the purpose of Emily's exercise her power was to emphasize the power hierarchy by explaining that they had different jobs. In this utterance, Andrea gave no response because she did not have an opportunity to answer. Giving no response means that Andrea accepted the tasks that the second assistant needed to do.

e. To Reactivate the Power

The exercise of power in this purpose is expressed when the speakers use their power to reprimand the less powerful participant's assumptive behavior and also to clarify the meaning behind the words (Bousfield, 2008). This purpose can also be seen when impoliteness strategy of sarcasm is used in this purpose. In this research, Miranda and Emily applied this purpose to deliver their utterances through impoliteness. There are 1 and 2 utterances which were used by Miranda and Emily. An example can be shown in Excerpt 18.

The utterance in Excerpt 18 was used by Miranda Priestly.

Excerpt 18

Andrea : You know, both of those belts look exactly the same to
me. You know I'm still learning about this stuff.
Miranda : "This....stuff"? Oh okay I see. **You think this has nothing to do with you. You go to your closet and you select – I don't know – that lumpy blue sweater, for instance...don't know is that that sweater is not just blue. It's not turquoise. It's not lapis. It's actually cerulean. And you're also blithely unaware of the fact...**

Andrea : (silent)
(00:23:02-00:23:44)

Excerpt 18 occurred when Andrea as the new assistant humiliated Miranda by saying that the two identical belts looked the same. Then, Miranda as the chief editor could not accept Andrea's opinion, then she gave Andrea a severe reprimand about her wrong assumption. Therefore, Miranda expressed her power to give a reprimand to Andrea that those belts could represent millions of dollars and countless jobs if they knew very well about fashion. This utterance indicates that Miranda reactivates her power. Since Miranda attacked Andrea's face by reprimanding about her wrong assumption, Andrea as the second assistant only kept silent because she was only a new assistant who still did not know about fashion like Miranda. Another example in Excerpt 19 was used by Emily Charlton.

Excerpt 19

Emily : Andrea, **Runway is a fashion magazine so an interest in fashion is crucial.**

Andrea : What makes you think I'm not interested in fashion?
(00:04:31-00:04:37)

Excerpt 19 occurred when Andrea wanted to get an interview in the fashion magazine. However, Andrea did not really care what she would wear for each day. In short, Andrea did not have an interest in fashion. Emily as the first assistant of Miranda reprimanded Andrea about her wrong assumption that everybody could wear everything that made them feel comfortable. Therefore, Emily did not agree with Andrea and tried to reprimand her. The utterances are in line with Bousfield (2008) who argues that trying to reprimand wrong assumption means that Emily reactivates

her power. In this utterance, Andrea offended herself by challenging Emily because she still was not hired as the assistant.

CONCLUSION

This research was conducted to analyze and identify the exercise of the power through impoliteness by Miranda and Emily in *The Devil Wears Prada* movie. Based on the results, the researchers found that Miranda Priestly used all of the impoliteness strategies. Emily Charlton only used four impoliteness strategies. Negative impoliteness was the most frequent strategy which occurred 46% times. Withhold politeness was the least frequent strategy which occurred 4% times. It can be concluded that the most frequent strategy employed by Miranda and Emily was negative impoliteness.

This study also revealed that Miranda Priestly had four purposes of expressing her power. Miranda did not use her power to emphasize the power hierarchy with the less powerful participant. Emily had four reasons to express her power. The purpose to dominate the conversation was not found in Emily's utterances. The results showed that the purpose of exercising power through impoliteness in order to appear as superior was frequently used by Miranda and Emily. Dominating the conversation was the least frequent purpose used by Miranda and Emily.

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