

Aspects of Impoliteness during 2007 and 2013 Presidential Campaigns in Kenya

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ABSTRACT : Ideally, presidential election campaigns in various countries in the world is undoubtedly an ugly affair that may be seen as cutthroat undertaking, more so in countries where two opposing factions command almost fifty percent support a piece. Language plays crucial role during campaigns since in order for politicians to hammer their points home, language becomes central. The manner in which language is used may depict some elements of impoliteness as a means to denigrating perceived opponents; in which case therefore, language ends up linking interlocutors in a dynamic interaction. During campaigns politicians rarely adhere to the natural principles of communication prompting speakers to employ deliberate impolite language with one sole agenda; to demean or disparage “the foe”. Phenomena of impoliteness in Kenya political context during presidential campaigns has always been seen presenting itself back to back if presidential campaigns five months before 2007 and 2013 elections are analyzed by narrowing down to William Ruto’s utterances in two major Kenya’s local dailies namely The Daily Nation and The standard. This study intends to investigate impoliteness strategies that the aforesaid politician employed in order to outwit politicians from the opposing front with an aim to persuading voters. The study discusses types of language impoliteness found dominantly in William Ruto’s utterances in the run up to the two general elections. The study draws on Culpeper’s (2011) “Model of Impoliteness Formulae” with a view to comprehending the extent to which this politician used impolite language.

Keywords : Impoliteness theory, Impoliteness Strategies, Model of Impoliteness Formulae.

1. GENERAL OBJECTIVE

The study investigates linguistics impoliteness used by William Ruto five months before 2007 and 2013 presidential campaigns by employing Model of Impoliteness Formulae proposed by Culpeper (2011).

2. LITERATURE REVIEW

Myriads studies have been done in connection with the famous Politeness Theory by renowned scholars Brown and Levinson (1987) owing to the long history it has had. “Paradoxically, the opposite can be said for the study of impoliteness. Only recently, there has been a growing interest to study the phenomenon of impoliteness more extensively” (Halima 2015:9 quoting Locher & Bousfield, 2008). Halim (ibid) investigated types of impoliteness strategies used by face bookers in politicians Face book in order to determine the factors that may contribute to impoliteness among the face bookers in computer mediated communication. This study employed Culpeper’s Impoliteness Strategies (2011) with the findings showing that the most common impoliteness used by Face bookers in the politician’s Face book was insult strategy. Apart from strategies; other possible factors that contributed to impoliteness occurrences were such as anonymity, lack of non-

verbal cues and emotion. The study concluded that, due to the CMC context; these three factors contributed much to the occurrences of impoliteness in Facebook comments.

Rosa (2017) did a study on An Analysis of Impoliteness Strategies in the Film *The Fault in Our Stars* Film with an interest to finding out the nature of impoliteness strategies used to create social disruption in the closed social-distance among speaker and hearer. It endeavored to analyze kinds of impoliteness strategies that occur in *The Fault in Our Stars* film; the study also intended to classify the type of counter strategies used in film and to analyze the relation between power level difference and the choice of strategies. Rosa (ibid) used Jonathan Culpeper theory of impoliteness and pointed out that choices of strategies in some cases are different from the notion given that participant with lower power level shouldn't perform impoliteness strategies. The study also found out that some characters used the strategies as the notion explained. In essence, the strategies and the notion were compatible with each other and power did not really influence the choice of impoliteness strategies. Yulidar (2017:1) study investigated impoliteness strategies used in Daily mail's comments targeting to describe types of impoliteness strategies found dominantly and the conventional form of impoliteness in Daily mail's comments. The data on the study were comments of Daily mail site. The researcher used documentation method to collect data. The steps employed were; reading and understanding the comments below the article, writing the data of impoliteness strategies found in the comments and coding. The study relied on the theory of impoliteness by Culpeper (2005) and conventional form of Culpeper's theory (2010). The study found out that not all impoliteness strategies were employed; accordingly, bald on record impoliteness, positive impoliteness, negative impoliteness, and off record impoliteness or sarcasm/mock impoliteness and pragmalinguistic of impoliteness strategies were expressed with some other forms, such as assessing figurative language, rhetorical question, telling the truth, giving advice, etc.

Shinta et al (2018:1) study on Impoliteness Strategies used by Supporters and Detractors of Ahok in their Online Comments by Gender based on Culpeper's theory (1996); the research was descriptive qualitative research based on impoliteness strategies phenomena in written language. The data on this research were words, phrases, and sentences in online comments that contained impoliteness strategies found in social media, Facebook and Instagram, collected from January to October 2017. The instruments of this research were Wi-Fi, laptop, writing equipment, and indicators of impoliteness strategies. The results of analysis showed that from 300 comments collected, there were 584 impoliteness strategies found. The reason why number of strategies found bigger than the data collected was because the commentators mostly performed more than one strategy in one utterance. Four of five strategies found in this research were bald on record, positive impoliteness, negative impoliteness, and sarcasm or mock politeness. The most used strategy was positive impoliteness. The highest user of positive impoliteness was male detractors which accounted for (52%).

Goro (2014: v) did a linguistic study on the impolite language used by Matatu (a form of public transport) conductors within the framework of Politeness Theory with focus being on Culpeper's Impoliteness Strategies (1996) borrowed from Politeness Theory (1987). According to the researcher, Impoliteness strategies are the strategies used by the speaker to attack the positive and negative face of the hearer. These strategies include the Bald on Record Impoliteness, Positive Impoliteness, Negative Impoliteness, Off Record Impoliteness and Withhold Impoliteness. This research endeavored to answer a number of questions: Which were the impolite speech acts that embody impolite language used by conductors? What strategies of impoliteness were used by Matatu conductors? What motivating factors caused impoliteness? Qualitative method of research was used while the data source was "naturally occurring" conversation between conductors and passengers that contained impolite strategies. The data was collected using purposive sampling after which it analyzed by breaking it down into five impolite strategies based on the aforesaid theory. They found out that there were five strategies of impoliteness used in Matatu conductors discourse. Out of the five strategies, there are two dominant strategies namely negative impoliteness and positive impoliteness. The study also revealed that, a combination of two strategies could be used, such as positive impoliteness and bald on record impoliteness to intensify the illocutionary act and impoliteness. Finally, the findings revealed that power and social distance

were the main motivating factors that caused impoliteness. As a rejoinder to the above studies on impoliteness in language used by various interlocutors; the current study intends to critically analyze the nature of William Ruto's impoliteness strategies that may have played out during Kenya presidential campaigns five months before 2007 and 2013 general elections. The researcher's motivation emanated from one crucial occurrence in regard to the aforementioned politician; in that, this politician happened to have found himself supporting two opposing factions a piece, Raila Odinga's Orange Democratic Movement (ODM) in 2007 and Uhuru Kenyatta Jubilee Party in 2013. The study therefore undertakes this study in order to tease out how William Ruto navigated his political campaigns diatribe in support of two dissimilar political factions during the two periods under study.

3. THEORETICAL FRAMEWORK

Forms of Impoliteness by Culpeper (2011)

The following are Impoliteness forms proposed by the above scholar. It is worth to note that using any particular form does not out rightly mean that the target will be offended since the most critical aspect here is the context in which it is applied. Although Culpeper has categorized the strategies, it is very context-dependent (Halim 2015:25). Categories of forms of impoliteness are: one is insults which are divided into four sub-strategies, followed by pointed criticisms, challenging questions, condescensions, message enforcers, dismissal, silencers, threats and negative expressive. Square brackets are designed to give an indication of some of the structural characteristics of the strategies and alternatives are indicated with slashes (Halim, *ibid*).

INSULTS

1. Personalized negative vocative
 - [you],[fucking/rotten/dirty/fat/little/etc.][moron/fuck/plonker/dickhead/berk/pig /shit/bastard/loser/liar/minx/brat/slut/squirt/sod/bugger etc] [you]
2. Personalized negative assertions
 - [you][are][so/sucha][shit/stink/thick/stupid/bitchy/bitch/hypocrite/disappointment /guy/nuts/nuttier than a fruit cake/hopeless/pathetic/fussy/terrible/fat/ugly etc]
 - [you][can't do][anything right/basic arithmetic/etc]
 - [you] [disgust me]/[make me] [sick/etc.]
3. Personalized negative references
 - [your] [stinking/little] [mouth/act/arse/body/corpse/hands/guts/trap/breath/etc]
4. Personalized third-person negative references (in the hearing of the target)
 - [the] [daft] [bimbo]
 - [she][['s] [nutzo]

POINTED CRITICISM/COMPLAINT

- [that/this/it] [is/was][absolutely/extraordinarily/unspeakably/etc] [bad/ruttish/crap/horrible/terrible etc.]

UNPALATABLE QUESTIONS OR PRESUPPOSITIONS

- Why do you make my life impossible?
- Which lie are you telling me
- What's gone wrong now?
- You want to argue with me or you want to go to jail?

CONDESCENSIONS (see also the use of "little" in insults)

- [that] ['s/is being] [babyish/childish/etc.]

MESSAGE ENFORCERS

- Listen here (preface)

- You got [it/that]? (tag)
- Do you understand [me] ? (tag)

DISMISSALS

- [go] [away]
- [get] [lost/out]
- [fuck/piss/shove] [off]

SILENCERS

- [shut] [it]/[your] [stinking/fucking/etc.] [mouth/face/trap/etc.]
- Shut [the fuck] up

THREATS

- [I' ll/I'm/we're] [gonna] [smash your face in/beat the shit out of you/box your ears/ bust your fucking head off/straighten you out/etc.] [if you don't] [x]
- [you'd better be ready Friday the 20th to meet with me/do it] [or] [else] [I'll] [x]
- [x] [before I] [hit you/strangle you]

NEGATIVE EXPRESSIVES (e.g. Curses, Ill-Wishes)

- [go] [to hell/hang yourself/fuck yourself]
- [damn/fuck] [you]

(Culpeper 2011, pp. 135 - 136)

4. METHODOLOGY

Data for the study were William Ruto utterances newspaper excerpts drawn from Daily Nation and The Standard newspapers during presidential election campaigns three months before 2007 and 2013 general election. The study targeted the aforesaid politician utterances which were in line with the general objective of the study; hitherto, impoliteness strategies. The utterances were purposively selected after reading and narrowing down to specific utterances that in essences the researchers presumed would have allowed impolite strategies exhibited in the said politician's utterances to be teased out. Utterances for the year 2007 were the ones that saw the said politician firmly in support of Raila Odinga from Orange Democratic Movement (ODM) while those of 2013 were those that this politician was in support of Uhuru Kenyatta of Jubilee Coalition with him being a running mate. However, after a careful examination of these utterances, the study settled for ten utterances which portrayed elements of impoliteness in the language used by the said politician. The ten utterances were randomly selected for analysis from twenty initial utterances picked from the Daily Nation and The standard. We limited our samples to those utterances that featured within the period understudy since these period marked the peak of campaigns and electioneering activities precursory to the actual 2007 and 2013 general and Presidential elections in the country. The data was subjected to interpretation in line with Culpeper's Model of Impoliteness Strategies.

The study managed to collect a total of 40 utterances from William Ruto;s initial Daily Nation and Standard newspaper excerpts from an earlier study by Kariithi (2015) on *Ulinganuzi wa Usemi wa Kisiasa katika Kampeni za Urais Nchini Kenya Miezi Mitano kabla ya Chaguzi za Mwaka wa 2007 na 2013* (Comparative Discourse Analysis during Presidential Campaigns five Months before 2007 and 2013 Elections). In view of the above; from the Daily Nation newspaper for the year 2007 there were 9 counts and Standard had 12 counts while in the year 2012-2013 there were 6 counts in the Daily Nation and 13 counts from the Standard. After invoking Jonathan Culpeper's Model of Impoliteness strategies a total of 157 impoliteness aspects from the above politician's utterances came in the fore. In order to prepare the ground for ensuring that an elaborate and informed analysis is done, the study employed a graph as a means to condensing findings on data; hence enhancing level of comprehension on the distribution of Culpeper's (2011) Model of Impoliteness Strategies on the study in question. Kastlelec and Leoni (2007) observed that, graphs are superior at displaying

confidence intervals for parameter estimates (and thus their uncertainty) and for making comparisons across models. They believed that scholars who were to follow their advice were likely; both to understand their data better and present their empirical results more clearly to their audience, thereby increasing the value and impact of their research. In line with this observation, the table below assisted us in showing the correlation between his 2007 and 2013 utterances in the graph and also the variation between Daily Nation and The Standard. We wish to observe that only 10 utterances were analyzed for it was believed that the data was sufficient for the study. The study invoked Culpeper’s Model of Impoliteness Strategies and avoided dealing with individual strategy separately and opted to deal with these strategies jointly where they featured in the same utterance.

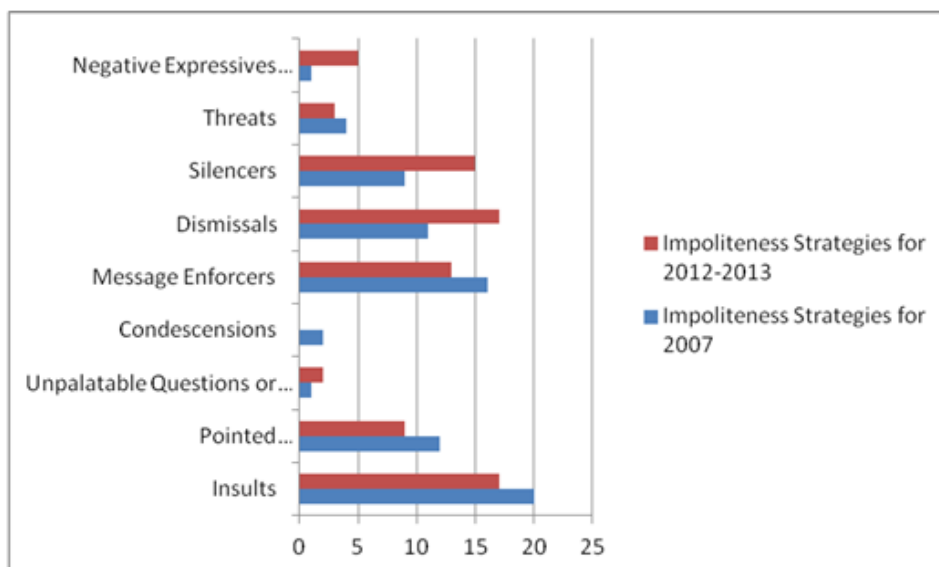
Table 1: Data Counts from Daily Nation and Standard Newspapers

YEAR	NEWSPAPER	DATA FINDING
2007	NATION	09
2007	STANDARD	12
2012 -2013	NATION	06
2012 -2013	STANDARD	13
TOTAL		40

Findings and Discussion

We present the analysis of the data on this study involving William Ruto utterances which were perceived to exhibit some aspects of impoliteness on his language use during two different occasions in which incidentally he supported two factions a piece during presidential campaigns. In 2007 presidential campaigns he threw his weight behind Raila Odinga and 2013 elections he supported Uhuru Kenyatta. The study therefore attempts to tease out how the said politician applied impoliteness strategies in his utterances in the Daily Nation and The Standard newspapers according to Culpeper’s framework (2011).

Graph 1: Strategies for 2007 and 2012-2013



Impoliteness Strategies in William Ruto’s utterance.

From the utterances collected, the graph above is distinct on the strategies that appear to have been employed by the said politician during his campaign trails on the period understudy. The finding shows that from the nine Culpeper’s (211) Model of Impoliteness Formulae; there are those strategies that were extensively used. Strategies that were extensively used are Insults, Pointed Criticism/Complaints, Message Enforcers, Dismissals, and Silencers. Based on the outcome, some strategies attracted larger extracts of data compared to others since these were not single words but a battery of words in an elaborate political

utterance. In a nutshell, one newspaper excerpt comprised detailed political utterance that finally enabled the researcher to assign a number of strategies emanating from the initial data. Analysis of the data is given in accordance with the strategy and in situation where one excerpt appears in more than one category, the same will be discussed with an aim to condensing and confining the findings within that newspaper excerpt. In a political set up political terrain has been delicate, more importantly when the affair inclines to the campaigns pitting presidential aspirants in which case ethnic identity happens to be a factor. William Ruto is among the most seasoned politicians in Kenya's political arena and in 2007 he wrestled the late president Daniel arap Moi to proclaim himself as the Rift Valley political kingpin after his (Moi) tenure in 2002 and his effort to support retired president Mwai Kibaki during 2007 general election. With this occurrence, William Ruto subscribed to ODM political ideologies and therefore his political utterances were tailored to fit squarely into Kenya's prevailing conditions, which till now were historical in nature. Politics utterances are never modest and are perceived as competition thus promoting denigration from one politician to another. Language of impoliteness is always the main stay of politicians with instances of glare political attacks playing out. Some of these attacks may appear to be concealed; more so in situations where one politician feels that such undertaking may be to his detriment. Where impoliteness is playing out, FTA is performed in a direct clear unambiguous and concise way in circumstances where face is not irrelevant or minimized, more importantly is in the intension of the speaker to attack the face of the hearer (Rosa 2017:35).

Impoliteness Strategies:

Insults as a strategy is simply meant to attack the face and it falls into four categories which are Personalized negative vocative, Personalized negative assertions, Personalized negative references and Personalized third-person negative references (in the hearing of the target). In level one there are attacks such as "you [moron/loser/liar/...]", level two consists of forceful statement without support to evidence such as "you are [you][are] stink/thick/stupid / hypocrite/disappointment/hopeless/ pathetic /terrible etc], [you][can't do][anything right/basic arithmetic/etc], [you] [disgust me]/[make me] [sick/etc.] (Halim 2015:35)". Level three employs reference such as "your [stinking/little] [mouth/act/body/corpse/hands/guts/trap/breath/etc]". The fourth level involves third person in the hearing of the target such as "she's [nutzo]

Data 1:

Daily Nation 20th October 2007

My name and that of Raila are in the Report. How can we implement it? We are not foolish to implement a report that was engineered by our enemies.

Although the insult that may be expected under this level of strategy may not be conspicuous; land issue in the wake of presidential campaigns in Kenya in 2007 was a culmination of Ndungu Report on land being surrendered to the then president Mwai Kibaki with a number of politicians being adversely implicated as those who ameliorated unscrupulous land deals with the likes of William Ruto and his presidential aspirant Raila Odinga featuring prominently in that report; to this end, William Ruto employed concealed insults to the government then pointing out that such an act was an exhibition of hypocrisy, it was pathetic, disappointing, terrible and in short the government did not do things right and therefore his utterances consisted forceful statement which portrayed lack of evidence. This politician intended to disparage the government for such a report; therefore, this utterance falls within the level of Personalized Negative Assertion. The utterance has also a clear element of dismissal that meant to dismiss the report cleverly insinuating that it did not meet the prerequisite threshold to be implemented. In view of this, the strategy is backed up by parentheses such as [go] [away] [fuck] [off] [hove] [off] etc, all these attest to the fact that the politician in question was portraying some rudeness in an effort to blatantly dismiss their opponents. According to him the report was intended to paint them in bad light. There were also traits of pointed criticism or complaint towards the report and promised not to allow its implementation on the basis that they were not fools. The strategy is backed up by phrases painting critical attitude towards the politician in reference; in this case Mwai Kibaki with his brigade. Parentheses such as, "[that/this/it] [is/was] [absolutely/extraordinarily/unspeakably/etc]" feature

prominently. This politician was tactically referring to the proponents of the documents as fools; that was indeed an insult that was not directly fired to their opponents who till then was the government. Although Negative Expressive; Curses, ill-wish as a strategy never featured strongly; it is worth to note that this was a good example of such strategy which was meant to curse the report. The strategy is always backed up by parentheses such as, “[go] [to hell/hang yourself/fuck yourself] [damn/fuck] [you]”; in essence therefore, William Ruto was simply telling their opponents that they had done it badly on themselves and all they could do was to keep the report to themselves.

Data 2:

The Standard 11th November 2007

If Kibaki has not performed miracles for 35 years, 20 years of which he was minister, 11 as vice president and the rest as president, which miracles can he perform in the five years he is asking for?

This exhibits a clear linguistic Impoliteness where William Ruto’s communication was an intentional face-attack not only to the former president but to his entire political brigade. Under this category of insult, William Ruto’s utterances fall within Personalized Negative Assertion with Mwai Kibaki (retired president) being perceived as a loser. William Ruto invokes the number of years he (Mwai Kibaki) had remained in the echelons of leadership as a strategy to demean him overtly. William Ruto wanted Mwai Kibaki to be viewed as a hopeless leader, who’s performance in various leadership position was an exhibition of a failure since with all those years to his political credit he could not do anything right. This was a historical political tirade against the said politician that even if he had an extension on his term as the president, there was no miracle that would have come with such extensions. In essence, this was a face-aggravating political salvo that also acts as a dismissal strategy meant to dissuade any voter who was still undecided as to who he was to support; with William Ruto using real number of years that (Mwai Kibaki) had his political leadership prowess being tested, he was simply disparaging his candidature and on the other hand persuading voters from across the political divide to wake up to that reality. The utterance has an element of Unpalatable Question, with William Ruto begging the question as to how five years he was asking for would have made the difference; to a loser since he was destined to lose again. William Ruto in the above utterance appears to employ another impoliteness strategy; Message Enforcer by swiftly employing a comparative strategy on the varying numbers of years he had undisrupted run to those political positions. The strategy is always aligned with parentheses such as, “Listen here (preface) You got [it/that]? (tag) Do you understand [me]? (tag)”. There is no doubt therefore that William Ruto was cleverly drawing attention to his audience over an occurrence that he was privy to that they (audience) needed to partake in. He was simply teasing out their historical knowledge in regard to their opponent’s political background. Here William Ruto was enforcing his call and thus, persuading the electorate. The utterance can as well be seen to fall under Silencer Strategy in that it was trying to silence Mwai Kibaki’s call to have members of the public consider his request for a one more term. “...which miracles can he perform in the five years he is asking for?” is an utterance that is meant to silence his clarion to the voters to have him get another term.

Data 3:

Daily Nation 21st December 2007

We respect Moi as one of our own, and it is imperative that he also respects our decision; after all, respect is two way.

The late president Daniel arap Moi was undisputed spokesman of the Kalenjin community for a long time in Kenya; the position in which he only appeared to have lost his substantial hegemonic command a few months to the run up to 2007 general election when the likes of William Ruto deserted him in an effort to find their own political footing. In his effort to breaking Moi’s political jinx, William Ruto alluded why as a community the late president Daniel arap Moi needed to reciprocate by respecting their political decision of backing Raila Odinga ambitions of dethroning retired president Mwai Kibaki during 2007 General Election. The utterance is

an example of an insult falling under category on Personalized Negative Assertion which was simply portraying Daniel arap Moi as a person who never exhibited elements of respect for not allowing Kalenjin community to support another politician of their choice. To this end, this strategy is backed up by parentheses such as, “you are/so/such [hypocrite] [disappointment] [disgusting], you [make me sick etc]”; ideally therefore, the move was disgusting. The other clear strategy that appears to have been noted under Insult Strategy falls under level four- Personalized third-person negative references (in the hearing of the targets). Here there are parentheses such as, “[she]’[s] [nutzo]”; the target here was the late president Daniel arap Moi and William Ruto brought it in the fore in a negative reference. In regard to this observation, William Ruto was undeniably disparaging Daniel arap Moi political machination in an effort to denying him that control over the Kalenjin community. The utterance was clearly showing another impoliteness strategy in relation to Culpeper’s Model of Impoliteness Formulae – Message Enforcers which is backed up by parentheses such as, “listen here, do you understand [me]? (tag) etc”. In a clever way William Ruto appears to be telling the late president Daniel arap Moi off, “after all” could be taken to be another way of telling him, “listen here” respect is two way – traffic. By critically analyzing the aforesaid utterance, it is clear that another strategy that is conspicuous is Dismissal which is backed up by parentheses such as, “[get] [lost/out] [fuck/piss/shove] [off]”. Going by these parentheses it is clear that William Ruto was dismissing Daniel arap Moi’s perceived control over the Kalenjin community; by employing words such as, “...and it is imperative that he also...”, William Ruto was unequivocally dismissing Daniel arap Moi’s historical hegemonic control over the community. The utterance is also depicting another set of Culpeper’s impoliteness strategy; namely Silencers, here we have parentheses that back up this strategy such as, “[shut] [it]/[your] [mouth/face/trap/etc.], Shut [the fuck] up”. Here William Ruto was telling the late president Daniel Arap Moi to shut up his mouth and instead allow the community to chat their new political route. Statements such as, “...it is imperative that he...” William Ruto was not mincing his words, he intended to stomp his foot and tell him (Moi) to back off. This statement was simply silencing Daniel Arap Moi crafty intensions against the Kalenjin community.

Data 4:

Daily Nation 18th September 2007

... The paraded supporters of Kibaki represented ‘face of the past’ although Uhuru Kenyatta was youthful he succumbed to tribal politics and destroyed the oldest party in Kenya. It will be a contest between those who represent the status quo, yesterday and the past against those who represent today, tomorrow and future.

This utterance was precipitated by various historical occurrences that till then were politically unpalatable to Raila Odinga and William Ruto’s axis. “Faces of the past” was metaphorically employed to paint a dark future if retired president Mwai Kibaki was to outwit Raila Odinga’s faction. Age wise, Mwai Kibaki’s faction had politicians who were advanced in age in comparison to Raila Odinga’s faction; in view of this, William Ruto’s utterance fits well in Culpeper’s (2011) Insult Strategy under Personalized Negative Assertions where there are parentheses that are used to paint the expected picture such as, “[you][are][so/such a] [disappointment, hopeless], [you are] [nuttier than a fruit cake] etc”. With this fact teased out, William Ruto was categorical in his insinuation for glaringly opining that Mwai Kibaki was spend force and hopeless for settling on politicians who were old and this to him was a disappointment to the youths of Kenya who had not seen anything good from the old political outfit. By invoking “status quo” William Ruto was simply reaffirming his observation by clearly showing that yester years’ failures were definitely to be unredeemable under Mwai Kibaki leadership. Mason (2009:37) in his motivational book titled, “Conquering an Enemy called Average” refers to Status Quo as a Latin phrase for “The Mess we’re In”; hence, if this observation can be employed here then William Ruto was simply telling voters that, the old faces paraded by Mwai Kibaki comprised a disgusting lot and all they were to reap out of it was a recycled political mess. Another strategy that appears to have come out of William Ruto’s utterance above was Dismissal Strategy where he was dismissing Mwai Kibaki paraded politicians. This strategy is backed up by parentheses such as, “[get] [lost/out] [fuck/piss/shove] [off]”; thus dismissing his status quo, yesterday and the past against those he perceived were to act as the pivot around towards addressing their historical challenges. This utterance also acted as a silencer thus being an example of Silencers

Strategy which was used to denigrate Mwai Kibaki's choice by insinuating that the future did not have anything to do with the past; hence he dismissed the past because the future (Raila Odinga's axis) was the long expected solution to Kenya's perennial political challenges. This strategy is backed up by parentheses such as, "[shut] [it]/ [your] [mouth/face/trap/etc.], Shut [the fuck] up etc" and therefore, the utterance was meant to tell them to shut up since those who had good intentions for the future of Kenya had settled for the right people.

Data 5:

The Standard 7th October 2007

The people and Kanu party membership is with me in ODM because it is the party that supports real change for this country.

Culpeper (1996, 2008, 2011) posits that positive impoliteness sub-strategies include ignore, snub the other - fail to acknowledge the other's presence, exclude the other from an activity, disassociate from the other - for example, deny association or common ground with the other; avoid sitting together, be disinterested, unconcerned, unsympathetic, use inappropriate identity markers - for example, use title and surname when a close relationship pertains etc. This observation may be seen to resonate well with William Ruto's utterance above which fall within the category on Insult under Personalized Negative Vocative where we have parentheses such as, "[You] loser, sod, dirty, bastard, liar, bugger etc". This politician was referring to his former party mates from KANU (Kenya Africa National Union) as losers because according to him they had already lost KANU membership to him when he decamped to ODM (Orange Democratic Movement). The politician appears to also being impolite to his colleagues in KANU who were still stuck in their yesterday by tactfully seeing them as liars for assuming that KANU membership was firmly in their grip. In a nutshell, William Ruto was impolitely excluding those other KANU diehards from any activity that involved KANU as a party since ODM had reaped big from KANU. Another Impoliteness Strategy that fits well in the above utterance is Message Enforcers whereby, parentheses that played out are in tandem with this strategy; these are, "Listen here (preface) You got [it/that]? (tag) Do you understand [me] ? (tag)". In essence William Ruto was bringing facts on the fore by enforcing his take in regard to his perceived occurrence within the realm of KANU. "...because it is the party that supports real change..." was simply enforcing the message as to why the people and Kanu Party membership was with him in ODM. The utterance is equally depicting another impoliteness strategy-Silencers; the utterance in its entirety is meant to silence those who were still stuck in the past to wake up to the reality that was clearly on the ground and avoid living in the world of fantasy by continuing assuming that their political ground had not tilted away from them. Under this category of Impoliteness we have parentheses such as, "[shut] [it]/[your] [mouth/face/trap/etc.], Shut [the fuck] up"; William Ruto's utterance was undeniably telling them off - shut up because he had shifted his political allegiance with most of KANU membership to the detriment of those who had not discerned that fact.

During 2013 General Election William Ruto opted to throw his support behind Uhuru Kenyatta as presidential aspirant with him being the running mate. His decision was instigated by the fact that, he (William Ruto) perceived Raila Odinga as a political conman having supported him but reneged on an agreement that the two had struck in the run up to 2007 General Election. With this unprecedented historical occurrence; William Ruto ditched ODM and together with Uhuru Kenyatta came up with Jubilee Coalition. With this new formation, William Ruto had to propagate Jubilee Coalition political ideologies forcing him to tailor his political utterances to resonate with Jubilee Coalition's standpoint. In regard to the above; Willam Ruto's utterances had one simple agenda, to disparage his political friend turned foe, to persuade voters across political divide, to whip his Kalenjin community in an effort to halting any would be political upheaval from within and to act as crusader of Kenya nationalism in the run up to 2013 General Election. Going by his utterances therefore, William Ruto depicted a picture of a person whose political diatribes against Raila Odinga were a reverse of his earlier political ideologies.

Data 6:

The Standard 6th November 2012

We supported that man in the last elections but we are now telling him bye. We have been in the opposition for 10 years because of his Kibaki *Tosha* Slogan. If someone cheats you once, he is a liar, but when you are cheated a second time, you become a fool yourself.

This was a historical political discourse that was employed by this politician to persuade and portray Raila Odinga as a political bad omen that had befallen Kalenjin as a community following their political oblivion that was as a culmination of Kibaki *Tosha* slogan by Raila Odinga. This is an example of Impoliteness Strategy – Insult targeted to Raila Odinga (that man); that was depicting him as a loser, a political blind man, referring to him as myopic in nature. This was a Personalized negative vocative strategy where we have parentheses such as, “[you] [moron/bastard/loser/liar/minx/brat/slut/squirt/sod/bugger etc] [you]”. Here Raila was being seen as liar, a loser a moron, for in all that, he was the political architect who spelt doom to the Kalenjin political supremacy in the country’s leadership echelon. The utterance also teases out a Personalized negative assertion with parentheses such as, “[you][are][so/such a] [/stupid /hypocrite/ disappointment/ hopeless/pathetic/ etc], [you][can’t do][anything right/basic arithmetic/etc] [you] [disgust me]/[make me] [sick/etc.]”. To this end, Raila Odinga was being seen as a disappointment, hopeless, a person who could not do anything right to the Kalenjin community since were it not for his unpopular political slogan, the community would not have been obliterated from the top positions of leadership in the country. Under Insult, we can also assign his utterance to Personalized negative reference “[your] [stinking/little] [/act/hands/guts/trap/etc]”, with William Ruto perceiving his act as the main reason of the community being relegated to the untold lower levels of leadership in the country. William Ruto also appeared to be lambasting Raila Odinga for initiating his political trap to have the Kalenjin as community to be reduced to nobodies politically. Another Impoliteness Strategy in regard to Culpeper’s Model of Impoliteness Formulae is Pointed Criticism/Complaint with parentheses such as, “[that/this/it] [is/was] [unspeakably/etc] [bad/ruttish/crap /horrible/terrible etc.]”. Here, all that which William Ruto was doing was to portray that occurrence as unspeakably, horrible and terrible to the Kalenjin as a community. Under Message Enforcers, William Ruto was underpinning his observation on the genesis of all political tribulations the community was undergoing. The strategy is backed up by parentheses such as, “Listen here (preface) You got [it/that]? (tag) Do you understand [me] ? (tag)”. William Ruto was cleverly lecturing Raila Odinga and enforcing his message in the same vein by positing that, “... but when you are cheated a second time, you become a fool yourself”; hence Kalenjin community was not to be hoodwinked by Raila Odinga gullible tricks. Dismissal as an Impoliteness Strategy clearly played out with William Ruto appearing to be dismissing Raila Odinga with his yester year’s tricks which they were not to allow to be used against them again. The strategy has parentheses such as, “[get] [lost/out] [fuck/piss/shove] [off]”; to this end, Raila Odinga was being told to “get lost, shove off” because the community had since then managed to unravel his historical political tricks that he had employed and which could not see the light of the day against them again. Equally, another Impoliteness Strategy that played out was Silencers under which parentheses such as, “[shut] [it]/[your] [mouth/face/trap/etc.], Shut [the fuck] up”. William Ruto was telling Raila Odinga to forget using his political traps, to shut up with his like “Kibaki *Tosha* slogan” because such traps to the community were outdated. For completeness of summary; William Ruto employed this historical strategy against the community to persuade them to remain as a united front and to disparage Raila Odinga against his historical tricks against the Kalenjin community.

Data 7:

The Standard 4th February 2013

Those who have squandered their chance to lead only have themselves to blame. If you have made a mistake retrace your steps, the only way to repent is to support others

William Ruto appeared to invoked ironic fatalism utterance which needed to be dissected from a wider political spectrum in an effort to castigate Raila Odinga’s defeat by Mwai Kibaki at the behest of 2007 General

Election. This was a historical occurrence that was painting Raila Odinga in bad light – that of a loser. By being requested to retrace his footsteps, William Ruto was underpinning one crucial observation; that Raila Odinga must have been the author of his own political misfortunes till then. In essence Raila Odinga was on record for having prevailed on the Kalenjin community elders requesting them to forgive him if he had made a mistake. In The Standard newspaper of 30th October 2012, Raila Odinga was quoted, “Forgive me. I am seeking forgiveness. If I erred, I am sorry I am a human being and I apologize as we were in the same team last time”. It was in public domain that Kalenjin community in 2012- 13 was not holding Raila Odinga in high esteem politically in comparison with how it was in 2007. To this end, William Ruto’s Utterances alluded that Raila Odinga was a loser, thus having his utterance falling within the Impoliteness Strategy on Personalized Negative Vocative with sentiments such as, “[you],[moron/fuck/plonker/dickhead/berk/pig/shit/bastard/loser/liar/minx/brat/slut/ squirt/ sod/ bugger etc] [you]” playing out. Under this Strategy of Insult we can as well see William Ruto’s utterance teasing out Personalized Negative Assertions with parentheses such as, “[you],[are][so/such a][hypocrite/disappointment/guy/nuts/nuttier than a fruitcake/hopeless /pathetic/ fussy/terrible/fat/ugly etc], [you][can’t do][anything right/basic arithmetic/etc], [you] [Disgust me]/[make me] [sick/etc.]’ playing out. William Ruto was in no doubt perceiving Raila Odinga as a disappointment, hopeless, pathetic, disgusting and more importantly as a presidential aspirant who could not do anything right. Those were tactical insults that were meant to disparage Raila Odinga’s candidature and to persuade those who were still having a political soft centre for him to abandon him. Another impoliteness strategy that appears to have had a root in the utterance was Pointed Criticism/Complaint where we have parentheses such as, “[that/this/it] [is/was] [absolutely/extraordinarily/unspeakably/etc] [bad/ruttish/crap/horrible/terrible etc.]”. William Ruto was airing his sentiments with an effort to show that Raila Odinga’s performance was unspeakable, bad, horrible and terrible and the only palatable thing he needed to do was to support others. Message Enforcers as strategy under impoliteness is also discernible in relation to William Ruto’s utterance, with parentheses such as, “Listen here (preface) You got [it/that]? (tag) Do you understand [me] ? (tag)”. Here William Ruto appeared to be enforcing one fact, listen here; go back to your political history path and see what you have done to yourself, equally you got it, “your chance”. In essence, William Ruto was castigating Raila Odinga political outing in 2007. The utterance also fits well to be termed as a Dismissal strategy in which William Ruto appears to be dismissing Raila Odinga for having squandered his chance of actualizing his political dream; a mistake he needed to attribute to himself. Finally, William Ruto’s utterance was undisputed impoliteness strategy in the category of Silencers; here there are parentheses such as, “[shut] [it]/[your] [mouth/face/trap/etc.], Shut [the fuck] up”. William Ruto was simply alluding that, all that Raila Odinga needed to do honorably was to “shut his mouth, to shut up” and retrace his steps and he would have woken to reality; to blame none other than himself.

Data 8:

The Standard 14th October 2012

It is in bad taste for a person like Annan to travel all the way from Ghana to dictate voters on who to elect in the coming General Election and I am telling him to keep off from interfering with Kenyan politics.

Kofi Annan’s entry into Kenya’s murky political arena could be traced back to the acrimonious relationship that 2007 General Election ushered in between ODM’S presidential aspirant Raila Odinga and his political nemesis retired president Mwai Kibaki where Annan and other dignitaries from Eastern Africa brokered a deal in which Kenya’s first coalition government was constituted. In the agreement, Raila Odinga became Prime Minister with Mwai Kibaki being the president. In view of this; William Ruto who earlier on was a confidant of Raila Odinga during 2007 General Election intervention by Annan, did not like his (Annan’s) continued meddling in Kenya’s political affairs after 2007 political truce. It is worth to note that William Ruto had severed his political “brotherhood” with Raila Odinga in the wake to 2013 General Election. With this turn of events, William Ruto political tirade was directed towards Raila Odinga camouflaged in Kofi Annan’s identity that till then was seriously and in a disguised manner prevailing upon Kenyans to support Raila Odinga’s candidature. William

Ruto's utterance them exhibited impoliteness not only to the late Kofi Annan but to the entire ODM political brigade. This was not a spontaneous utterance since many politician speeches are planned before hand. The utterance therefore is an example of an Insult Strategy where Personalized Negative Assertions conspicuously played out; the strategy is flagged by parentheses such as, "[you][are][so/sucha][shit/stink/thick/stupid/bitchy/bitch/hypocrite/disappointment/guy/nuts/nuttier than a fruit cake/hopeless/pathetic/fussy/terrible/fat/ugly etc], [you] [disgust me] [make me] [sick/etc.]". William Ruto's utterance if dissected rationally may be seen to have been referring to Kofi Annan and those he was craving for as, stupid, hopeless, disgusting, nuts, disappointment, thick etc. these were clear insults all that was not clear in William Ruto's utterance was a single word coming out. Under this strategy, we can also see Personalized negative vocative elements featuring in William Ruto's utterance; here we have parentheses such as, "[you] [/rotten/dirty etc.], [moron/plonker/dickhead/berk/pig /shit/bastard/loser/liar/sod/bugger etc]". William Ruto must have seen Raila Odinga's political brigade as rotten, dirty, losers, liars, bugger etc hence; Ruto intended to dissuade those who may have opted to fall into Kofi Annan's trap to consider otherwise. There is also an element of Personalized third-person negative references (in the hearing of the target) with parentheses such as, "[she][s] [nutzo]". In short, William Ruto was referring to Kofi Annan in a negative manner whose efforts had lived it's usefulness in Kenya. Another impoliteness strategy that can be seen to have played part in William Ruto's utterance is Pointed Criticism/Complaint; here William Ruto was simply directing a pointed criticism on Kofi Annan's political machination underpinning that he was persona non grata in political matters in Kenya and lacked moral authority to lecture Kenyans on the right candidate. Under this category there are parentheses such as, "[that/this/it] [is/was] [unspeakably/etc], [bad/ruttish/crap/horrible/terrible etc.]". As an impoliteness strategy, Message Enforcers are playing out well in the utterance since William Ruto was simply enforcing his observation by positing that, "...I am telling him to keep off from..."; the strategy has parentheses such as, "Listen here (preface) You got [it/that]? (tag) Do you understand [me]?". It's like William Ruto was sounding a warning to him to desist from such uncouth political acts. William Ruto's utterance was highly coded since as a strategy of impoliteness; he was dismissing Kofi Annan's self imposed diplomacy shuttles having undertaken a similar thing earlier; to him (William Ruto), this was an interlude diplomacy that was dissimilar to the one he was welcome. Under this category of Impoliteness Strategy of Dismissal there are parentheses such as, "[get] [lost/out] [fuck/piss/shove] [off]"; in essence, William Ruto was simply telling off Kofi Annan that he was not welcome in Kenya and as such he needed to get lost, shove off etc since he lacked any political backing to poke his nose in Kenya's affairs. William Ruto's target was to disparage Raila Odinga and his political cronies as an outfit that had run out of options by having Kofi Annan campaigning for him. On the other hand William Ruto was whipping voters not to fall into Kofin Annan's trap in which they might have seen him to be the only one who could make sense in brokering for a coalition of his choice.

Data 9:

Daily Nation 21st February 2013

My friend Gideon is fighting a losing war. Even with the inaccurate opinion polls, Amani has been getting less than two percent rating. Are they expecting a miracle to happen on March 4th? Please don't let the Baringo County votes split the Rift Valley votes.

The utterance above by William Ruto was a culmination of Kalenjii community power struggle between their two sons; Gideon Moi son to the late president Daniel arap Moi and him (William Ruto). This was a historical political struggle in which KANU as a party was supporting Amani party presidential candidate Musalia Mudavadi with William Ruto backing Uhuru Kenyatta who was Jubilee Coalition presidential candidate where he was running mate (William Ruto). The two politicians' political altercation had seen William Ruto being categorical on why his stay at KANU was long overdue. Earlier, William Ruto was quoted in the Daily Nation on 1st October 2007, "We have decided that since the original owners of the party have come back, then it's prudent for us to quit. We shall be making an announcement this week as to our next course of action". Needless to say, the struggle within KANU political party had escalated to a point that was none of the others – it was messy and it was quickly dividing Kalenjii community; therefore, during 2013 William Ruto had no soft

centre for Gideon Moi who he perceived to be an enemy to the Kalenjin community for planning to scuttle his political ambitions for going against the already elaborate political vein in regard to which political faction was destined to win. This was an Impoliteness Strategy referred to Insults with other four categories subsumed under it; here we have Personalized negative vocative, in which William Ruto appeared to castigate Gideon Moi's for not being realistic with the glaring facts as to who was to emerge the winner. Under this category we have parentheses such as, "[you] [rotten/dirty/little/etc.], [Moron/fuck/plonker/ /loser/liar/minx/brat /sod/bugger etc] [you]"; here William Ruto was perceiving Gideon Moi as a loser, a liar, a person with dirty tricks, rotten, a politician with little experience on matters politics. Another category of Impoliteness Strategy under Insults is Personalized negative assertions with parentheses such as, "[you][are][so/such a][thick/stupid/hypocrite/ disappointment/nuts/nuttier than a fruit cake/hopeless/pathetic/fussy/terrible etc], [you][can't do][anything right/basic arithmetic/etc], [you] [disgust me]/[make me] [sick/etc.]". William Ruto was seeing Gideon Moi as disappointment to the Kalenjin community, a hopeless politician, a politician who couldn't do anything right, a hypocrite to the Amani party and Kalenjin community at large, a person who lacked an iota of political arithmetic's knowledge and who definitely ended up disgusting the entire Kalenjin community. William Ruto insulted Gideon Moi if Personalized third-person negative references (in the hearing of the target) can be invoked from what his utterance entailed. There are parentheses such as, "[the] [daft] [bimbo], [she][s] [nutzo], and in relation to this; William Ruto utterance was simply referring to Gideon Moi as a politician who was politically myopic and obstinate to real facts as they were "... even with the inaccurate opinion polls..." which appeared not to have favored Amani presidential candidate who was being backed by Gideon Moi. Going by the various Impoliteness Strategy in relation to Culpeper's (2011), William Ruto employed Pointed Criticism/Complaint strategy against Gideon Moi if his utterance can be dissected clearly; parentheses under this strategy are such as, "[that/this/it] [is/was] [absolutely/ extraordinarily/unspeakably/etc], [bad/ruttish/crap/ horrible/terrible etc.]"; here, William Ruto saw Gideon Moi's decision to back Amani party as absolutely horrible, it was unspeakably terrible wondering how his short sightedness was not allowing him to unravel the nature of Kenya's political terrain then. William Ruto was also enforcing his statement thus making Message Enforcers as a strategy to come in the fore; the strategy is backed up by parentheses such as, "Listen here (preface) You got [it/that]? (tag) Do you understand [me] ? (tag)". William Ruto appears to have been telling Gideon Moi, listen; "Amani has been getting less than two percent", "Do you understand; please don't let the Baringo County votes split the Rift Valley votes". In essence, William Ruto was reprimanding Gideon Moi by enforcing his earlier statement within the entire utterance. Another crucial Impoliteness Strategy that was playing out was Dismissal which has parentheses such as, "[get] [lost/out] [fuck/piss/shove] [off]", in short William Ruto was ordering Gideon Moi to shove off his unpopular observation and allow Rift Valley votes to be intact during the 4th March 2013 General Election. There is also another Impoliteness Strategy that featured in William Ruto's utterance, this was Silencers which has parentheses such as, "[shut] [it]/[your] [mouth/face/trap/etc.], Shut [the fuck] up". William Ruto was simply alerting Gideon Moi to "shut it", to halt his unpopular political machination for the sake of Rift Valley political unity. William Ruto political utterance in the said newspaper was also exhibiting another Impoliteness Strategy which is referred to as Threats in which there are parentheses such as, "[I' ll/I'm/we're] [gonna] [smash your face in/ bust your fucking head off/straighten you out/etc.] [if you don't] [x], [you'd better be ready Friday the 20th to meet with me/do it] [x] [before I] [hit you/strangle you]". In a nutshell, William Ruto was sending a warning shot to Gideon Moi to brace for a resounding defeat since not even a miracle could have turned the tables against his Jubilee Coalition on 4th march 2013. Here, William Ruto was downplaying Gideon Moi's blind support to Amani Party as a move to futility thus consolidating his Rift Valley political base and on the other hand disparaging Amani Party for it's negligible support if they were to rely to the opinion polls.

Data 10:

The Standard 7th November 2012

“The prime minister should know that there is a shortage of foolish people in Kenya whom he can lie to that he would support local trial of ICC cases, at the very least, the PM should be honest on this what he is now engaging in is Political Conmanship (sic) Kenyans cannot buy”.

Following the entry of International Criminal Court escapade in Kenya in an effort to unravel 2007 disputed presidential election outcome paradox; Kenya’s political arena experienced numerous political altercations flying from one political divide to another in an effort to painting one political faction in bad light. In view of this, William Ruto and Uhuru Kenyatta ended up being indicted in The Hague for their purported atrocities against two major opposing communities in Kenya, namely the Kalenjin with William Ruto being perceived to be the brain child of that ugly scene with Uhuru Kenyatta being implicated for being the mastermind for the Kikuyu community. Therefore, William Ruto utterance was precipitated by that political historical occurrence pitying the two (Uhuru Kenyatta and William Ruto) and Raila Odinga who they castigated for being behind their political woes. William Ruto utterance was intended to instill a belief that Raila Odinga’s action was detrimental to them and it meant to condescend, scorn and ridicule him – by emphasizing Raila Odinga’s contemptuous act in which case he was skeptical in taking him seriously; thus, he belittled his commitment and invaded his space by explicitly associating him with a negative aspect. William Ruto’s utterance was clearly personalizing ICC as an occurrence that saw Raila Odinga speaking from his two side of the mouth. Going by Culpeper’s (2011) Model of Impoliteness Formulae, William Ruto appeared to be insulting Raila Odinga overtly by invoking a Personalized negative vocative against his political foe. Under Insult as a strategy, this category has parentheses such as, “[you] [rotten/dirty/little/etc.] [berk/pig/shit/bastard/loser/liar/minx/brat/slut/squirt/sod/bugger etc.]”; therefore, going by this kind of utterance, William Ruto was perceiving Raila Odinga to be a liar, a dirty, a rotten and a dishonest politician who was thriving on lies and dishonest acts. This was definitely an utterance that was insulting if dissected rationally. Under this Impoliteness Strategy, there are also elements of Personalized negative assertions which in essence can be seen as a political affront against Raila Odinga. The utterance has parentheses such as, “[you][are] [so/such a] [hypocrite/disappointment/guy/nuts/nuttier than a fruit cake/hopeless/pathetic/fussy/terrible/fat/ugly etc], [you][can’t do][anything right/etc], [you] [disgust me]/[make me] [sick/etc.]”. It is undeniably to observe that, William Ruto saw Raila Odinga as a political hypocrite, a disappointment, a hopeless, a person who could not do things in the right way and because of such acts; he was disgusting in all that he wanted people to believe in him. Another kind of insult is Personalized third-person negative references (in the hearing of the target) which has parentheses such as, “[the] [daft] [bimbo], [she][’s] [nutzo]”; William Ruto was simply giving his view in reference to what Raila Odinga was like, hence teasing out an insult by taking him as [nutzo]. By William Ruto employing insult as a strategy he was basically bashing Raila Odinga in an effort to disparage him against voters who were not in support of International Criminal Court (ICC) most of who belonged to the Kikuyu and Kalenjin communities. The other Impoliteness Strategy that appears to have played out in the above utterance was Pointed Criticism/Complaint which has parentheses such as, “[that/this/it] [is/was] [unspeakably/etc] [bad /horrible/terrible etc.]”; here William Ruto intended to postulate that, it was unspeakably horrible for Raila to take Kenyans as fools by cheating that he could have rooted for a local court. To this end, William Ruto saw Raila Odinga as a political conman who did not need to be trusted. Messages Enforcers as an impoliteness strategy is undoubtedly seen to have played out if parentheses under this strategy can be dissected, here we have, “Listen here (preface) You got [it/that]? (tag) Do you understand [me]? (tag)”. William Ruto appeared to be enforcing his initial observation in his utterance by underscoring that, “... at the very least, the PM should be honest on this one ...”; here he was simply alerting people to “listen here, do you understand me”, in short he was reaffirming his earlier take on Raila Odinga for taking Kenyans for fools. William Ruto utterance was a clear way of dismissing Raila Odinga’s observation on local trial instead of the ICC one. Also here, Dismissal as a strategy played out if parentheses within the strategy are observed; in essence we have, “[go] [away], [get] [lost/out], [fuck/piss/shove] [off]. Here William Ruto appeared to be telling Raila Odinga off since all that he was perfecting on was simply political conmanship; for instance, “go away, get lost, shove off” because all that you are doing is lying to Kenyans while you too well know that they are not fools. The last Impoliteness Strategy that appears to have played out is Silencers Strategy which has parentheses such as, “[shut] [it]/[your] [mouth/face/trap/etc.]”;

here William Ruto was simply notifying Raila Odinga to shut up his mouth and not to continue exhibiting his political conmanship since Kenyans were not fools. Needless to say, it is clear to opine that William Ruto's utterance was a disparagement strategy to Raila Odinga's political faction and on the other hand a persuasion strategy to voters who were yet to decide which political faction they were to fall for.

5. CONCLUSION

In conclusion, the study has attempted an analysis of impoliteness strategies that played out in William Ruto's political utterance five months in the run up to both 2007 and 2013 General Elections in Kenya. In essence, the paper has presented a brief account of pertinent features of the aforementioned politician's utterance in relation to Culpeper's (2011) Model of Impoliteness Formulae. In his studies, Culpeper postulates that, impoliteness refers to communicative strategies designed to attack face with an intension to cause social conflict and disharmony. The study has managed to give an account of impoliteness strategies that the theory teased out from the said politician, ranging from Insult, Pointed Criticism/Complaints, Message Enforcers, Dismissals and Silencers which featured prominently. Going by the analysis based in the graph, it is undeniably clear that there are impoliteness strategies that encountered low levels in the manner they featured. The study observes that William Ruto's political utterance were tactical gambits that meant to disparage his political faction's opponents ideologies bearing in mind that during those two periods he supported two opposing sides. The utterances were also targeting to persuade voters to rally their support behind his preferred political faction. It is my belief that, this is a useful framework for describing and explaining features of impoliteness in linguistic phenomena in general.

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