

## **Flaming after the assassination of General Soleimani on Trump and Rohhani's Instagram page**

Impoliteness is described by Culpeper (2011:23) as "a negative attitude towards specific behaviors occurring in specific contexts." Research on impoliteness has increased drastically with the advent of social media such as Facebook, Instagram, Telegram, etc. Computer-mediated communication may provide an ease of communication and a state of anonymity for participants, which create a fertile ambience for transgressive (socially non-normative) online behaviors (Oskuie et al, 2020). The focus of most research has been on issues in the western world. In order to delve into the Iranian society, the current study examines impoliteness used in comments addressing the issue of assassinating General Soleimani in 2018 on two Instagram posts, by president Rouhani and president Trump. This study seeks to answer the following research questions:

- How do users of Iranian Instagram posts on the assassination of general Soleimani express impoliteness?
- What are the underlying impoliteness strategies in comments?
- Are the gender-based norms for using impoliteness in Iranian society reflected in online discourse as well?

The data consists of 1000 comments, 500 comments on Rouhani's. The comments are written in English and Persian. They are analyzed to find the impoliteness strategies employed by Instagram users. Primarily, according to a model by Bousfield (2008, p. 95), the comments are categorized as off-record (implicit) or on-record (explicit) impoliteness. Furthermore, the data is categorized according to impoliteness strategies taken from previous studies: Culpeper, 2005, 2010; Bousfield, 2008; Dynel, 2012; Shum & Lee, 2013. Some examples of these strategies are challenge, criticism, threat, condescension, and self-praise. The preliminary results suggest that off- record impoliteness was more popular with the users. Threatening, condescension, and challenge were some more prevalent strategies throughout the comments. Furthermore, gender- based comparison revealed that females expressed impoliteness on fewer occasions.