Generally speaking, it is impolite to say no by saying ‘no’ (いいえ iie).

Pulitzer Prize-winning author and columnist Dave Barry[1], in his 1992 book ‘Dave Barry Does Japan’, came up with the following primer for understanding this unusual cultural quirk[2]:

I want to say this is exaggerated, but it really isn’t (except maybe the goat part). In short, Japanese people are so polite that they strenuously endeavor not to inflict on others the disappointment that can come with an outright rejection (I discussed this fear of inflicting meiwaku i.e. trouble, difficulty, distress in an older answer about Japanese apologies[3]). Unless refuting a neutral fact (even then the correction might be stated simply, without the need for a negative), requests for help or information are never bluntly denied, even if that is the intention of the speaker.

Here are some ways that Japanese people say no:

いやあああ… (iyaa... ummm....)

followed by one of the below:

(in roughly increasing casualness/rudeness)
1. ちょっとむずかしいですね。 (chotto muzukashii desu ne. This is a little difficult.)
2. ちょっときついですね。 (chotto kitsui desu ne. This is a little tight/uncomfortable.)
3. ちょっと時間がかかりますね。 (chotto jikan kakarimasu ne. This will take up a little time.)
4. ちょっと困りますね。 (chotto komarimasu ne. This is causing me some distress.)
5. ちょっと… (chotto... uh...)
6. ちょっと無理かな...ごめんな。 (chotto muri kana... gomen. This might be beyond me... sorry.)

The keyword is chotto (lit. a little), which implies ‘a slight problem’. Even the apology, which indicates an inability to help, is avoided except in very casual conversation - the ideal outcome is to find a compromise in which some help can still be rendered.

Of course people know to take these deferences to mean a pretty outright negative, so these expressions are never misleading in the least. They are simply polite yet explicit ways of saying ‘no’.

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[2] http://www.uwplatt.edu/geography...
In all actually it's *almost always* impolite to directly say no, when if it might adversely affect someone else.

Obviously it's perfectly fine when stating facts. Do you own a car? No, I don't. Are you American? No, I'm Canadian.

It's one of the most fundamental differences many Westerners can not grasp because in Western culture which considers it nearly always better to be direct and people are ethnocentric by default.

In reality, Westerner's do the same thing but the Japanese take it even further. Westerner's will not directly answer if they truly believe it will hurt the other person's feelings. How many people would answer honestly if a friend asked if the report they worked on all weekend was really bad or if a husband's wife asked if he thought she was fat.

If a guy asks a girl out on a date, she might reply that she has to visit her grandma on Saturday...or she has to do her hair.

Japanese also believe that intelligent people from a good family know how to be subtle and understand other's subtleness. Again, that concept exists in Western culture but the Japanese take it even further.

Here is a clear and easy guide to translating an answer from a Japanese person, if you do not know them very, very well and they don't directly say "yes", then it's always, always a no. Not a maybe, it's no.
As it's impolite to say no, it's also impolite to make somebody say no. In Japan you are supposed to guess the probably answer and not put the poor person through the discomfort of having to turn you off.

The word "iie" is only effectively used as responses to compliments, or when giving positive answers.

- Wow, you speak really good English!
- Ahh, no no, there's no such thing.
- Sorry to disturb, are you busy right now?
- Ah no, no, go ahead!

According to my dictionary it means "nah", "nahh", only then "no", but after that has examples mostly in the use of "no, thank you".

The most impolite way to say no is

違げえよ! (chigau yo • chigee yo)

Or 要らねえよ (iranai yo • iranee yo)

Its a very rude way of saying "no"
Or "i don't need it"

Its hard to explain but you need CONTEXT to be rude in japanese.

you cant just say "いえ!” (No) and be rude. It sounds weird and robotic.

Depending on the situation you'll use a different word.

EXAMPLE!

Q: "アメリカ人ですか?” (Are you american?)
A: “違げえよ!” (No ...)  

If you said "いえ!” To that question... the japanese people will think you're a stupid broken robot.

If they're offering you something, saying no in a rude way is done differently again.

EXAMPLE

Q: "お湯飲みたい?” (Do you want some warm water?)
A: "要求ねえよ” (Don't need it)

this is a very rude and callous way of declining an offering.

You RARELY just say "いえ”

Unless your an annoying robot.

I hope this made some sense bro
Long story short: The way you are rude changes by context. Learning Japanese is a complicated path to take and everything is intertwined so trying to explain one little bit of it without the rest .......well you're guaranteed to understand 2% of what's being taught here.

Just go learn the whole language and it will make sense.

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