Politeness Strategies Of Arabic And American Motivational Speeches: Comparative Study

Maryam E. S. Bajiri[*1], Dr. Sami.A.M.Alquhali[2], Dr. Mohammed Ali Saeed Bladram[3]

[1]*lecturer faculty at college of women, English Department, Seyion University, Yemen.*
Ph.D. scholar, English Department at Kuvempu University, India.
*Corresponding author: Rm2bj111@gmail.com
[2]*Assistant Professor. English Dept., Amran Community College (ACC), Yemen. Samisofan81@gmail.com*
[3]*Assistant Professor in the Department of English at Seyion University, Republic of Yemen.*
masbt21@gmail.com

Abstract

This study analyzes motivational speeches based on politeness strategies which achieve the analysis of Arabic and American motivational speeches to endeavor analyzing the functional pragmatics and language use in two cultures: Arabic and American. The aim of the study is to find out the politeness strategies in motivational speeches as intend by Brown & Levision's (1987) Politeness Theory of politeness strategies in analyzing the data. The techniques used in this research is Over All Relative Frequency Percentage (ORFP) and qualitative research in addition to the descriptive qualitative research. The researcher tries to find out the kind of politeness strategies that hired on both Arabic and American motivational speeches and to analyze the motivational speeches of Arabic and American speakers with convenient sub strategies of each strategy of politeness. The results of the study reveal that the most frequently used type is the positive politeness type which is indicated on both Arabic and American Motivational speeches. Regarding the negative politeness on-record and off-record strategies are found out to be dissimilar which are conducted between Arabic Motivational speeches (AMS): (positive politeness 49%), on record 26%, negative politeness 8%, off record 17%. on the other hand American Motivational Speeches (MMS): Positive politeness with 40%, On record 20% , negative politeness 20%, off record 20% qualitative result interpreter the sub-strategies of 20 speakers selected from Arabic and American motivational speeches.

Key words: Politeness Strategies, Pragmatics, SE (speaker), Motivation Language and Culture,

1. Introduction

1.1 Pragmatics Approach of Culture

According to (Koç and Bamber 1997), the pragmatic is the meaning that the sentence or utterance takes on only due to the interaction between the speaker and the listener. This definition has a relation to the negotiation of meaning and the understanding context of the utterance. The speakers' languages get affected by their own culture and modify such culture from social behaviors, religion, original ideas and culture characteristic to the two concepts according to pragmatics. This study implicates the cross-culture that focuses on the different culture. Here Kraft and Geluykens (2007) have argued that the term "cross-cultural" should be used as a cover term for the study of all pragmatics phenomena relating to cultural differences. Leech (1996: 7) introduces into pragmatics Co-operative Principle and

Politeness Principle. Politeness principle operates variably in different cultures or language communities in different social situations, among different classes.

1.2 Power and politeness in motivational language

Politeness strategies are interactive tools used through the languages from one language to another and from culture to another. The perspective of motivational speech is the powerful word that sends utterances to audience as it is important tool for official's speeches, public speaking and influencer and leaders' speeches to inspire the audience and to put power in their words. It works on guiding and helping others to obtain their goals. Here, the writer can reduce the role of politeness and relationship with power. H,Janet. S,Maria (2015) state that "Politeness in a motivational speeches cab be interpreted as an indication that powerful in utterances and in developing awareness and maintaining communication" . Politeness from a speaker indicates the powerful utterances to the respondents. Politeness is aspect of pragmatics area that be interactive in speeches and conversations of social sense ''Studies on politeness have been recently conducted worldwide especially in the area of sociolinguistics and anthropolinguistics. Other settings of communication, such as political speeches, public speaking and education setting also highlight the important roles of politeness as politeness study assist to build a good communication between the speaker and listeners with more honesty and friendly.

2. Literature Review

Politeness is defined by Mills (2003:6) as the expression of the speaker's intention to mitigate face threats. This means that a politeness is a speaker's expression in order to lessen face threatening acts. Briefly, politeness is considered as

saving another face in interaction. Politeness strategies studies conducted by different researchers revealed several results: one of them is spencer-Oatey's (2004) who stated "that politeness strategies can reflect the values of culture of which the user is a member and that values of culture are responsible for make a judgment of what is polite and impolite. Sin Carmen (2009) examined the use of politeness strategies that conveyed to interpreted differently by members from both different culture and to set the values of different cultures which that reveled by the choice of politeness strategies.

The study by Agbaglo (2017) explored the politeness strategies used in analyzing and discussion which he implemented. Comparing 20 analysis and discussion of the research articles, this study used the politeness theory which was organized by Brown and Levinson (1978, 1987) and Myers' (1989) models for the analysis. The researcher concluded that negative politeness strategies are used more than positive politeness in written academic decisions.

According to Brown and Levinson (1987), there are four kinds of politeness Strategies: Bald On-Record, Positive Politeness, Negative Politeness and Off-Record. One of these strategies is bald-on records which is used in different situations as speakers can have different motives in doing the face threatening acts. When the hearers, interests, needs, wants and goods are available, this strategy is called positive politeness. Negative politeness is defined as "the heart of respect behavior "and it is "more specific and focused P" and the last types of strategies is "off-Record" that an indirect where the speaker says something that be interpreted in many ways depend on hearer's interpretation. Zakaria, B. N. A., & Syukri, M. A. (2016) classify "these types of politeness strategies are triggered by factors such as Social Several Power (P), Distance (D) and Ranking of imposition (R). Therefore, the different social Factors may affect each of the type of politeness strategy. Then

the researchers use this theory as the tool of Interpretation of the data.

Justin Zakham's Safitri's (2015) study, based on the result of their analysis, found that there are eighty-six utterances that used four politeness strategies. They are bald on-record with twenty-nine utterances, positive politeness with thirty-eight utterances, negative politeness with ten utterances and off-record with twelve utterances. The most frequently used politeness types are positive politeness, bald on-record, off-record and the less frequently used one is negative politeness.

3. Methodology

The researchers of this paper adopted the qualitative research design which uses Over All Relative Frequency Percentage (ORFP) technique to explicit the percentages of each type of politeness strategies in Arabic and American motivational speeches through collecting data that employed in this research. There are 45 of Arabic speeches as well 42 American speeches to determine which the high frequencies. This research analyzed the sub strategies of politeness strategies and discussed how motivational speeches influenced in both Arabic and American motivational speeches by 20 Arabic speakers & 20 American speakers the choice of those strategies. Speakers were chosen randomly.They are of different backgrounds like influencers, leaders, famous characters, motivational speakers and business pioneers.

4. Questions of the Research

The current research paper is to answer the following questions:
1. What are the types of sub-strategies of politeness strategies employed by 20 Arabic speakers and 20 American speakers in motivational speeches?

2. What are the major politeness strategies employed in the differences of culture between Arabic and American motivational speeches?

5. Objectives of the Research

This research aims at:
1. Finding out the kind of politeness strategies used in both Arabic and American motivational speeches.
2. Analyzing the motivational speeches of Arabic and American speakers with convenient sub-strategies of each strategy of politeness.

6. Data Collection

The process of collecting data for this research is done via recording the speeches of Arabic and American speakers while posting on their Instagram profiles and on YouTube channels subsequently. The researchers used both phone and laptop for eliciting data. After recording or cutting the video clips of the speakers, the researchers put the targeted utterances that are related to politeness strategies into the laptop and then transcribed for the analysis. The data are also accompanied by their equivalents in Arabic speeches. In the same time, every speaker has been selected of Arabic Motivational Speeches (AMS) and American Motivational Speeches (MMS) which provided different sub strategies of politeness strategies by their speeches.

7. Analysis and Discussion

The method applied in this research is qualitative method. This data analysis has is presented in the following tables and charts to show the percentage and frequency of politeness strategies.

Table1. Employment the Frequency of politeness strategies by Arabic speakers in their motivational speeches.

Politeness strategies	Frequency	(%)
Bald on record	9	26 %
Positive politeness	17	49%
Negative politeness	3	8%
Off record	6	17%
Total	35	100%

It is clear from the table above that the positive strategy was the highest frequency expressed by Arabic speakers it was the highest number has which are conducted as (49%) includes 17 time of different positive sub strategies

However, the second strategy in Arabic Speeches shows a different in rank is bald record (26%) revived around 9 time which conducted 4

sub strategies as (Showing Disagreement, Request, Giving Advice and Suggestion, Welcoming). Therefore, utilized negative politeness strategies (8%) in Arabic speeches around 3 times as (Minimum the Situation, and Pessimism). But Off Record (17%) revived around 6 time which contains (Rhetorical Q, being ironic, Using tautologies).

Table 2. Employment the Frequency of politeness strategies by American speakers in their motivational speeches.

Politeness strategies	Frequency	(%)
Bald on record	8	20%
Positive politeness	17	40%
Negative politeness	8	20%
Off Record	8	20%
Total	41	100

In this table, the politeness strategies which were conducted as that "positive
politeness" strategy were the most frequently expressed by the American speakers (40%) that includes 7 types of strategies (Give gift to H good, Sympathy, Understanding, Cooperation Attending, Exaggeration (interest, Approval, sympathy with

(H), seek agreement, intensify interest to H, Include both Speaker and Hearer in the activity, promise.)

Secondly, On-record strategy in American speeches shows a difference. The times used through Bald on Record is 8 times (20%) Greetings and farewells another strategy is showing disagreement, Giving advice and suggestion, time

imperative form. Thirdly, Negative politeness formed (20%) in the table and here at least the speakers used around 4 types of strategies the subjective to express, Minimums position, Give Deference and hedges. Last one-off record formed (20%) using 6 types of strategies Using tautologies, giving hints, Rhetorical question, Ambiguous, using metaphor, being ironic.)

Table 3. Types of sub-strategies employment by Arabic speakers of motivational speeches
Example analysis speakers of Arabic motivational speeches:

Arabic Speakers	Politeness Strategies	Distinctive Speakers
Speaker1	Bald on record	Disagreement
Speaker2	Negative politeness	Minimum as the situation
Speaker 3	Positive politeness	Promise
Speaker 4	Bald on record	Disagreement
Speaker 5	Positive politeness	includes S and H in activity
Speaker 6	Positive politness	includes S and H in activity
Speaker 7	Positive politeness	Be optimistic
Speaker8	Off record	Being Ironic
Speaker 9	Bald on record	Welcoming
Speaker10	On record	Request
Speaker11	Positive politeness	include both S and H in the activity
Speaker12	Bald on record	Request
Speaker13	Off record	Rhetorical Q
Speaker 14	Positive politeness	Asserting or Presupposing Knowledge of and Concern for Hearer's Want
Speaker 15	Positive politeness	Offer, Promise
Speaker 16	Negative politeness	Be pessimistic
Speaker17	Off record	Using Rhetorical Questions
Speaker 18	Positive politeness	Offer, Promise
Speaker19	Off record	Using tautologies
Speaker 20	Positive politeness	Exaggeration

7.1 Arabic speakers of Motivational Speeches Analysis:

According to the Table 3, every speaker obtains different sub-strategies of politeness like Arabic Motivational Speeches,
Speaker 1: we are looking for the successful people and some people said he is
lucky because he is birth success or he has talent (bald on record).

Description: S shows disagreement for what others said about success.
He delivers his disagreement directly by saying "some people said." He also gives
an honest expression that no one can create success without the effect of
circumstances around him.
     Speaker 2: if you do not believe you could do something you will not work
 anything.

Description: This strategy used to indicate the hearer FAT negative face's which

speaker minimizes the hearer situation if he/she did not follow this advice (you will

not work anything). According to Myers (1989) and Brown and Levinson (1978),

the conditional 'if' can be used to express uncertainty and to distance the writer

personally, from the claim or assumption. In this example the speaker utilized

Minimums Position strategy when he said (if you don't believe you could do

something).

Speaker 3: "The owner of ideas, vision, clear plans, yes inshallah you can be what you want."
(Positive politeness)

Description: Speaker gives promise phrase to the hearer through indicate (yes inshallah you can be what you want). The Arabic speakers usually used (inshallah) form when they promise someone with attributing it to the willing of Allah.

Speaker 4: There are many people when faced with them in one of my courses or

the private consulting. They said we are feeling hard to change our world.

Description: speaker here displayed his disagreement when she said (they said we are feeling hard to change our world), So she doesn't agree for what they are saying. In this case her disagreement obvious when she replied for what they said on this example and she indicate this sentence "there is a lot of people think the external circumstances surrounding. it, it is In Control of their life."

Speaker 5: lets sharing you a great experiment had done by scientists (positive politeness: include s and hearer in activity). Let's in this example indicates the speaker and the hearer in the same

activity which can [1]redress the face threatening act (Pratiknyo).

Speaker 6: here we should understand it is ordinary to fear. it is not a fair to deprive

ourself to discover a new experiment it could be completely different and learned

from this life there is no worst thing than stay without trying or without do

experiments.

Description: the discussion marker used (we). this example determines the request

for cooperation assumptions between s and H to understand that fear is normal to

feel through making any new step**.**

Speaker 7: We start our day by saying morning Duaa (this duaa makes a person

praise to Allah for all blessings and that reasons are helpful to feel optimistic.

Description: Minimizing the size of face threeat and the cooperation between the

speaker and the hearer. The speaker who used the optimistic strategy was when he

explained the feeling of optimism during using Dua, particularly in the morning.

The part of the example which was indicated by the speaker was (We start our day

by saying morning Dua.

Speaker 8: you are the owner of your decision. don't through your excuses on

others to satisfy your conscious ((ya abu Damer)).

Description: The speaker shows his irony in his speech through the use of (ya Abu

Damer). The speaker used this expression as a kind of sarcasm directed at the

listener to make him stop making excuses. (Off record: Being Ironic).

Speaker 9: Allah blesses you good people (welcoming).

Description: The S here showed greeting and respect to (H). This utterance explores

usually using like this welcoming expression when Arabic speakers meeting
someone or when Speakers starts their speech in various forms of speech.

Speaker 10: Program yourself always take on yourself to say the things you need
to say to yourself.

Description: Speaker requests the hearer to program himself to find out the good
thoughts that he needs for himself.

Speaker 11: Brothers we are all busy sister we are all busy, and we have
responsibilities. (Positive politeness: include both S and H in the activity).

Description: the speaker informed the hearers that are all people is busy in them
own life and they should have the responsibilities for what they are doing and also
for him by repeat the phrase (we are, we are).

Speaker 12: I demand you employ your mind and heart and communicate with the
people around you by this way. Speaker 12 conforms his speech by (I demand) a
request form.

Description: Speaker 12 conforms his speech by using "I demand" as a request form.
The request here implies a piece of advice that most motivational speeches include.

Speaker 13: We will come Back to the first point what is it? What is it? (Off record:
Rhetorical Q).

Description: Where this strategy is used for asking question with no intention of
obtaining an answer is to break sincerity condition on question namely (Putri, L. P.
A. A (2013).

Speaker 14: Sure, all of us have negative thoughts and feel up set down from life
problems.

Description: The speaker understanding hearer's wants by using (sure all of us). this
strategy to show that the speaker and the hearer are working together is to

demonstrate that the speaker is aware of the desires expressed by the hearer.
(Archia, Jeihan Jade. (2014)

Speaker 15: Say y Allah and you will see how you will manage it" (positive
politeness) Description: Speaker Offering the Duaa and promises the Hearer that he will find the solution and how he will manage it. Watt (2003, 89) offering or promising something is a strategy to get H's attention.

Speaker 16: I did not say I reached the successful level to speak here in front of you
but you will stand in the better stage than what I am standing on. (Negative
politeness: Be pessimistic).

Description: This type of negative politeness is usually used in addressing someone higher in status. (Miyatun). the speech here said by speaker 16 how identify his express with doubt
of the condition by used (I'm not said I reached) Being pessimistic is another way that can be used to employ not coercing H strategy. By being pessimistic, the speaker explicitly expresses his/her doubt of the condition he/she faces. (Hasmi, Mifta. (2013)

Speaker 17: Who is responsible for your happiness? (Off record: Using Rhetorical Questions) a question that makes potential effects to create an emotional answer by H.

Speaker 18: you will be fine if you believe in this idea. You will get tired if you believe that someone is responsible for your happiness. (Positive politeness: Offer, Promise). Watt (2003) offering or promising something is a strategy to get H's attention. By offering or promising something that H really wants to have is also one way to minimize the threat to H's positive face. (5). S minimizes the threat of H positive face of promising by using (you will get) and (if you believe).

Speaker 19: brother don't wait the chance, don't wait the chance, don't wait the
chance my brother only seeks to it look up to it my brother endeavor to it my

brother, make the chance with yourself. (Off record).

Description: In this situation the speaker is obtain tautologies strategy as applicable
to excuses during use (don't wait the chance) this imperative form more than two times. which speaker mean there no excuses to wait for chance but how to make

that chance.

Speaker 20: you are the leader. Every one of you is a leader in his home man was to women. (Positive politeness: exaggerate). This example use exaggerate of interest, S exaggerating his interest to promote the leadership for the H. the purpose is to encourage H interest of S information.

Table 4 . Types of Sub Strategies Employment by American Speakers of Motivational Speeches

American Speakers	Politeness Strategies	Distinctive Speakers
Speaker 1	Negative politeness	Use the subjective to express
Speaker 2	On record	Greeting and farewells
Speaker 3	Positive politeness	promise &offer
Speaker 4	Off record	Rhetorical Question
Speaker 5	Positive politeness	being optimistic
Speaker 6	On record	Giving suggestion, Advice
Speaker 7	Off record	Being ironic
Speaker 8	Positive politeness	Include both Speaker and Hearer in the activity
Speaker 9	Bald on record	imperative form or request
Speaker10	Positive politeness	intensify interest to H
Speaker11	Positive politeness	Joke
Speaker12	Positive politeness	seek agreement
Speaker13	Positive politeness	intensify interest to H.)
Speaker14	Positive politeness	Attending
Speaker 15	Negative politeness	Hedges
Speaker16	Off record	use hints
Speaker 17	On record	Imperative form
Speaker 18	Off record	Rhetorical Question
Speaker19	Off record	Using Rhetorical Questions
Speaker20	Negative politeness	Hedges

7.2 American speakers of motivational speeches analysis:

Speaker 1: One of my major dreams that I have talked about is being the number
one talk-show host in America, and here I am teaching a course where I'm teaching
you how to dream big and isn't it ironic that right in the middle of this course where

I'm teaching you to dream big, (Negative politeness).

Description: This example shows the subjective opinion of the speaker. When a
speaker expresses more than once, in this example, the pronoun (I'm)

Speaker 2: Thank you all for coming out in the rain, the pouring rain. (Greeting

and farewells: on record).

Description: this condition of strategy utilize (thank you) form which speaker started in first of his speech front of the audience this strategy requires no effort from the speakers to reduce the impact of the FTAs. Bald-on-record is likely to shock people to be addressed, embarrass them, or make them feel a bit uncomfortable this strategy conveys the speaker thanking directly for apparition the audience for standing to listen at him.

Speaker3: We're going to make this worth it for you. I'm honoured to be here with you because! Let's face it,

Description: the speaker in this example used let's to share the same activity with the hearer.

Speaker 4: Who I am! (Rhetorical Question: off record).

Description: The speaker includes Hearer in his or her practical reasoning asking for reason can also be used for describing the reason why the speaker does or does not do something

Speaker 5: If i had worried about who liked me and who thought i was cute when i was your age i wouldn't be married to the president of the United States today (positive politeness: being optimistic). The speaker here shows her being optimistic with high confident and her believe that there is nothing impossible.

Speaker 6: but I tell you there are some times in life where you fall down, and feel like you don't have the strength to get back up (bald on record).

Description: This speech takes place between a speaker and hearer; The speaker is advice hearer through using situation (I tell you) this form by sparker indicate as way of advice strategy. According to Sari Suggestion, advice S indicates that he thinks H thought to do some act A Suggestions, advice S indicates that he thinks H ought to do some act A). (SARI)

Speaker 7: there is nothing that makes me happier than having a chip on my

shoulder chips on my shoulder have been the bellwether of my career. First chip was not being able to speak English in American (Off record).

Description: Speaker indirectly intended his meaning by using metaphor to tell against what he means with performed ironic way in his speech.

Speaker 8: Every single day we have a choice we can get a tiny bit better, or a tiny bit worse. (Positive politeness: Include both Speaker and Hearer in the activity). This strategy is a type of cooperative assumption (FTAs) that include (I) and (you) of (we) which interprets S that you own the decision for what your choice.

Speaker 9: I want you really think about and deconstruct and play with maybe later tonight, with your journal. I want you to deconstruct this idea of confidence and it seems like a very simple work but just think about it in your own life. (Bald on record: imperative form).

Description: Speaker indicates that he wants H to do, or refrain from doing, some act A) (SARI). This speech here is performed by speaker 9 shows imperative acting a tough when saw his action choose the word (I want you) to inform addresser for what he wants.

Speaker 10: you know, I'll do this and I'll do that, you know I'm just marking time for it to be older. (Positive politeness: intensify interest to H).

Description: Speaker addressed the speech to Hearer in order to obtain his desires is to intensify his own interest by saying (you know, I will do).

Speaker 11: because you're not betting on the best horse in town, you ARE the best jockey in town, and you are the best bet (positive politeness: joke). The speaker used joke technique of positive politeness to minimize FTA by transforming the focus to H.

Speaker 12: They say if you're never failed. Then you never really tried. So, failing is not a bad thing. (Positive politeness: seek agreement). Seeking an agreement is considered as a kind of face topic of positive politeness, S, which supports his agreement by using (So) to conform the right information for H through agreement of others speech.

Speaker 13: And I'm here to share with you that the secret so success is determined by your daily agenda. (Positive politeness: intensify interest to H.) From this example, it is clear that the S tries to make attention for H by intensifying interest to spotlight the important of his speech.

Speaker 14: Well congratulations, you have made a wonderful decision.! You've

got to make the decision by managing it and to manage the decision on a daily

basis.!

Description: Notice, attend to H (his interest, needs, wants, goods) in general this

output suggest that S should take notice aspects of his condition noticeable changes,

remarkable possessions, anything which looks as though H would want S to notice

and approve of it. (P.p103, by PENELOPE brown, Steven. Levinson, Stephen C)(Attending: Positive politeness).

    Speaker 15: I think sometime knowing when to let go of a dream is as important

    as knowing when to go after one a dream. (Negative politeness).

    Description: Speaker indicates to mitigate through his message that shows hedge

    and used the phrase (I think) to obvious this approach.

    Speaker 16: Everybody in this room has many gifts I have many gifts you can

    never be proud of your gifts because they're gifts (off record)

    Description: The S in this example says indirectly request that is need to

interpretation. In this example S describe his speech in two ways: we are all lucky

    and we have chances, we have to make these chances of success.

    Speaker17: if you could improve yourself by 1% every day?

    If get better by 1% every day after one year, you are actually 37.78% better think

    about that.

    Description: speaker the speaker utilized the offering in this strategy by indicate to

    (if) form.

    Speaker 18: okay man. how am I going to make this work? (Off record, Rhetorical Question)

    Description: the question of this example intendent to show speakers' stress

    viewpoint.

    Speaker 19: you see.so what you going to do? (Off record, Rhetorical Question)

    Description: The speaker question not contains intention of knowing the answer it

may be used to do FTA. For example (criticism).

Speaker 20: lazy people to a litter work and think they should win, but winner works hard possible and still worried if lazy (Negative politeness: Hedges). Speaker indicates to be vague about his message, the hedge here shows: If you are lazy, don't think you will win without working, and the same thing for winner, if you are lazy, don't worry.

8. Summary

The qualitative analysis in this study gives an overview on speakers' samples of 20 in each Arabic and American speakers of motivational speeches to interpret the politeness strategies obtained by every speaker. The overall finding represented the quantitative analysis and qualitative analysis. The frequency of politeness strategies in both of Arabic and American motivational speeches had identified the major positive politeness strategies employed in Arabic motivational speeches were used more than their use in American motivational speeches.

However, the negative politeness strategies used in American motivational speech were used more than their used in Arabic motivational speeches. The off-record strategy was used in American speeches more than in Arabic motivational speeches.

9. Conclusion

This research was conducted on 20 Arabic speakers (A) and 20 American speakers (M) who used different types of politeness strategies with sub strategies. This study amid to analyze the Arabic & American motivational speeches under Brown and Levinson's (1987) Politeness Theory of Politeness Strategies, based on the finding identify that are most frequently used in Arabic and American motivational speeches which were positive politeness (pp) with differences grades in other strategies. It was found out that the frequency used by Arabic motivational speeches is reflected like this: bald on record (26 %), positive politeness (49%) negative politeness (8%) off record (17%) while the frequency of American motivational speech is different which contains bald on Record (20%)Positive politeness (40%) , Negative politeness (20%) and off record (20%).

References:

1. Agbaglo, E. (2017). The use of politeness strategies in the analysis and discussion sections of English research articles. Research on Humanities and Social Sciences, 7(9), 30-42.

2. Spencer-Oatey, H. (Ed.). (2004). Culturally speaking: Managing rapport through talk across cultures. A&C Black.

3. Köksal, D. (2000). Pragmatic approach to cross-cultural communication in the business world. In First International Joint Symposium on Business Administration. Challenges for Business Administrators in the New Millennium (pp. 630-637).

4. Giang, B. T. H., Quynh, D. T., & Ha, N. D. AN ANALYSIS ON POLITENESS STRATEGIES USED BY TEACHERS AND STUDENTS AT SCHOOL OF FOREIGN LANGUAGES, THAI NGUYEN UNIVERSITY.

5. Zakaria, B. N. A., & Syukri, M. A. (2016). Politeness Strategies Used by Santri (Male Student) and Ustadz (Male Teacher) In Their Interaction At Pesantren Salaf Al Quran Sholahul Huda Al-Mujahidin Malang. Journal Universitas Airlangga, 5(2), 132-137

6. Safitri, F. L. N. (2015). A study on politeness strategies of characters in the Big Wedding movie directed by Justin Zackham. Jurnal Ilmiah Bahasa dan Sastra, 2(2), 93-107.

7. Yanti, R. (2017). An analysis of off record strategies reflecting politeness implicature in "Oprah Winfrey Show". Jurnal Arbitrer, 4(1), 52-57.

8. Zakaria, B. N. A., & Syukri, M. A. (2016). Politeness Strategies Used by Santri (Male Student) and Ustadz (Male Teacher) In Their Interaction At Pesantren Salaf Al Quran Sholahul Huda Al-Mujahidin Malang. Journal Universitas Airlangga, 5(2), 132-137.

9. Cheung, C. S. (2009). Politeness strategies of Chinese and American speakers. Hongkong: LCOM Papers, 1, 45-54.

10. Miriti, E. K. (2018). A pragmatic analysis of politeness in Gichuka Request Expressions (Doctoral dissertation, University of Embu).

11. Zakaria, B. N. A., & Syukri, M. A. (2016). Politeness Strategies Used by Santri (Male Student) and Ustadz (Male Teacher) In Their Interaction At Pesantren Salaf Al Quran Sholahul Huda Al-Mujahidin Malang. Journal Universitas Airlangga, 5(2), 132-137.

12. Giang, B. T. H., Quynh, D. T., & Ha, N. D.

AN ANALYSIS ON POLITENESS STRATEGIES USED BY TEACHERS AND STUDENTS AT SCHOOL OF FOREIGN LANGUAGES, THAI NGUYEN UNIVERSITY.

13. Miyatun, S. R. (2015). A PRAGMATIC ANALYSIS OF POLITENESS STRATEGIES IN COURT REPRESENTED BY THE MAIN CHARACTER IN LEE'S TO KILL A MOCKINGBIRD (Doctoral dissertation, YOGYAKARTA STATE UNIVERSITY).

14. Praktiknyo, N. K. (2016). A Pragmatic Analysis Of Positive And Negative Politenss Strategies Of Refusals In Richard Linklater‟ s Boyhood.

15. Sari, Y. Y. (2013). POLITENESS STRATEGIES USED IN THE EXCLUSIVE INTERVIEW BETWEEN PUTRA NABABAN AND BARACK OBAMA, MARCH 10, 2010 0N RCTI (Doctoral dissertation, DIAN NUSWANTORO UNIVERSITY).