

### A Pragmatic Analysis of Positive Politeness Strategies

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#### ABSTRACT

*This scientific article aims to analyze positive politeness strategies from a pragmatic perspective. The study provides an overview of politeness theory and specifically examines how positive politeness strategies are used to maintain and enhance social relationships. The research identifies different types of positive politeness strategies and argues that they are crucial for effective communication and social interaction. The article concludes with recommendations for improving positive politeness skills.*

#### INTRODUCTION

Politeness theory refers to the study of how people use language to show respect, tact, and deference in social interactions. Positive politeness refers to strategies used to enhance and maintain social relationships, such as showing interest in the other person's ideas, using humor or praise, and using indirect language. Positive politeness plays an important role in successful communication and social interaction. The purpose of this study is to examine how positive politeness strategies are used in social interactions and to offer practical advice for enhancing positive politeness skills.

#### MAIN PART

Politeness is generally related to the relationship between two participants who can be called 'self' and 'others'. In everyday usage, the term 'politeness' describes behavior that is formal and polite. Being polite means expressing respect for the person you are talking to and avoid offending them. The view of politeness in a pragmatics has been described by some experts. They are Leech, Robin Lakoff, Yule, Cruse, Brown and Levinson. Since the theory of politeness has been the object of some researcher and being an issues by various scientists. Therefore, the scientists are trying to define politeness according to their understanding.

1. Types of positive politeness strategies - There are several strategies that people use to maintain positive social relationships. These include expressing interest in the other person's opinions, being optimistic and upbeat, showing concern for the other person's feelings, and using humor or compliments. Such strategies help to create a positive atmosphere in social interactions and help people build and maintain relationships.

2. The importance of positive politeness strategies - Positive politeness strategies are crucial for successful communication and social interaction. They help to create a sense of rapport and understanding between people. Furthermore, positive politeness strategies can help individuals to avoid conflict and to assert themselves in a non-threatening way, thus ensuring that their message is received and understood.
3. Examples of positive politeness strategies - One example of positive politeness is expressing interest in the other person's ideas or opinions. For instance, asking someone about their hobbies or interests can show that you value their opinions and are genuinely interested in their lives. Another example of positive politeness is using humor or praise to build rapport and create a positive atmosphere. However, it is important to note that different cultures have their own specific norms and preferences when it comes to positive politeness, and what may be an effective strategy in one culture may not be in another.
4. Improving positive politeness skills - To improve positive politeness skills, individuals can practice strategies such as active listening, showing empathy, using humor or praise, and avoiding criticism or negative language. It is also important to be aware of cultural differences in communication styles, and to adapt one's behavior to fit the norms of the culture in which they are interacting.

Cruse (2006) states that politeness is an issue to minimize the negative effect of what people say on the feeling of others and maximize the positive effects. In pragmatics, politeness is explained as a way to show awareness of the self-image of other people (Yule, 1998). Lakoff (1972) also defines that politeness is what we consider to be the appropriate behavior in certain situations in order to achieve and maintain a successful social relationship with others. On the other hand, according to Leech (1980), politeness as "avoidance of strategic conflict", this can be measured in terms of the effort level that undertaken in avoiding conflict situations and the establishment and maintenance of commitments. Leech (1983) also views politeness as a form of language behavior aimed in creating and maintaining harmony interaction as it is part of the principle of interpersonal rhetoric. According to Brown and Levinson (1987), politeness is a form of language behavior that allows the maintenance of communication that occurs among participants or an aggressive speaker. The model of politeness developed by brown is accepted validly and universally in various cultures. In general, the basic idea is the existence of an effort or desire to understand that the involvement of people in a language interaction should always be based on the satisfaction of the fulfillment of his wishes.

Based on definition above, the researcher conclude that politeness strategy is one of communication strategy that focuses on the hearer's face by minimizing the potential conflict when communicating between people by using good words and polite actions. This research will focus on politeness which is recommended by Brown and Levinson theory.

To reduce the chance of damage to the listener to the speaker, he/she may use a certain strategy, these strategies Brown and Levinson (1978) call this politeness strategy.

Brown and Levinson (1987) divided strategies of politeness into five strategies, there are bald on record strategy, positive politeness strategy, negative politeness strategy, and indirect (off record), do not do the FTA.

#### Bald on Record Strategy

According to Brown and Levinson (1987), bald on record strategy is a strategy of doing the FTA to state something clearly. The main reason for choosing a strategy according to Brown and Levinson (1987) is that speakers want to perform FTAs with maximum efficiency.

This type of strategy is commonly found with people who know each other very well and they are very comfortable in the environment, such as close friends and family. Culpeper (1996)

argues that the bald on-record politeness strategy is used when the threat of the hearer's face is very small. Imperatives are often softened with hedges or conventional politeness markers, e.g.: 'please send us the offer. 'Verb' 'do' is used with imperatives, like in 'Do call us!' (Brown & Levinson, 1978). Other examples "Did you finish your homework today?" "Come in and sit down" or in situations where the speaker has more power than the hearer.

The instruction above shows that the speaker uses direct strategy without further commotion, since the speaker does not care about the opponent's face. In the selection of this strategy FTA is not minimized to save face.

There are two types of sub-strategies in the bald on record strategy, i.e. sub-strategies in a way that does not minimize FTA and FTA orientation to save the opponent's face, as explained by Brown and Levinson (1987).

This strategy can also be used if speakers have higher power than the other speaker and speakers do not care if there is no cooperation from the opponent speaker.

## CONCLUSION

Positive politeness strategies are essential for maintaining positive social relationships and effective communication. The ability to use these strategies effectively is an important skill that can be learned and improved over time. To become better at using positive politeness strategies, individuals must be aware of the different types of strategies, understand their importance and usage in different contexts, and practice them in real-life situations. By doing so, individuals can enhance their social relationships, avoid conflict, and achieve greater success in communication and social interaction.

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