



POLITENESS STRATEGIES AND PRINCIPLES IN ENGLISH LANGUAGE

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Abstract

The article is devoted to features of politeness principles with examples as well as positive models of politeness in various situations and cultures, and politeness strategies providing stylistic consistency of certain types of reaction.

Keywords: politeness, consciousness, register expressions, the strategy of positive politeness, politeness principles, personal demands.

Introduction

It is likely for us to deal with politeness as a constant notion, as in the notion of polite societal conduct, inside a society. It is additionally viable to identify a group of one-of-a-kind typical standards due to behaving politely in social interplay inside a certain society. Several of these may encompass behaving tactfully, generously, modestly, and sympathetically towards the others.

Politeness in a communication is defined as the way utilized to confirm consciousness of the face of another individual. By this, politeness is likely to be achieved in conditions of social remoteness or nearness. Showing consciousness for the face of other individual whilst that individual looks socially remote is frequently illustrated in terms of high opinion or esteem. Showing the corresponding consciousness while the other individual is socially near is frequently illustrated with respect to openness, companionship, or harmony. Type one is seen in a question posed by a student to the teacher, as shown in [a], and type two in the question posed by a friend to the similar person, as shown in [b] (Ibid).

- a. Excuse me, Mr. Ali, but can I talk to you for a minute?
- b. Hey, Ahmed, got a minute?

It is understood from this kind of attitude that there are various sorts of politeness related to and linguistically manifested the supposition of comparative social remoteness or nearness. In nearly all contexts of English dialogues, the contributors in a communication frequently must decide, when they converse, the comparative social remoteness between them, and thus their face needs (Manurung et al., 2015: 2).





Subsequently, the action of face saving directed to the negative face of a person shall have a tendency to exhibit respect, stress the significance of the time of the other person or his/her concerns, and encompass as well an apology for the annoyance or break, which is additionally named negative politeness. The action of face saving worried with the individual's high quality face shall have a tendency toward showing harmony, emphasizing that all speakers wish for the identical thing, & they have a frequent aim, which is additionally named positive politeness (Emaliana, 2013: 30). The strategy of positive politeness results in the asker to attract to a joint aim, and companionship as well, by words similar to those in the following question [a].

- a. How about letting him see her gift?
- b. Hello, friend, he'd be glad if she'd let him see her gift.

These on register expressions do signify an increased hazard to the speaker who suffers from a rejection and can be headed by several who wants and gets to understand you when you talk, the same as the sort shown in the following, intended to institute the required common on the base of this strategy.

- Hello. How's it going? Ok, if I sit there? We should be interested in the same crazy things. You take a lot of remarks as well, huh? Say, do me a big favour and let me take one of your pencils.

Nevertheless, mainly in nearly all the contexts of English speaking, the action of face saving is usually done by means of a strategy of negative politeness. The usual shape utilized is a question that includes a modal verb like the following [a]:

- a. Could you lend me a pencil?
- b. I'm sorry to bother you, but can I ask you for a pencil or something?
- c. I know you're busy, but might I ask you them - if you happen to have an additional pencil that I can, you know -eh- borrow?

Utilizing this strategy leads to structures including apology expressions for imposing the kind seen in [b]. Further complex negative politeness action may from time to time be listened to in extensive chat, frequently with uncertainties, the same as in [c]. The inclination to utilize positive politeness forms, highlighting nearness between the one who speaks and the one who hears, may be viewed as a solidarity strategy. This can be the main operating strategy amongst an entire group or it can be a choice utilized by an individual speaker on a certain occasion. Linguistically, a strategy like that will contain personal information, utility of nicknames, sometimes abusive terms as well (principally amongst males) and shared dialect or slang expressions. Often, a solidarity strategy will be distinguished by inclusive terms like 'we' and 'let's', as in the party invitation in [a]. (Brown and Levinson, 1987: 162)

[a] Come on, let's go to the festival. Everybody will be there. We will have fun.





The inclination to utilize negative politeness shapes, highlighting the listener's freedom right, may also be viewed as a respect strategy. It may be the usual strategy of an entire group or just a choice utilized on a certain occasion. A deference strategy is concerned with what is named as 'formal politeness'. It is impersonal as if nothing is common or shared, and may contain expressions that do not point to the speaker or the hearer (for instance, 'Clients may not smoke here, sir'). The language related to a respect strategy highlights the independence of both the speaker and hearer, distinguished by the nonexistence of personal demands, as seen in [a], a substitute account of the festival invitation in [a].

[a] There is going to be a festival, if you can make it. It will be fun.

These common kinds of strategies are demonstrated here by utterances which are in fact central to the speech event (for instance, invitation). Yet, face saving behavior is frequently at work well before producing such utterances in the form of pre-sequences. (Siburian, 2016: 4-5)

Leech (1983:132) divides politeness principles into six maxims, namely tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim and sympathy maxim. Below are the explanations as well as the example of each maxim of Leech's models of politeness principles.

1) Tact Maxim

Leech (1983:132) classifies the tact maxim which is applicable in illocutionary functions as 'impositives', e.g. ordering, requesting, commanding, advising, recommending, etc and 'commissives', e.g. promising, vowing, offering, etc. This maxim aims at minimizing costs to other and maximizing benefits to other. The example of tact maxim is presented below.

You know, I really do think you ought to sell that old car. It's costing more and more money in repairs and it uses up far too much fuel. (Watt, 2003:66)

In the example above, the speaker tries to make the hearer sell his car. As it may threaten the hearer's face, she or he then decides to comply with the tact maxim. She or he uses the discourse marker 'you know' to appeal to solidarity thus, it minimizes the imposition. Further, the speaker also maximizes benefit to the hearer in the second part of the turn by stating the loss of keeping the car. She or he indirectly says that by selling the car, the hearer could save a lot of time and money.

2) Generosity Maxim

The concept of generosity maxim is to minimize the expression of beliefs which imply benefit for self and to maximize the expression of beliefs which express or imply cost





to self. Leech (1983:132) classifies the maxim is applicable in impositives and commissives speech acts. The example of generosity maxim is presented below.

It's none of my business really, but you look so much nicer in the green hat than in the pink one. If I were you, I'd buy that one. (Watts, 2003:66)

In the example above, by saying that it's none of her business, the speaker reduces any concern of hers to a minimum. It is done in order to minimize benefit to her. While, in the last line of her utterance, she maximizes cost to self by saying that she would far prefer to see her friend in the green hat rather the pink one.

3) Approbation Maxim

According to Leech (1983:132) the main concept of approbation maxim is to minimize dispraise of other and maximize praise of other. This maxim is applicable in illocutionary functions as expressive, e.g. thanking, congratulating, pardoning, blaming, praising, condoling, etc., and assertive, e.g. stating, boasting, complaining, claiming, reporting, etc. The example of approbation maxim is presented below.

Dear Aunt Mabel, I want to thank you so much for the superb Christmas present this year. It was so very thoughtful of you. (Watts, 2003:67)

In the example above, the speaker maximizes praise of the hearer by thanking of what the hearer had done. She exaggerates her thanking by adding it was so very thoughtful of you in her last line in order to show her gratitude for the Christmas present given to her.

4) Modesty Maxim

The concept of modesty maxim is to minimize the expression of beliefs of praise of self and to maximize the expression of beliefs of dispraise of self. Leech (1983:132) states that this maxim is applicable in expressive and assertive speech acts. The example of modesty maxim is presented in the sentence Well done! What a wonderful performance! I wish I could sing as well as that. (Watts, 2003:67) In the example, the speaker either minimizes praise or maximizes dispraise of self. By saying I wish I could sing as well as that she belittles her own abilities. She indirectly says that she cannot sing as well as the hearer, thus it either minimizes praise of self or maximizes the expression of beliefs which imply dispraise of self. It is also done in order to highlight the achievements of the hearer.

5) Agreement Maxim

According to Leech (1983:132) the main concept of agreement maxim is to minimize disagreement between self and other, and to maximize agreement between self and





other. This maxim is applicable in assertive speech act as exemplified in the following example.

I know we haven't always agreed in the past and I don't want to claim that the government acted in any other way than we would have done in power, but we believe the affair was essentially mismanaged from the outset. (Watts, 2003:67)

In the example above, the speaker and the addressee are engaged in a political debate. The speaker wishes to make a claim about his political party by minimizing the disagreement with the addressee. In applying the agreement maxim, the speaker minimizes his disagreement by twisting his utterances and stating his reason of why he disagreed toward the addressee.

6) Sympathy Maxim

The concept of sympathy maxim is to minimize antipathy between self and other, and to maximize sympathy between self and other (Leech, 1983:132). The maxim is applicable in assertives as exemplified below. We have done our best to coordinate our efforts in reaching an agreement, but have so far not been able to find any common ground. (Watts, 2003:67)

In the example above, the speaker makes an effort to minimize the antipathy between herself and the addressee. The speaker reports her efforts to seek and to reach an agreement by saying we have done our best to coordinate our efforts in reaching an agreement. It is done in order to either minimize antipathy or maximize sympathy between her and the addressee

Positive politeness strategy concerns in redressing the positive face threat to the hearer. Positive politeness strategy is a strategy where the speaker recognizes the hearer's desire to be connected with others. This strategy can be done by showing equality and feeling of belonging to the same group, attending the hearer's needs, avoiding disagreement, using humor and optimism, making offers and promises, etc. Brown and Levinson list fifteen sub strategies of politeness addressed to the hearer's positive face. The realization of positive politeness strategies as well as the example and the explanation of each example is given below.

1. Noticing, attending to his interest, wants, needs, goods

You must be hungry; it's a long time since breakfast. How about some lunch? (Brown and Levinson in Goody, 1978:103).

The speaker has satisfied the hearer's positive face by noticing the hearer's need and condition.

2. Exaggerating (interest, approval, sympathy)





Good old Jim. Just the man I wanted to see. I knew I'd find you here. Could you spare me a couple of minutes? (Watts, 2003:89)

The speaker is showing his or her interest towards the hearer by exaggerating his or her utterance.

3. Intensifying interest to a person.

I come down the stairs, and what do you think I see? (Brown and Levinson in Goody, 1978:106)

The speaker is increasing his or her interest to the hearer by asking the hearer's opinion in the middle of his or her story.

4. Using in-group identity markers:

Here's my old mate Fred. How are you doing today, mate? (Watts, 2003:89)

The speaker employs positive politeness by using in-group identity markers mate to address the hearer.

5. Seeking agreement

There he is, at work alone, is he? (Brown and Levinson in Goody, 1978:113)

The speaker tries to seek an agreement by using question tag in his or her utterance.

6. Avoiding disagreement

A: What is she, small? B: Yes, yes, she's small, smallish, um, not really small but certainly not very big. (Brown and Levinson in Goody, 1978:116)

B twists his or her utterance to hide his or her disagreement towards A.

7. Presupposing/raising/asserting common ground

People like me and you, Bill, don't like being pushed around like that, do we? Why don't you go and complain? (Watts, 2003:89)

The speaker uses pronoun "we" to include Bill into the discussion. Therefore, it approves that they share common goal.

8. Asserting or presupposing S's knowledge of and concerning for a person's wants. I know you like marshmallows, so I've brought you home a whole box of them. (Watts, 2003: 90)

The speaker decides to directly redress the hearer's face by fulfilling the hearer's wants.

9. Offering, promising

I'll take you out to dinner on Saturday. (Watts, 2003:90)

The speaker shows his or her good intention in fulfilling the hearer's wants by promising something.

10. Being optimistic

I know you're always glad to get a tip or two on gardening, Fred. So if I were you, I wouldn't cut your lawn back so short. (Watts, 2003: 90)





The speaker assumes that the hearer cooperates with him since both of them share the same interest.

11. Giving (or asking for) reasons

I think you've had bit too much to drink, Jim. Why not stay at our place this evening? (Watts, 2003:90)

The speaker decides to give the suggestion indirectly by asking for a reason.

12. Assuming or asserting reciprocity

Dad, if you help me with my math homework, I'll mow the lawn after school tomorrow. (Watts, 2003:90)

The speaker states mutual exchange to minimize the threat toward his or her father's face.

Investigating the phenomenon of politeness may provide insight into highly contentious issues arising from totally different interests. They include, for example, investigating the chronological progression of politeness in normal reaction, studying cross-cultural pragmatics and misinterpretation, the face speaking ethnography and politeness in various situations and cultures, and politeness strategies as providing stylistic consistency of certain types of reaction.

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