

Pragmatic Approach: A Study of Politeness Strategies in Pakistani Morning Shows

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Abstract

The purpose of this study was to explore the use of different politeness strategies in Pakistani Morning shows and to find out the highly frequently used politeness strategies. It further explored the factors affecting the use of different politeness strategies. The data was collected from two Pakistani morning shows “The Morning Show” and “Ek Nayee Subah with Farah”. Brown and Levinson’s (1987) politeness strategies were explored in the utterances of speakers. The frequency of using these strategies was counted and the factors influencing the speakers to choose these strategies were analysed. The findings revealed that the hosts and guests employed all of the fifteen sub-strategies of positive politeness frequently to maintain close relationship. However, the hosts, as the higher level power participants, also apply bald-on strategy to be authoritative with their assistants and the audience. Negative politeness and its ten sub-strategies were less frequently used by the speakers. Different power ranks also affected the choice of politeness strategies because participants having high power used bald-on record strategy but same power ranks showed the application of negative and positive politeness.

Keywords: Pragmatic Approach, Politeness Strategies, Factors Affecting Politeness, Pakistani Morning Shows

Introduction

With the rapid development of the world, there exist so many things which need to be studied and discovered. Till the end of the twentieth century; there have been many linguistic researchers, who were more concerned about the forms of language system. They focused on structural theories. In the recent years, the interest of linguists has converted from structural linguistics to the use of language. Pragmatics is an area of interest for modern linguists and learners as well because it is about how language is used and in what way. The intention of the speaker and the interpretation of the listener are given importance now. A number of researchers have worked in pragmatics (e.g., Austin, 1975; Searle, 1976; Leech, 1983; Levinson, 1987; Yule, 1996).

Politeness is not only about saying “excuse me” or “please” according to the situation. Hill, Ide and Ikuta (1986, p.15) believe that, “Politeness is one of the constraints on human interaction, whose purpose is to consider others’ feelings, to establish levels of mutual comfort and to promote rapport.” Brown and Levinson (1987) are on the view that every speech act can be a ‘face threatening act’ (FTA) for the listener’s or the speaker’s ‘face’. Yule (1996) states that face can be threatened by a look, an expression, non-verbal communication or verbal communication.

Television programs have been developed in recent years and have great influence on the language of people. The new television programs show this development clearly. One of these programs is ‘Talk Show’. Talk show is about day time television genre that focuses on interesting topics and many problems. Talk shows are equally famous on both electronic media like radios and television. But on television, they have become more interesting as people enjoy the live transmission on screen as well as voices. In this way, they feel the celebrities are sitting with them.

In this study, the researcher has analysed two Pakistani morning shows which are very interesting and they discuss the life styles of celebrities and public figures. It is very interesting to know how the hosts and guests use different sub-strategies of politeness in their conversation.

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Research Objectives

1. To describe the different strategies of politeness used in Pakistani morning shows
2. To investigate the strategy of politeness most frequently used by the hosts and guests
3. To explore different factors influencing the choice of politeness strategies in these morning shows

Research Questions

1. What are the different strategies of politeness used in Pakistani morning shows?
2. Which strategy of politeness is frequently used by the hosts and guests?
3. What are the different factors affecting the choice of politeness strategies?

Significance of the Study

This study includes theoretical and practical aspects. Firstly, it gives the learners knowledge on pragmatics study. It will make the learners understand about the linguistic politeness and its role in making communication a success. Secondly, the teachers of English as second language will benefit from this study in teaching and at communication level as well. Thirdly, this study is beneficial for future researchers and provides supplementary information to conduct further researches in the field of linguistics especially in pragmatics.

Literature Review

Carolina Yuni Rahastri (2017) conducted a research on “Politeness strategies used by Ellen DeGeneres and U.S politicians in ‘The Ellen Show’”. Findings revealed that the host and political guests applied all four politeness strategies. Furthermore, the frequently used strategy was positive politeness by the speakers. They used this strategy more than any other strategy to maintain a close relationship among them.

In Wardaugh (2006) view, solidarity is achieved through friendship offers, the use of admirations and compliments, and the use of informal language: we have to treat other people as our friends, do not impose anything on them and do not threaten their faces. Ogiermann (2009) found out that, “*the concept of face by Brown and Levinson*” is applicable only to individual because every individual claim positive or negative face for themselves. The investigation conducted by Boubendir (2012) states that L1 speakers find it challenging to recognize the proper use of L2 Positive Politeness strategies in the given environment of L1 because they have not experienced the required studies of L2 in their accessible L1 environment. Similarly, “Gender as an independent variable in determining language use cannot be isolated” (Dus, 2003). There is heterogeneity in language use as by “*Males*” and by “*females*”, according to traditions (Baron, 2012). As a result, no one anticipates language distinctions across males and females “in conversation, informal writing, or electronic messaging in more formal settings” (Argamon, 2003).

Kulinskaya (2011) studies produced conclusions comparable to Rash (2004) study, which found that females compose messages that are more “*polite*” and favour “*positive politeness*” methods as compared to men. Takano (2005) pointed out the connection between language and contexts. Individuals should use simultaneously positive and negative politeness to obtain an effective communicative aim. Habwe (2010) study demonstrated culture-oriented politeness. Akbari (2002) explored “Brown and Levinson's politeness theory” in Persian. Moini (2016) concluded that female participants favoured negative methods more than male participants; there was no relationship amid gender and the adopting “*politeness strategies*”. Adel (2016) considered it crucial to understand how learners utilize language in its new contexts. In response to their professors and peers, they analysed “*negative politeness*”, “*positive politeness*”, “*bald on-record*”, and “*bald off-record techniques*” in Iranian “*EFL*” learners' blog postings. Findings revealed that positive politeness is employed more than negative politeness. Putri (2013) concluded that the most used strategy was positive politeness strategy because this strategy created a familiar situation for both the speaker and the listener. The researcher has also related the factors that affect the choice of politeness strategy and they are sociological factors.

Jeihan Jade Archia (2014) has found all of the positive politeness strategies in this research except the strategy of reciprocal exchange. Shohibussirri (2011) identified the more use of positive and less negative politeness strategy and power relations in using politeness strategies. Septyaningsih (2007) found 29 utterances of different characters covering fifteen sub-strategies of positive politeness in a film entitled “*In Good Company*”. So, people try to narrow power gap and increase informal

language sometimes. It was observed among groups of friends and the people who knew each other very well.

Theoretical Framework

Strategies of Politeness

Brown & Levinson (Brown & Levinson, 1987, p.68) divided human politeness behaviour in four strategies; they are positive politeness, negative politeness, bald-on record and off-record.

Positive Politeness Strategy

The speaker tries to reduce the threat to the listener's face. This strategy is used in a situation where people know one another very well. Positive politeness is also applied by using humour, making offers, hopefulness, hedging or indirectness and showing feelings of belonging to the group.

Sub-Strategies of Positive Politeness: Brown and Levinson (1987) classified this strategy into fifteen sub-strategies:

1. Paying attention to listener's interests and needs
2. Exaggerating approvals, sympathy and interests
3. Increasing interest to listener
4. Using in group identity markers
5. Asking for Agreement
6. Disagreements should be avoided
7. Presupposition
8. Humour
9. Presupposing speaker's knowledge and focusing the listener's wants
10. Promises, Offers
11. Being hopeful
12. Involving both speaker and listener in the conversation
13. Asking for reasons
14. Helping each other
15. Cooperating with listener and giving gifts etc.

Negative Politeness Strategy

It is typically used in question form including a modal verb. This politeness is used by apologizing, reducing imposition and using hedges. The speaker addresses the listener indirectly. The different techniques including metaphor, irony, rhetorical questions and all kinds of hints are used in this strategy.

Sub-Strategies of Negative Politeness: Brown and Levinson (1987, p.131) have classified this strategy into ten sub-strategies given below:

1. Being traditionally indirect
2. Hedging or questioning
3. Being depressed
4. Reducing the enforcement
5. Giving respect and esteem
6. Making an apology
7. Unbiased speaker and listener
8. Assuming FTA as a universal rule
9. Nominalize
10. Go on record as experiencing a debt

Bald-on Record

In this strategy, the speaker addresses directly the other person to express his needs. It is used in emergency conditions without considering who is being communicated. For example, "Don't touch that!"

Off-Record Strategy

The speaker gives hints and does not utter the accurate words according to his demand. It is left on the listener to interpret what the speaker is saying. For example, if he needs to borrow a pen, he will search through his bag and pockets. He will not clearly ask for that and will simply say, "Uh, I forgot my pen." In this strategy, indirect language is used and the speaker tries not to be imposing for the listener.

Different Factors Affecting the Choice of Politeness Strategies

According to Brown and Levinson (1987), there are two different factors which influence the choice of politeness strategies. These factors are payoffs and sociological factors.

The Payoffs

When a speaker decides to use a specific politeness strategy, he/she considers the payoffs. Some payoffs are given below which influence the selection of appropriate politeness strategy.

1. Payoffs of Positive Politeness Strategy
2. Payoffs of Negative Politeness Strategy
3. Payoffs of Bald-on Record Strategy
4. Payoffs of Off-Record Strategy

The Sociological Factors

According to Brown and Levinson (1987), there are three sociological factors which affect the choice of politeness strategies. These factors are:

1. The social distance
2. The relative power
3. The absolute ranking of imposition
4. About a specific culture

Research Methodology

It was a qualitative study. Vanderstoep and Johnston (2009, p.167) manipulate that qualitative study is more about descriptive method rather than predictive. So, it was descriptive study as well because the objective of this study was about understanding a language phenomenon of politeness deeply.

Sources of Data Collection

By adopting purposive sampling technique, two Pakistani morning shows “*The Morning Show*” and “*Ek Nayee Subah with Farah*” were selected. Two different techniques had been used for the collection of data; these were observation and note-taking. After deep observation, the researcher selected the data and applied the technique of note-taking. In this way, the data had been categorized in different strategies of politeness. The researcher replayed the specific morning shows for understanding them appropriately. Then, the researcher found the script of the shows on internet and compared the written text with the dialogues in the shows.

Data Analysis Procedure

Brown and Levinson politeness modal (1987) was employed for the purpose of analysis. politeness strategies e.g. positive politeness, negative politeness, bald-on record and off- record and 15 sub strategies of positive politeness and nine sub-strategies of negative politeness were identified from the data. The dialogues were high lightened in the written form which contained the strategies of politeness. After that the researcher arranged lists of collected data, made interpretation and counted the frequency of strategies.

Data Analysis

Morning Show 1 “The Morning Show” and Politeness Strategies

The first morning show was presented by a female host Sanam Baloch and she had invited a couple as guests. Both husband and wife were famous celebrities two decades before. Their names were Rahat Kazmi and Sahira Kazmi.

Table 1 Positive Politeness Strategies

Strategy	Utterances
Pay attention to listener’s interests and needs	<p>Host: <i>Main ye jan’na chahti hun k ap kya sochty hain, apka zindagi ka experience kesa hai.....</i></p> <p>Host: <i>Apko cooking ka bohat shouq hai. Aisa he hai?</i></p>
Exaggerating approvals, sympathy and interests	<p>Host: <i>Wo bohat khubsurat khayal hain, bohat khubsurat ehsas hain....</i></p> <p>Host: <i>Aj ap bohat kamal lag rahy hain.</i></p> <p>Host: <i>Ap sunty hain na inki batain? Kamyaab shadi ka ek aur raaz (sympathy)</i></p> <p>Host: <i>Ap ny bohat parha MashaAllah, Bohat ziada educated hain ap.</i></p> <p>Host: <i>Allah ki bohat khas mehrubani hai ap pe.</i></p> <p>Guest: <i>Ap ny jis yaqeen sy baat ki iss yaqeen sy ziada khubsurat koi baat nahi hai. Bohat khubsurat</i></p>

	<i>jawab.</i>
Increasing interest to listener	Host: <i>Mujy ap dono bohat pasand hain aur ab to mujy ap sy ishq hogya hai.</i> Host: <i>Do you know ab to set pe script parhty hain log?</i> Guest: <i>Kya ap yaqeen ker sakti hain k hum dono k nick names same hain?</i>
Using in group identity markers	Guest: <i>OMG (Oh my God!)</i> <i>RK (Rahat Kazmi)</i> Guest: <i>Sweetheart I love you for this.</i> Host: <i>I love you too dear.</i> Guest: <i>Got it. This is Sammo, my sweetheart.</i> <i>Samo (Nick name)</i>
Ask for Agreement	Guest: <i>Kabi Mazak karny ko ji chahta hai kabi nahi bhi chahta. Aisa he hai?</i> Host: <i>Sahe, nahi bhi chahta.</i> Guest: <i>Agar insan ko khushe mily to bohat bari nemat hai.</i> Host: <i>Ji bohat bari.</i> Guest: <i>Hmein har haal meh shukr ada krna chahye.</i> Host: <i>Bilkul krna chahye.</i>
Disagreements should be avoided	Host: <i>So you go for a walk with someone Bablu?</i> Guest: <i>We go for a walk with our dog Bablu actually.</i>
Humour	Caller: <i>Sir me ap sy itni muhabbat krta hun jitni apki biwi karti hain.</i> Guest to each other: <i>Ek lfz meh jawab dena hai, taqreer nahi karni</i>
Presupposing speaker's knowledge and focusing the listener's wants	Host: <i>Mujhy pata hai k apko lagta hai k shayed Ali ny mujhy ye btaya hoga. Hai na?</i>
Promises, Offers	Host: <i>Hum apki abhi zaror baat krayen gy apky grandchildren sy.</i> Guest: <i>Kuch muamlaat behtar hon to I promise, main writing karun ge dobara sy.</i>
Being hopeful	Host: <i>Yani ap TV pe zaror kaam karen gy agar behtari hue. Iski umid ki ja sakti.</i> Host: <i>Lekin I think apko ye kehny ki zarorat nahi hai. Ap jo bhi kahen gy sach he kahen gy.</i> Host: <i>Mujhy umeed hai k iss aj k show ka ap logo pe bohat gehra asar hoga.</i> Host: <i>Hum himmat nai haaren gy aur in guests ko dobara bulayen gy.</i>
Involve both speaker and listener in the conversation	Host: <i>Ap hamain ye btayen k ap daikhny meh bohat serious lagty hain aur mujy bohat gusy waly bhi lagty...</i> Host: <i>Chalen hum apny caller sy baat kerty hain. Caller jo hamary sath hain wo ap sy baat krna chahty hain.</i>
Asking for reasons	Host: <i>Let's go behind this curtain.</i> Host: <i>Ap kiun gayeb hain, hum naraz hain ap sy. Bohat naraz hain ap sy.</i> Guest's response: <i>I think har admi ki ek umr hai jis pe usy retire ho jana chahye.</i> Host: <i>Sara apa, what happened? Ap ny jo achay achay dramy likhay wo hogye. Ab nahi likhn.....</i> Host: <i>Ap bohat kum shows meh aty hain, iska kya reason?</i> Host: <i>Ap dono ny ek dusry ko he life partner kiun chuna?</i> Host: <i>Agar ap ny kuch khas kaam nahi kia phir log ap sy itni muhabbat kiun karty hain?</i> Host: <i>Ya to ap na atey, itna pyar na lety, ab pyar ly</i>
Helping each other	

Cooperating with listener and giving gifts etc.

kar istrah sy gayeb hona ye to dhoka hua na.

Host: *Hamary pas ap k liay bohat he acha surprise hai.*

Guest: *Dekha meri audience mery sath hai, main apni audience ko apni baat meh shamil karti hun hamesha.*

Host: *Ap k bety ka message hai ek ap k liay? That's a gift for you from us.*

Host: *We are going to give you more happiness.*

Host: *Ye khubsurat frame apky liay tohfa jo apko hmesha yaad dilaye ga k ap mery show meh aye thy.*

Host: *Accept these flowers from us.*

Host: *Iss sy khubsurat tohfa hum apko dy nahi sakti thy.*

Guests: *Thank you so much. We loved it.*

50 Positive Politeness strategies that focus on sustaining the positive face were found here. The host applied positive politeness strategies such as *exaggerating approvals, increasing interest to listener, humour, asking for agreements etc.* in order to reduce the distance (D) between the host and the guests and she also wanted to show her harmony or attention to the listeners. Meanwhile, the female and the male guests had applied positive politeness such as *asking for agreement, using identity markers and promises etc.* to make the conversation comfortable and the caller had applied *humour* strategy to enhance the interest of audience.

Table 2 Negative Politeness Strategies

Strategy	Utterance
Hedging or questioning	Guest: <i>Jahan tak main samajti hun, har wo kaam jo dil sy kia jata hai us meh asar hota hai.</i> Host: <i>Ap k waldain us waqt ye sochty hongy k hamara beta kis track pe chal para.</i>
Being depressed	Host: <i>Meri heart beat bohat tez hai aur main kaanp rahe hun.</i> Host: <i>Poori raat mji neend nahi aye k hum un sy kya baat karen gy.</i> Host: <i>Aj mujy ye ghari zehr lag rahe hai kiun k waqt bohat tezi.....</i>
Reducing the enforcement	Caller: <i>Please apa I humbly request k koi film bana len ap.</i>
Giving respect and esteem	Host: <i>Aj mery liay fakhar ki baat hai izzat ki baat hai k main ek khawab ko yahan bitha kar interview karun ge.</i> Host: <i>Aj main ziada time nahi lon ge jo main aksar leti hun apny mehmanu ko stage pe bulany</i> Host: <i>Ap dono ny itna kuch dia hai hamein aur bohat barey kaam kiay hain.</i>
Making an apology	Guest: <i>Maaf ki jiy ga, Main apki baat nahi sun paya.</i> Host: <i>Aj mujh sy koi ghalati hojaye to main hath jor k maafi mang rahe hun.</i> Host: <i>Ap k fun k agey ye hamari bohat choti koshishen hain to kahen kami reh jaye to maaf.....</i>

12 Negative Politeness strategies were applied by the host and the guests. As the concept of this morning show was to complaint against the guests for not being active anymore on drama screen, it threatened their face at times. Therefore, it was necessary for the host to be aware and careful about her exclamations. She had to be clever in picking suitable strategies to talk with them. When she asked the questions, she preferred to choose this strategy in order to give the listeners freedom of action or free will by keeping distance (D). It worked as a symbol of respect and regard to her guest. On the other side, the female guest, Sahira Kazmi applied only one strategy that was *using hedges* to soften the request from the host's question. The male guest had also used only one strategy naming *making an apology*.

Table 3 Bald-on Record

Strategy	Utterance
Bald-on Record	<p>Host: <i>Ap ny sirf itna kehna hai k hum jo bhi baat karen gy dil sy kren gy. Iss ky ilawa koi baat nahi karen gy.</i></p> <p>Host: <i>Ap ny kahen nahi jana. Ap ja k to dikhayen</i></p> <p>Host: <i>Main ap k sath ek game khelu ge aur ap ny ek word meh jawab dena hai. Thek hai?</i></p> <p>Host: <i>Apko mery teen sawalo k jawab deny hain.</i></p> <p>Host: <i>Ap ny sirf ek lfz bolna hai. Sirf ek.</i></p>

Five bald on record strategies were employed by the host. Sanam Baloch, as the host, arranged the sequence of this morning show. She knew very well when to talk or when to keep silence. Commercial break is a part of a talk show that cannot be detached from it. Some statements produced by the host to cut off her guests were deliberated as a common thing. These actions were performed by the host in order to save time. The hosts frequently had a habit of giving indications for the coming up of the commercial break to the audiences without reducing the face threat. Thus, she carried her command to the audiences directly and clearly. She also claimed her power (P) over the listeners by forcing them to answer without any suspicion.

Morning Show 2 “Ek Nayee Subah with Farah” Politeness Strategies

The second morning show “*Ek Naye Subah with Farah*” was presented by a female host Farah Hussain and she had invited a famous classical singer named Ataullah Esakhelvi and his son Sanwal Esakhelvi on her show. Besides, two female actors Meesha and Anushy were also the guests of the show.

Table 4 Positive Politeness Strategies

Strategy	Utterances
Pay attention to listener’s interests and needs	<p>Host: <i>How about you Anushy? Apko bhi aisy kaprey pasand hain?</i></p> <p>Host: <i>Jo log apki ijazat k bagair ap k ganey ga lety hain ap unhain kuch nahi kehty?</i></p> <p>Host: <i>Aisa kesy hua k ap ny muhabbat pe itni jaldi hathyaar dal diay?</i></p> <p>Host: <i>Apko pyaas lag rahe hoge. Kuch thanda len gy?</i></p> <p>Host: <i>Sanwal apki kya feelings thein k walid sahib ka itna naam hai. Mushkil hai ya asan hai?</i></p> <p>Host: <i>Ap k itny hazaron gaano meh sy apka pasandeeda gana kon sa hai?</i></p>
Exaggerating approvals, sympathy and interests	<p>Host: <i>Itni khubsurat awaz jo Allah ny apko ata ki hai. Ye to bohat bara tohfa hai ap k liay.</i></p> <p>Host: <i>Hamary sath hamari ek bohat pyaari si mehman bhi hain jo bohat khubsurat lag r..... Wah</i></p> <p>Host: <i>Wah wah, bohat ala.</i></p> <p>Host: <i>Ap k liay bohat mushkil hota hoga itni mehnat karna. Aisa he hai?</i></p> <p>Comedian: <i>Meri itni bari khuwahish pori hue hai ap sy mil k main bata nahi sakta.</i></p> <p>Host: <i>Lala ap ny zingadi meh itni mushaqat kati, lgta nahi k sanwal ko sab kuch asani sy mil gya?</i></p> <p>Host: <i>Mujy pata hai faisla krna mushkil hai phir bhi apki pasand ka gana ap k apny gaano meh sy?</i></p> <p>Host: <i>Itny ziada aizazaat mil chuky hain apko poori dunya meh apko saraha gya hai. Koi aur khawahish?</i></p>
Increasing interest to listener	<p>Host: <i>Ap ny suna wo? Ashfaq sahib kehty hain wo muhabbat he kesi jo udas na kardy.</i></p>
Using in group identity markers	<p>Host: <i>Kesy hain Lala?</i></p>
Ask for Agreement	<p>Guest: <i>Bas Allah ki karam nawazi hai.</i></p> <p>Host: <i>Hai na, bohat ziada.</i></p>

	<p>Guest: <i>Kuch log bhi dewana bana dety hain..</i> (Poetry) Host: <i>Bilkul log bhi deewana bna dety hain.</i> Guest: <i>Abhi bhi wahan pe C.D wagera ki dukanain nahi kholny dety.</i> Host: <i>Han ji. Durust kaha. Jala dety hain.</i> Guest: <i>Main ny paanch saat saal truck chalaya hai.</i> Host: <i>Paanch saat saal!</i> Host: <i>Thek ..sahe .. Bilkul</i> Sanwal (Guest 2): <i>Main apny walid k sath agree krun ga jesa k unho ny abhi kaha k kafi mushkil hai.</i> Host: <i>Anushy karak wali chaye hai na dhaby ki? Aisa he hai na?</i> Host: <i>Ap kabhi Pakistan k ilaqa sy bore nahi huey Sanwal?</i> Guest: <i>Actually har jag aka apna maza hai. U.K meh ek alag maza tha yahan alag hai.</i> Host: <i>Unho ny jab apki hosla afzai ki to ghar meh bhi to masly huey hon gy itna asan to nahi hoga?</i> Guest: <i>Ji bilkul ghar sy nikal dia gaya.</i> Host: <i>Aur ap dekha karty thy na un khawateen ko?</i> Guest: <i>Ji dekh k khush hojata tha.</i></p>
Strategy 6: Disagreements should be avoided	
Strategy 7: Presupposition	
Strategy 8: Humour	<p>Guest: <i>Main to pyar k muamly meh bohat badnaam hon.</i> Host: <i>Lekin pyar k chakar meh banda apna satyanaas krly ye bhi to acha nahi hai.</i> Host: <i>Ye ab ap mehak k kaan khench rahy hain.</i> Guest: <i>Main bathroom singer nahi hun. Itna bura nahi gata main.</i></p>
Strategy 11: Being hopeful	<p>Host: <i>Main chahti hun wo apki mojudgi meh apka gana yahan gayen aur mujy umeed hai apko bohat pasand aye ga.</i> Host: <i>Mujhy umeed hai agar me ap sy gaaney ki farmaish krun to ap gunguna dain gy thora sa.</i></p>
Strategy 12: Involve both speaker and listener in the conversation	<p>Host: Really? (Surprisingly) Guest: <i>ji han.</i> Host: <i>Acha? Waqai?</i> Host: <i>Thek hai hum agey continue karen gy aur hum gup shup bhi karen gy.</i> Host: <i>Sanwal apko lagta hai k ap apny walid jitney khush naseeb hain?</i></p>
Strategy 13: Asking for reasons	<p>Host: <i>Phir btayen hum sab ko. Ek ek kar k btana shuru kren k ye sab kiun hua kesy hua.</i> Host: <i>Ap k bohat udaas ganey hoty hain iski waja kya hai? Muhabbat ki wja sy ya pasandeedgi?</i> Host: <i>Apko truck drivers itna kiun pasad karty hain?</i> Host: <i>Lala ye truck k pichy shairi kiun likhi hoti hai?</i> Guest: <i>Thek hai main sunata hun ap zara mera sath dena.</i> Host: <i>Ji zaror sath den gy.</i></p>
Strategy 14: Helping each other	

50 strategies of politeness given by Brown and Levinson (1987) were found in the data above. The host, four guests and the comedian had applied positive politeness strategies and were conscious about the positive face of one another. The following positive politeness strategies were applied by the host: *humour, exaggerating approvals, increasing interest to listener, identity markers and presupposition etc.* She had applied these strategies to make her guests feel comfortable and to be frank with them. She was also trying to grab the attention of her listeners by asking for agreements. Meanwhile, the female and the male guests had applied positive politeness such as *asking for agreement, presuppositions and helping each other etc.* to make the conversation comfortable and the

comedian applied *exaggerating approvals* and *humour* strategy to entertain and develop the interest of audience.

Table 5 Morning Show 2 and Negative Politeness

Strategy	Utterance
Strategy 1: Be traditionally indirect	Host: <i>Please tashreef rakhiye.</i> Host: <i>Kya ap hamarey liay yahan aa saktay hain?</i> Host: <i>Ap chaye lena pasand kren ge Meesha?</i> Host: <i>Lala agar apki ijazat ho to ek aur sawal.</i>
Strategy 2: Hedging or questioning	Host: <i>Main ny suna apki gari ka model badal jata hai bohat jaldi. (Hedging)</i> Guest: <i>Main ny kabi shumaar to nai kia lekin mera khayal hai teen chaar kilometer safar krta hun rozana. (Hedging)</i> Guest: <i>Jab main school meh ghaliban 7th, 8th class meh tha tb ye kaam shuru hua.</i> Guest: <i>Main ny suna hai apny doston sy k gaya hai kisi ny mera gana lekin me ny suna nahi abhi tak.</i> Host: <i>Sanwal hum ny suna k ap Rafi sahib k bohat barey fan hain. Aisa he hai?</i> Guest: <i>Mehak ny itna acha gaya k mujhy to ab gaaty sharam aa rahe hai.</i>
Strategy 3: Being depressed	
Strategy 5: Giving respect and esteem	Host: <i>Bohat behtareen singer hain ap. Inka nam har dil k sath dharakta hai jahan bhi hum chaly jayen. Bohat shukria tashreef lany ka.</i> Guest: <i>Meri khushkismati k main apna gana kisi aur singer k muh sy sunu ga.</i> Host: <i>Ye hamari khush qismati k ap yahan pe mojud hain.</i> Host: <i>Mery sab honorable mehmano ka aj yahan aney ka tah e dil sy bohat bohat shukria.</i>
Strategy 6: Making an apology	Guest: <i>Tab to usaatza ki baat he kuch aur hua karti thi. Maa'zrat k sath ab to pyar ny sab kuch bigaar dia.</i> Guest: <i>Khawateen bhi ati thein. Ek filmstar bhi ati thein. Maf ki jiy ga me naam bhul gaya unka.</i> Host: <i>I am sorry mein iss falsify ki bilkul qaael nai hon.</i> Comedian: <i>Agar chaye meh koi masla ho to maafi chahta hun.</i>

The host, guests and the comedian used 18 negative politeness strategies. The host was trying to be traditional and indirect in order to show her respect to the guests. As one of the guests was a legend classical singer, she was selecting her words carefully to avoid compulsions. The negative politeness strategies applied by her were: *be traditionally indirect*, *questioning/hedging* and *showing respect* etc. The male guests were using *hedging*, *being depressed* and *making an apology*. The comedian also applied *making an apology* strategy to show his respect for the guest.

Table 6 Morning Show 2 and Bald-on Record

Bald on Record	Utterances
	Host: <i>Ap ny kahen nahi jana. Sath rehna hai.</i> <i>Apki awaz meh hum ny zaror sun'na hai ye gana.</i> <i>Mehak ap sath ayen yahan.</i> Side character (Comedian): <i>Oye baat sun chotu.</i> Host to Comedian: <i>Usay maaro mat.</i> Host: <i>Chaye bnao jaldi lala k liay.</i> Host to comedian: <i>Ap hamary mehmano ko tang nahi kren bilkul.</i>

Five times, Bald-on Record strategy was employed. The host was authoritative towards the comedian and showed her power (P) many times. She commanded him to obey her to save face of guests and to be hospitable. Furthermore, the hosts on T.V. shows are instructed to take commercial

breaks as they are a vital part of transmissions. Farah, as a host, bounded everyone to stay on her channel while she took a break without considering any face threat.

Table 6 Morning Show 2 and Off-Record with Translation

Strategy	Utterance
Off Record	Host: <i>Lala apka har gana dil pe lagta hai.</i>

The host had used off-record strategy only once during her show. She gave a hint wisely to the guest that she could listen to his songs all the time. Actually it was a hidden request to sing for her at that time and she wanted him to understand her wish by avoiding any FTA.

Table 7 Frequency of using politeness Strategies

Strategy	Morning Show 1	Morning Show 1	Total
Positive Politeness Strategies	50	50	100
Negative Politeness Strategies	12	18	30
Bald-on Record	5	5	10
Off Record	0	1	1
Total	67	74	141

Positive politeness strategies were frequently used in both morning shows. Negative politeness was less frequently used and Bald-on Record and Off Record were least used strategies.

The Factors Influencing the Use of the Politeness Strategy

According to research question three, there were two different factors proposed by Brown & Levinson (1987) influencing the choice of politeness strategy in this study. These factors included ‘payoffs’ and ‘sociological factors’.

The Payoffs Affecting the Choice of Politeness Strategy in Selected Four Morning Shows

Four types of payoffs were identified from the selected data.

Payoffs of Positive Politeness Strategy

Positive politeness strategy was employed by many speakers in selected morning shows. For example, it was represented by the host Sanam Baloch, in the first morning show when she engaged her guests, Rahat Kazmi and Sahira Kazmi in conversation. Solidarity was obviously represented by the hosts and the guests when they complimented on each other. The host hadn’t met the guests since long time and she was in good terms with them. So, she gave them a gift to be remembered. The host said, “*I couldn’t give you more beautiful gift than this.*” As a response, the guests complimented in return, “*Thank you so much. We loved it. It is very beautiful indeed*”.

In the second morning show, the factor of payoff was also visible and represented by the host Farah Hussain when she complimented her female guest Anushy about her beauty. “*Wow! We have a very charming guest with us and she is so elegant. She is wearing a beautiful dress.*” Anushy praised in return, “*Oh my God! You are gorgeous too*”.

Payoffs of Negative Politeness Strategy

In the second morning show, the host asked a female guest Meesha to have some tea indirectly. “*Would you like to have some tea Meesha?*” It was an indirect invitation that let Meesha to decide whether she would accept the offer or not. The host didn’t put imposition in the utterance as Meesha had various choices to answer.

Payoffs of Bald-on Record

In the second morning show, the host asked directly a comedian not to tease the guests. She said, “*Don’t tease our guests.*” This utterance showed that she didn’t want to be polite since he was irritating the guests with his jokes. The utterance indicated clarity and great imposition that the comedian had to obey.

Payoffs of Off-Record Strategy

Face damaging acts are avoided with off-record strategy. The listener has to interpret the desired meaning of an utterance said by the speaker. The host from the third morning show, Sahir Lodhi, said to the audience, “*Adding a little bit noise will be a good idea too*”. Actually he had invited a member from the audience to come on stage to be a model for the application of a remedy. He wanted the audience to clap their hands too but he indicated the audience to interpret the meaning itself. The audience understood and as a response, started clapping to fulfil his wants.

The Sociological Factors Affecting the Choice of Politeness Strategy

Following factors affected the choice of politeness strategies:

The Social Distance of the Speakers and the Listeners

The utterances from the selected morning shows represented that how social distance would affect choice of politeness strategy in speaking politely. Positive politeness strategy was designed for reducing the social distance between the participants. Most of data were found when the participants had known each other well so that they had close relationship. But there was no social distance between the host and her comedian assistant since he was there to help her and to follow her commands.

Power Relation between the Speaker and the Listener

These two morning shows presented the relative power among the participants. The dialogues between the comedian and the host Farah Hussain from the second morning show were the examples of how power affected choice of politeness strategy. He was her assistant and due to her position as his boss, she could freely ask him to do anything for her. She asked him, "Go and make tea for us" as he was acting to be a tea maker as well

The Size of Imposition

Great imposition was represented in the first morning show by a caller, Afzal Khan, who was a famous actor. He begged the female guest Sahira Kazmi to direct a film for her fans. In persuading the guest, he used high standard of politeness as Sahira Kazmi was a great director but she had not been directing any play or movie for a long time. Therefore, Afzal Khan put great imposition in his utterances.

He said, "Please dear sister, it's my humble request if you could make a movie for us."

He had used negative politeness by conveying conventional indirectness.

Discussion

According to the first research question, the findings showed that all four politeness strategies were observed in these specific two morning shows naming positive politeness, negative politeness, bald-on record and off-record. All the positive and negative politeness sub-strategies were found in the participants' utterances except negative politeness sub-strategy 'nominalizing'. Besides, off-record strategy was not found in show one. The researcher found out that there were 141 utterances of the selected morning shows which contained politeness strategies. The studies of Septyaningsih (2007) and Archia (2014) also gave the similar findings. In the light of second research question, the hosts had used more positive and less negative politeness strategies. Similarly, Putri (2013), Shohibussirri (2011), Moini and co-author (2016) and Rahastri (2017) gave the similar findings. Based on third research question, payoffs and sociological factors had affected the choice of appropriate politeness strategy according to the situations. The payoffs of positive, negative, bald-on and off-record strategies were analysed. Positive payoffs were about exchanging compliments and gifts in a friendly way; negative payoffs had laid emphasis on avoiding imposition that resulted fulfilment of wants due to given choices. Payoffs of bald-on record had indicated clarity resulting great imposition and the listeners were bound to pay back. In sociological factors, social distance, power and the size of imposition were included. High social distance had the effect of using negative politeness and less social distance caused the implementation of positive politeness. Putri (2013) and Archia (2014) concluded the similar findings.

Conclusions

According to the first research question, the findings showed that all four politeness strategies were observed in these morning shows naming positive politeness, negative politeness, bald-on record and off-record. All the positive and negative politeness sub-strategies were found in the participants' utterances except negative politeness sub-strategy 'nominalizing'. Besides, off-record strategy was not found in show one. In the light of second research question, the hosts and guests had used more positive and less negative politeness strategies. In positive politeness strategies, the hosts used 'involving both speaker and listener in the conversation' frequently. The researcher found out that there were 141 data from the dialogues of the selected morning shows which contained politeness strategies. Positive politeness was at highest rank with the occurrence of 100 times. Negative politeness happened 10 times and was noted as the second rank. Based on third research question, two different factors had affected the choice of appropriate politeness strategy according to the situations. These factors included payoffs and sociological factors. Positive payoffs were about exchanging

compliments and gifts in a friendly way; negative payoffs had laid emphasis on avoiding imposition that resulted fulfilment of wants due to given choice. In sociological factors, social distance, power and the size of imposition were included. High social distance had the effect of using negative politeness and less social distance caused the implementation of positive politeness. Different power ranks also affected the choice of politeness strategies because participants having high power used bald-on record strategy but same power ranks showed the application of negative and positive politeness.

Recommendations

1. The use of language is important to study for a language student. The students will learn more about the study of language by considering this pragmatic approach.
2. In this study, the researcher has collected the data only from two morning shows for analysis. Therefore, the results of the analysis are limited. The other researchers are recommended to collect more data if they are interested in exploring the same topic.

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