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English Department

## **Analysis of Cost/Benefit, Optionality and Indirectness Scales in Selected English Interviews**

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the Council of the Faculty of Humanities and Social  
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the Requirements of the Degree of  
Master of Arts in English Language and Linguistics**

By  
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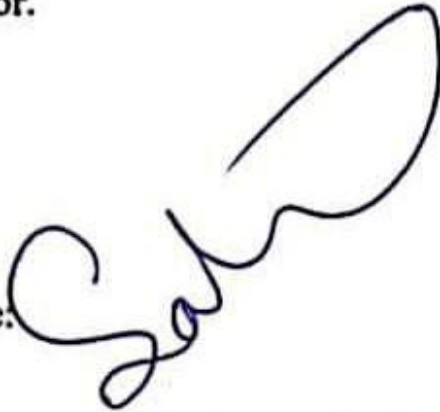
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## **DEDICATIONS**

This thesis is dedicated to:

- My parents and family members.
- My beloved ones; Azhin, Ronya, Muhammed and Mubeen.
- My unique brother, Hiwa Nooradeen.
- The late soul of my friend, Sardasht Tahir.
- Whoever reads this thesis.

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## **Abstract**

The present study offers an analysis of Leech's (1983) three pragmatic scales, viz. cost-benefit, optionality, and indirectness in English interviews. The current study aims at analysing both the politeness maxims and scales in English interviews from different comedys to demonstrate the relations between the maxims and scales. It also aims at exploring which politeness maxims and scales take the lion's share in English interviews.

The present study seeks to answer these questions: Are there any relations between the pragmatic scales and politeness maxims? Which pragmatic scales and politeness maxims used most frequently in English interviews? Is only one pragmatic scale enough to realise the degree of politeness? Therefore, in accordance with the research questions, it is hypothesised that there is a complementary relationship between the scales and maxims; the maxims operate in the scales. The cost-benefit scale and tact maxim are the most dominant pragmatic scales and politeness maxims in English interviews.

To verify the hypotheses and analyse the selected data, a broad-based model is adopted. Twelve interviews from six different genres were selected as data samples for analysis. Notably, mixed method methods are employed in this study.

The study concludes that there is a complementary relationship between pragmatic scales and politeness maxims. Politeness maxims operate within the pragmatic scale. In addition, the cost-benefit scale is found to be a dominant and widely employed pragmatic scale in English interviews. Similarly, approbation and tact maxims are the most commonly used politeness maxims in English interviews in the current study; one pragmatic scale would not be enough to realise the degree of politeness in English interviews when more than one scale is employed in an utterance.



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## Table of Abbreviations

CP	The Cooperative Principle
FTA	Face Threatening Act
H	Hearer
Os	Others
PMs	Politeness maxims
PSs	Pragmatic scales
PP	The Politeness Principle
S	Speaker
Ss	Speakers

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# **Chapter One**

## **Introduction**

This study, titled "Analysis of Cost-Benefit, Optionality, and Indirectness Scales in Selected English Interviews" is grounded in the field of pragmatics. It provides an analysis of three selected pragmatic scales, offered by Leech (1983), in some selected English interviews.

### **1.1 Statement of the Problem**

Leech (1983) offered his Politeness Principle that has been widely adopted by researchers and scholars. They intentionally or unintentionally disregarded the other side of the politeness principle which consists of three pragmatic scales as well, namely, cost-benefit, optionality, and indirectness. It has been observed that most researchers have accidentally ignored the critical significance of these three scales, and have instead massively focused on the six maxims to analyse and interpret literary works, films, TV shows, and English interviews. In other words, few attempts have been made to demonstrate the cruciality of these pragmatic scales and reveal the evident relations between these scales and maxims. Thus, the lack of a dedicated and specific study about the politeness principle tackling all three scales with the maxims together is noted to be neglected in the area of pragmatic research.

### **1.2 Research Questions**

The present study attempts to explicate the relations between these pragmatic scales and the six politeness maxims to measure the degree of politeness in an utterance. Even though studies have been carried out about the politeness principle, there are still some questions of direct relevance to the field to be answered. Here are some questions below:

1. Are there any relations between the pragmatic scales and the politeness maxims?
2. What kinds of pragmatic scales are most frequently used in English interviews?
3. What kinds of politeness maxims are most frequently used in English interviews?
4. Is only one pragmatic scale enough to realise the degree of politeness in English interviews?

### **1.3 The Aims**

In accordance with the current study's questions, the aims of this study are as follows:

1. Identifying the relations between the pragmatic scales and the maxims proposed by Leech (1983).
2. Identifying which scale or maxim is used most frequently in English interviews.
3. Enhancing the awareness of applying these scales and maxims in English interviews.

### **1.4 The Hypothesis**

Based on the questions proposed in 1.2, it is hypothesised that:

1. There is a complementary relationship between the pragmatic scales and politeness maxims, the maxims operate within the scales.
2. Cost-Benefit scale is the most dominant scale used in English interviews in comparison with other two scales.
3. Tact maxim is utilised more than the other maxims in English interviews.

4. One pragmatic scale would not be enough to realise the degree of politeness when more than one pragmatic scale is used.

## **1.5 Research Procedures**

In order to achieve the intended aims and verify the hypotheses, the researcher follows the following procedures:

1. Providing theoretical background on Politeness generally, and Leech's (1983) politeness principle that subsumes both the maxims and the scales.
2. Adopting a model for the purpose of analysing the selected data.
3. Selecting and analysing the data in terms of the adopted model.
4. Discussing and comparing the results of the analysed texts.
5. Drawing conclusions based on the results and findings of the analysis.

## **1.6 The Scope**

The scope of this study is restricted to the analysis of politeness principles in selected English interview transcripts in accordance with the adopted model. The researcher confines this study to Leech's "*Principles of Pragmatics*" (1983). For the purpose of obtaining the frequencies and percentages of the used scales and maxims, twelve English interview transcripts were selected to be analysed. Moreover, the study is not restricted to political interviews only; rather, different interviews are selected to arrive at a realistic and more dependable outcome of interview analysis. That is, the study is not restricted to one genre alone, but examines a variety of genres.

## **1.7 The Data**

The data for this study comes from various available online English interview transcripts extracted from different websites and TV channels. The



researcher analyses twelve interviews, out of which two are from genres such as political, religious, business, film producer, comedy, and sports interviews. Thus, the current study analyses various English interviews in various fields.

### **1.8 The Significance of Study**

This study is conducted with the hope of providing further information to researchers and readers as well as enriching specific knowledge in the pragmatics field, especially on politeness principles. The study's findings are expected to aid in understanding pragmatic analysis, particularly politeness principle. Readers are also predicted to make use of the current thesis as teaching material and a dedicated study about politeness principles. Different politeness theories are presented in this research to acquaint the readers with the most common and widely recognised politeness theories in the field of pragmatics. Furthermore, it also helps the readers know which scales and maxims to employ so as to sound more polite and avoid conflicts in English interviews.

## **CHAPTER TWO**

### **THEORETICAL BACKGROUND**

#### **2.0 Introduction**

This chapter presents a general overview of the notion of politeness. As the focus of this thesis is Leech's politeness principle (henceforth, PP), it endeavours to provide a foundation for the most fundamental theories. Since it is a pragmatic study, it offers insights into relevant topics like politeness strategies, PP, and pragmatic scales (henceforth, PSs). It also highlights different approaches being adopted by different pragmaticians and linguists, along with criticism of each approach. Moreover, Leech's politeness principle (1983) is the framework of this study; thus, his theories and perspectives are of immense interest for the current research.

#### **2.1 Pragmatics**

Morris (1938, p. 6) suggests that pragmatics is the study of the relationship between signs and their interpreters. However, Levinson (1983, p. 99) states that it is the study of the relationships between language and context that has been grammatically encoded by the structure of language. According to him, the study of the relationship between language and its context lies at the heart of pragmatics.

Pragmatics, according to Verschueren (2009, p. 1), is a discipline of linguistics that examines how individuals use language. However, Levinson (1983, p. 9) states that pragmatics is a linguistic study that focuses on language usage in a specific context. He further states that since it examines not only how they are uttered but how they are interpreted as well. Pragmatics attempts to reveal the meaning of an utterance on three levels: the speaker's (henceforth, S) intentions, what the S actually states, and the H's interpretation (Stadler 2012, p. 2).

Moreover, Yule (1996, p. 3) presents four definitions of pragmatics. Initially, pragmatics places a greater emphasis on the S's meaning. In other words, it focuses more on the interpretation of utterances by the S and the L. Secondly, pragmatics also places emphasis on how speakers (henceforth, Ss) convey their meanings in a given context and how the situation influences that meaning. Thirdly, it is also important to note that pragmatics tackles the additional meaning of utterances. In this respect, it deals with the application of implicature to S's utterances in order to understand what they mean in this context. Ultimately, he considers pragmatics to be the scientific study of the manifestations of relative distance. When it comes to pragmatics, the study of what to state and what not to state takes precedence. In this case, the utterances are contingent on the S-hearer (henceforth, H) connection in terms of physical, social, or intellectual experience.

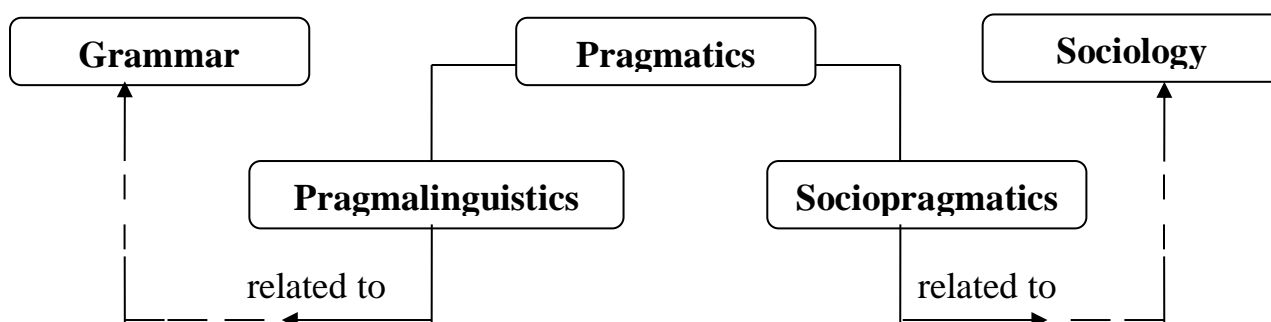
In line with Yule, Green (1996, p. 3) proclaims that the most important thing to remember about pragmatics is that it concentrates on the intention behind human acts. If one intends to comprehend what someone is stating, they should first understand what they are doing. For this reason, it is critical that statements be interpreted in light of their surrounding context. S's ability to convey the intended meaning of their words is greatly enhanced by providing context information.

Furthermore, there are both upsides and downsides to learning a language through pragmatics. One benefit of pragmatics, according to Yule (1996, p. 4), is that it enables Ss to debate the inferred meaning, motives, and actions of others (henceforth, Os) when they communicate. The downside is that it is difficult for humans to remain impartial and consistent while analysing these notions. Pragmatics is a fascinating field of study because it deals with the process through which individuals try to comprehend the language used by Os. It is, however, a challenging field of research since it entails getting to the bottom of what individuals are thinking.

From the definitions offered by the pragmaticians above, pragmatics may best be characterised as a discipline of linguistics that investigates how individuals use language in their interactions. In other words, it focuses on how an utterance conveys its intended meaning and how its intended audience receives and decodes it.

## 2.2 Pragmalinguistics and Socio-pragmatics

According to Leech (1983, p. 11), "pragmalinguistics" refers to pragmatic linguistic end, where one looks at the specific resources a language gives for communicating certain illocutions. Leech (1983, p. 10) refers to the social interface of pragmatics as "sociopragmatics." In other words, the study of sociopragmatics is the study of the manner in which conditions for language usage arise from the social context. Thus, it is concerned with external elements, which are those parts of the selection and interpretation of language forms that are influenced by social and cultural conditions. According to Leech, the term "general pragmatics" describes the "abstract study" of the general circumstances for the communicative use of language and excludes more specific local restrictions on language usage.



**Figure (1) Leech's Distinction between Pragmalinguistics and Socio-pragmatics, Adopted from *Principles of Pragmatics* (1983, p. 11)**

Sharyan (2003, p. 6) asserts that the ability to employ proper linguistic means to carry out a specific speech act is central to pragmalinguistics. It is more

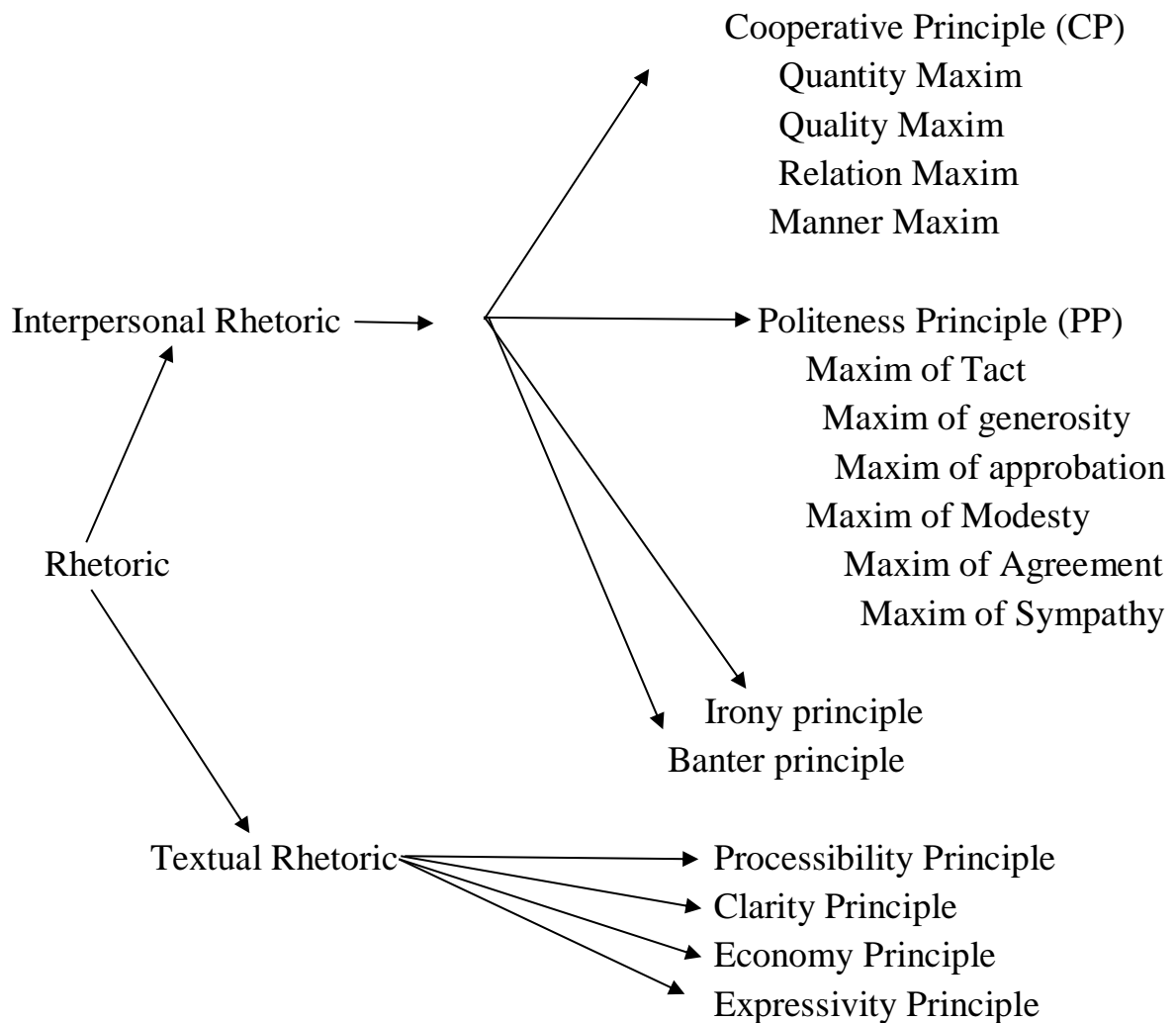
concerned with "what do you mean by X?" than "what does X imply?" Therefore, it has to do with language functions, objectives, intentions, and effects. However, sociopragmatics is a subfield of pragmatics that focuses on the pragmatics-sociology interaction. The context in which a term or word is used is influenced by a variety of social factors, including the other sex's social status or rank; age; family relationship; occupational hierarchy; transactional status (e.g., a doctor-patient relationship); race; or degree of intimacy.

Moreover, socio-pragmatics focuses not only on language but also on the social context in which it occurs. Thus, socio-pragmatics might be defined as the point at which pragmatics and sociology meet. Social characteristics (race, religion, gender, and profession) have a significant impact on how people talk, which is why socio-pragmatics and sociology are intertwined. Socio-pragmatics also encompasses sociolinguistic studies in general, since it is derived from social linguistics in the first place. As sociology is the foundation of sociolinguistics, it is no surprise that the field looks at how language interacts with social structures, groups, and individual behaviour. Pragmatics, on the other hand, studies the meaning or significance of communication. For the study of socio-pragmatics, these two fields are combined (sociolinguistics and pragmatics). Associating the two disciplines of language and society, sociopragmatics examines how language is used in the context of society.

### **2.3 Rhetorical Pragmatics**

For the study of pragmatics, the approach Leech (1983, p. 16) uses is rhetorical. He denotes that rhetorical pragmatics refers to the efficient use of language in its broadest sense, with an emphasis on ordinary conversation rather than more formal or public contexts. Textual and interpersonal rhetoric are two types of rhetoric that Leech identifies. Textual rhetoric consists of four sets of principles: the processibility principle, the clarity principle, the economy principle, and the expressivity principle. Whereas, in contrast, interpersonal

rhetoric relies on four principles: the cooperative principle (henceforth, CP), the PP, the irony principle, and the banter principle.



**Figure (2) Adapted from Leech's Principles of Pragmatics (1983, p. 16)**

According to Leech (1983, p. 15), rhetoric is important since it emphasises a scenario in which the S (or Ss) employs the language to achieve a certain impact on the H's mind. When it comes to dividing rhetoric into two categories, interpersonal and textual, Leech follows Halliday's lead. Rhetoric is an argument aims at persuading a certain group of people. To put it another way, rhetoric is the study of how to persuade Os. People's choices may be influenced by the use of rhetorical figures of speech.

In Kennedy's (2007, p. 7) view, rhetoric is the energy of emotion and ideas transferred to Os via a system of signals, including language, to influence their judgements or actions. With the objective of influencing (persuading) Os, language users engage in rhetoric when they convey their feelings and opinions. Rhetoric and pragmatics have a lot in common, but the emphasis on language and the role it plays in diverse activities is the most essential one. Walton (2004, p. 21) describes rhetorical pragmatics as the use of a proposition to achieve an objective in an argument or to enhance the effectiveness of the language in a certain situation via the employment of figures of speech. One of the most frequent and significant goals is to convince or persuade a person to do something.

### **2.3.1 Interpersonal Rhetoric**

As clarified above, interpersonal rhetoric includes the following.

1. The CP.
2. The PP.
3. The Irony Principle.
4. Banter Principle

Irony principle is seen as less important than the first two principles. There is an explanation for how an impolite person might nevertheless be viewed as polite and express his interaction objectives. The S may be ironic towards the audience by implying that the conversational principle is broken. A dispute is considered common between the irony principle and the CP. The irony principle explains the way Ss occasionally employ ironic language to be polite. Speaking ironically, according to Grice (1989, p. 34), violates the quality maxim's submaxim "Do not state what you believe is false". However, Leech (1983, p. 144) argues that even if you have to offend someone, you should do it in a manner that does not immediately collide with the PP but rather allows the L to come to the offensive

part of your comment indirectly. This is a kind of irony, which Leech refers to as "mock-politeness." The banter principle, on the other hand, is stated as follows: Showing sympathy with the H by stating something that is obviously false and disrespectful to the H. It is implied by the banter principle that what is said is impolite to the H and obviously incorrect. Even among the younger generation, the use of banter is commonplace in everyday conversation. As an example, a chess player could make a humorous remark to another player by stating: "*What a mean, cowardly trick!*" referring to a certain clever move, or statements like "*Here comes trouble!*" or "*Look what the cat has brought in!*" are common greetings between two friends such as

As people behave less politely when they are close to one another, this is known as the "banter principle." Since bantering may lead to a close relationship, it is possible that the lack of politeness is a sign of intimacy.

Additionally, CP refers to how an H interprets and infers indirect meanings from a statement. The PP's maxims, on the other hand, are used to explain why the CP is ignored and why one form is preferred over another. Although politeness does not aid in comprehending the S's intention, it might play a crucial role in selecting the S's communicative goal. As a result, the PP may be able to shed light on the S's motivations for selecting the specific content and manner of what he said (Leech 1983, p. 38–39).

Even though Leech does not define politeness explicitly, he does so by referring to the PP. In his perspective, the PP is at work between "self" and "other," where "self" represents the S and "other" represents the H or even a third party. It is important to keep in mind that PP, like CP, includes a number of maxims such as tact, generosity, approbation, modesty, agreement, and sympathy. The comparison between these two principles is not only apparent in the fact that they are both composed of a list of maxims but also in the underlying notion that these maxims are universal.



The PP and associated maxims are based on the fundamental premise that Ss reduce the expression of beliefs that are unpleasant to Os and increase the expression of beliefs that are favourable to Os. In this manner, the S can maintain good relations with the audience and avoid communication breakdowns.

### **2.3.2 Textual Rhetoric**

According to Leech (1983, p. 15), rhetoric can be defined as "the art of persuasion through the persuasive use of language in various contexts," including but not limited to formal and planned discourses and everyday conversation. Specifically, the term "rhetoric" refers to a circumstance in which an s uses language in order to influence the L's thought processes towards a particular goal. To put it simply, rhetoric is a group of rules for effective communication that are linked to one another by their function.

According to Halliday (1976, p. 57–79), there are two main kinds of rhetoric: interpersonal rhetoric and textual rhetoric. The CP and the PP are two examples of the principles upon which different varieties of rhetoric are founded. These principles contain a series of maxims.

Slobin (1975, p. 1–30) defines textual rhetoric as a tool made up of a set of principles that act as pragmatic factors that govern the text. Slobin categorises this type of textual rhetoric into four rules: Try to communicate yourself effectively in writing by following these principles:

1. Try to keep the text short and easy to understand.
2. Try to make the text clear.
3. Attempt to keep the text short and readily understood.
4. Try to make the text expressive.

Like Slobin, Leech (1993, p. 96–106) identifies four principles of textual rhetoric:

1. The principle of processability;
2. The principle of clarity;

3. The principle of economy;
4. The principle of expressiveness.

According to the principle of processability, the text must be presented in a way that allows the target audience to quickly and accurately interpret its meaning. Theoretically, the text and the message are distinct since a text is linear and time is limited; therefore, in the process of interpreting the message, one should identify how to split the message into units, how many subordination levels there are, how significant the function of each unit is, and how to organise the units of the message.

There are two parts to the principle of clarity: (a) the maxim of clarity and (b) the maxim of ambiguity. As a result of adhering to the principle of economy, the writing is succinct and straightforward. There are three processes that fall under the umbrella of reduction: (a) pronominalization, (b) substitution (replacement), and (c) ellipsis (deletion). According to the principle of expressiveness, the text should mirror the features of the message.

Several of the maxims drawn from the aforementioned principles and textual rhetorical tenets tend to head in the same direction: that of the final focus and final weight. The principles of clarity and economy, to mention just two, sometimes compete with or clash with one another. The purpose or desired impact of a particular application of a rhetorical maxim determines how that maxim is implemented in a given language.

It has been shown that textual rhetoric is significant by employing the maxim of end-focus. Slobin (1975) proposes four principles that may be split down into maxims as a basis for a textual rhetorical framework. Specifically, these four principles are:

- a- Clarity Principle: Be clear.
- b- Processability Principle: Be humanly processible in ongoing time.
- c- Economy Principle: Be quick and easy.
- d- Expressivity principle: Be expressive.

### 2.3.2.1 The Processibility Principle

The maxims of end-focus and end-weight are subsets of this principle. The maxim of end focus breaks down the message into smaller, more manageable chunks of meaning. A comma, semicolon, dash, slash, dot, or other punctuation mark serves as a separator between each unit. The phonological structure of the message is used to divide it using the end-focus maxim. The syntactic structure is governed by the end-weight maxim, which ensures that the simpler parts of the sentence come before the more difficult ones. The "processibility principle" suggests introducing text in a way that the recipient can grasp it more quickly. There are three distinct types of decision-making, and they all have bearing on one another:

- 1- The way of breaking down a message into its constituent parts.
- 2- The practice of giving different elements of a message equal weight or different amounts of emphasis.
- 3- Making sense of the message's many parts as shown below:
  - 1) *Simon's resignation is on the table.*
  - 2) *It is on the table that Simon will resign.*

Several transformations in movement (including the rule of extraposition) meet the maxim of end-weight, which ensures that complex parts are put at the last position of a phrase or sentence (Ibid., p.66).

### 2.3.2.2 The Clarity Principle

The maxims of transparency (a) and ambiguity avoidance (b) make up the two components of the principle of clarity. The transparency maxim advocates for an obvious and direct relationship between phonological and semantic structure (or between message and text). Alternatively, ambiguous words are often avoided in accordance with the ambiguity maxim.

The clarity principle can be decomposed into two maxims: (a) the transparency maxim and (b) the avoidance of ambiguity maxim. The transparency maxim maintains a transparent relation between message and text. As shown in example (3),

3) *The morning finally came when we were due to leave.*

The disconnection between the modifying clause and its head word obscures the connection between the argument and the predicate. In addition to transparency, it is important to make sure there is no room for ambiguity (Ibid., p.66).

### **2.3.2.3 The Economy Principle**

According to the principle of economy, a text should be as brief and straightforward as possible while still conveying the necessary information. A text's time and effort spent being encoded and decoded can be minimised if it can be shortened without compromising its meaning. As a matter of economy, the text should contain fewer linguistic elements without diluting the content. The clarity principle conflicts with the principle of economy. When it comes to communicating effectively, however, the principle of clarity dictates that more linguistic aspects be employed. According to this principle, the writer should choose a simpler version of the text if doing so does not compromise the effectiveness of the message.

This principle advocates taking the path of least resistance. Shorter texts that do not sacrifice significance, time saving and energy throughout the encoding and decoding processes. Elision, assimilation, and other phonologically-level abbreviating and simplifying processes are favourites among economists. As stated by Leech (1983, p. 67), "Reduce whenever practicable" is a key principle of the "Economy Principle." If the reduction causes ambiguity, however, it should be avoided. Several methods are categorised here as "reduction" processes.

(a) Pronominalization.

4) My cat is cute.

(b) Replacement with other pro-forms, such as "do," "so," and so on.

5) I will go to the party if you do.

(c) An ellipsis (or an omission).

6) James enjoys tennis more than he does tennis.

The S would have to sacrifice economy by using the word "milk" many times to avoid ambiguity; for example,

7) *If the infant won't drink cold milk, it is important to boil the milk.*

This is an example of injudicious pronominalization. The practical goal of reduction is to lessen the amount of text and its structure while maintaining its recoverability. The clarity principle conflicts with simplification when the original message is lost for any reason.

### 2.3.2.4 The Expressivity Principle

The principle of expressiveness is concerned with text effectiveness in a broader sense, including expressive and aesthetic communication in addition to text efficiency. The iconicity maxim, which encourages language users to organise texts by duplicating a certain component of the message, defines this principle. Efficiency is not the only concern for this concept; the expressive and aesthetically pleasing aspects of interaction are also taken into account, which does not solely place an emphasis on efficiency. Reduction may be shown to be restricted by the expressivity principle:

8) *Jim was guilty of the crime, and Jim would have to pay for it.*

In this situation, shortening the text would not introduce any misunderstanding. Although the economy principle is not affected by ambiguity, this indicates that a different principle is at work. This situation appears to meet the criteria for expressive repetition. The use of this focus could enhance the L's

experience by impressing, surprising, or arousing their curiosity. When the name "Jim" is used frequently, it conveys the implication that "no one but Jim would have to pay for it."

## **2.4 An Overview of the Major Politeness Theories**

Recent decades have seen a lot of attention paid to the study of politeness. Since Lakoff's (1973) pioneering study of it in her book, *The Logic of Politeness: Or, Minding Your P's and Q's*, there has been a significant amount of research in linguistics, especially in pragmatics, on politeness. Researchers and practitioners have also looked at it from a variety of angles, such as social norms, conversation maximisation, face management, and more. There are three theories of politeness that are addressed in this research, each with its own criticism. For this reason, Lakoff's (1973), Leech's (1983), and Brown & Levinson's (1978) theories are examined because of their seminal contributions in the field of pragmatics. This section highlights the various theories of politeness, focusing on their primary aspects and the way they see politeness (Watts 2003, p. 63).

### **2.4.1 Lakoff's Politeness Theory**

Watts (2003, p. 58) states that in the late 1960s, Robin Lakoff was involved in the creation of the generative semantics model and the integration of speech act theory into generative language models. Grice's CP has had a favourable influence on Lakoff's linguistic interests, which has inspired her to turn to Gricean pragmatics as a new avenue.

Her involvement in the American feminist movement in the late 1960s and 1970s grew and eventually led to the publication of *Language in Women's Place* a book on language and gender. Politeness has an important role as well. Her understanding of politeness is influenced by her background in generative semantics. Pragmatic rules, like syntactic rules, are what she refers to as "rules of

politeness." Rules of politeness, like syntactic rules, are considered part of the field of linguistic theory since they help to illustrate how the process works in a systematic way. Rules are thus an element of the scientific approach to capturing language's systematization. It is evident that the Gricean CP and its maxims have been integrated with politeness rules.

Grice's CP was a foundational paradigm for the study of polite communication. This approach, however, also acknowledges that such utterances seem to contravene one or more Gricean maxims. Polite language is a sort of cooperative behavior that does not appear to comply with Grice's CP. Lakoff embraces Grice's suggestion that a politeness rule could be added to the CP and advises that the CP's maxims be subordinated to those of the politeness rule in order to solve this apparent anomaly. She also tries to bring up pragmatic rules to supplement Grice's CP's syntactic and semantic rules, which she renames the rules of conversation. Pragmatic competency is a necessary prerequisite for the search for pragmatic rules (Watts 2003, p. 59).

To demonstrate their proficiency as Ss, individuals typically talk according to the cultural standard. Being clear and polite are the two main norms of pragmatic competence that she recommends, each constituting a collection of sub-rules. A set of politeness rules follows. Rule one (be clear) is in fact the Gricean CP, which renames the rules of conversation. The rules of politeness govern this maxim. When individuals are engaged in conversation, they will state something appropriate at that stage in the discussion's evolution. CP simply refers to this. When people converse, they do not usually make a series of unconnected statements. At each level, each participant is aware of the shared goals. Participants are required to follow the principle labelled the "CP".

There are three sub-rules under Rule 2, which is "Be Polite": Do not impose, give options, and make A feel good; be friendly. Because language offers numerous ways of expressing these rules, they seem simple at first glance, but they are really rather complicated. For instance,

9) *Dinner is served.* rather than asking.

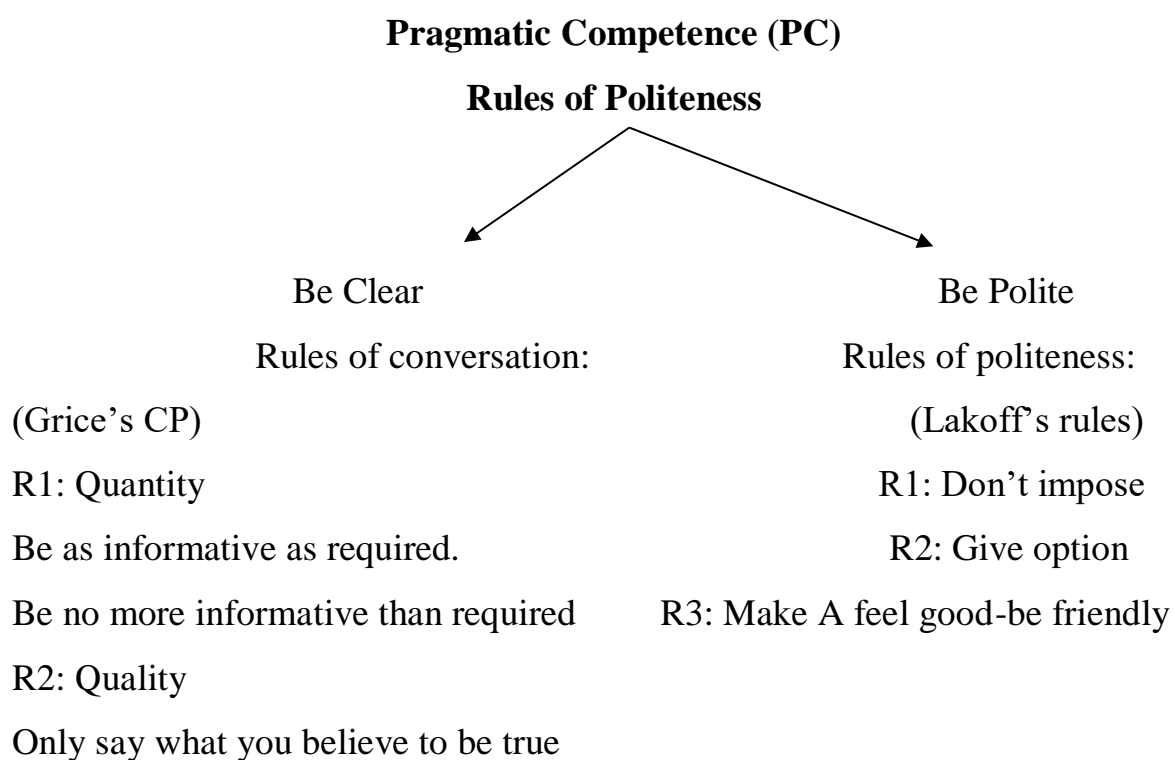
10) *Would you like to eat?*

Example (9) is more polite than example (10). To avoid intruding on the addressee's goals or needs, Rule 1 dictates that the initial statement be interpersonally distancing.

Rule two (give options) allows Ss to employ hedges and mitigated statements to enable learners to create and maintain their own opinions. Both positive and negative responses may be given in response to a question like,

11) *I think it is time to depart.*

The most culturally diverse rule is rule three (make A feel good; be friendly). It indicates that participants share comparable models and standards for behavior and that they judge communication based on the same presupposed ideas. Pragmatic competence is defined by Fraser (2010, p. 15) as the capacity to deliver your intended message with all its subtleties in any socio-cultural setting and to comprehend the message of your interlocutor as it was meant. The diagram below roughly depicts Lakoff's pragmatic competence.





R3: Relevance

Be relevant

R4: Manner

Be perspicuous

Don't be ambiguous

Don't be obscure

Be succinct (Watts 2003, p. 60)

**Figure (3) Politeness as a Set of Rules (Adapted from Lakoff, 1973)**

For Lakoff, politeness is an interpersonal system that seeks to reduce the chance of conflict in everyday interactions by encouraging communication between individuals. According to Lakoff (1973, p. 296), there are some rules that individuals follow when they interact with one another by encouraging communication between individuals. She also underlines that if one wishes to succeed in communication, the message must be given in a clear way so that there is no misunderstanding of one's goal. When deciding which of these rules to follow, the S should take into account her or his assessment of the conversational circumstances. As a result, the S's decision may influence the content of his or her utterance and account for any variations from the intended message.

### **2.4.2 Brown and Levinson's Politeness Theory**

In 1978, Brown and Levinson proposed their theory of politeness which has been the subject of numerous reactions, applications, criticisms, modifications, and revisions. Therefore, one of the most influential politeness theories is theirs. According to their theory, politeness strategies are considered "rational deviations" from the Gricean CP. However, politeness is treated quite differently than CP. In contrast to CP, politeness has a completely different status. As the basic presumption of all communication, CP is a presumptive strategy that is socially indifferent. In order to be understood, politeness has to be expressed verbally. Unless it is explicitly stated, it cannot be assumed to be operative. PPs

are rational principles for diverting from the CP when communication is threatening one's face (Levinson and Brown 1987, p. 58).

They think of politeness as a way to avoid confrontation. Rationality and face are two of the most prominent themes, both of which are seen as universal characteristics shared by all Ss and Ls. It is the S's capacity to think logically and choose the best course of action in a given circumstance.

### **2.4.3. The Notion of Face**

Goffman's theory of the face is the foundation of Brown and Levinson's conception of the face. They define the concept of face as an image of oneself defined by socially acceptable characteristics. That is a positive social value an individual successfully claims for himself based on the line Os assume he has taken in a specific contact when, for instance, a person creates a good impression of his or her job (Goffman 1967, p. 5).

Yule (2006, p. 119) notes that in pragmatics, your face is your public self-image. He asserts that face refers to the interlocutors' emotional and social self-awareness that everyone is expected to recognise it. Moreover, in social interactions, interlocutors need to frequently ascertain, as they converse, the relative social distance between them and, consequently, their 'face wants'. In other words, the term "face" refers to an individual's sense of self-worth or self-image, positive reputation, or good name that everyone possesses and expects Os to recognize.

#### **2.4.3.1 Positive and Negative Face**

Through social interaction, it is possible to harm, preserve, or improve one's self-image. Positive and negative facial expressions or desires, according to this theory, exist in everyone. The desire to be liked, approved of, respected, and appreciated by Os shows the "positive face," while the desire to be unrestricted

in one's behavior shows the "negative face." By using politeness in your interactions, you may indicate that you are paying attention to another person's face. In this manner, even at a distance from Os, it is possible to be polite. When it comes to social interactions, it is common to use the phrases "distance" and "friendliness" interchangeably (Thomas 1995, p.169).

### **2.4.3.2 Face Threatening Acts**

Brown & Levinson (1978, p. 70) states that when a verbal or non-verbal communication goes against the face wants of the addressee or the S, this is referred to as a face-threatening act (hereinafter, FTA). According to Yule (1996, p. 61), a face-threatening act occurs when an interlocutor states something that threatens the self-image of another interlocutor. He provides an illustration FTA. He explains that if a person attempts to request another person to do something, it will be FTA, as in example (13).

*12) Give me that book.*

Meyer (2009, p. 62) asserts that polite language usage comes into action whenever an S has the chance to produce a face-threatening act, an utterance that contradicts the implicit understanding that all languages should preserve face.

There are strategies to avoid FTA, the politeness strategies are generally divided into two categories: on-record and off-record. The first category is subdivided into doing the action directly or with redressive action, which is divided into positive and negative politeness. The second category of FTA strategies entails indirectness in the utterance utilised by the S to communicate the message; thus, the strategy may take the form of a metaphor, irony, hint-giving, exaggeration, euphemism, contradiction, or Os.

In addition, Ss use a specific strategy for structuring their communication contributions based on the results of the calculation. When faced with the possibility of performing a FTA, Ss must weigh the pros and cons of five different communication options. The following are the FTA strategies:

(1) On Record without redressive (bald-on record)

According to Brown and Levinson (1978, p. 74), the bald on record strategy is an explicit way of asserting things, without any reduction or imposition, in a straightforward, simple, clear, and succinct manner, such as

13) *Do something.*

They state that the main motivation for bald on record utilisation can be summarised as follows: if the S values maximum FTA efficiency over satisfying the H's expression to any degree, s/he will opt for the bald on record strategy.

When the S states something directly, clearly, and without stating anything that may redress the threat of the act or preserve the recipient's face, this is known as bald on record strategy. Using a command pattern to request something from the addressee is an example of this, as in example (14)

14) *Listen to me.*

According to Brown and Levinson (1987, p. 95), interlocutors may conduct an act on record but (blatantly) without redress, which necessitates doing so in the clearest, most unambiguous manner possible. As Brown & Levinson (1987, p. 95) state, "the prime reason for bald-on-record usage may be stated simply: in general, whenever the S wants to do FTA with maximum efficiency more than he wants to satisfy the H's face, even to any degree, he will choose the bald-on-record strategy". Bald-on-record usage is common when the S fears no counterattack or retribution from the addressee. Thus, the clarity and transparency of what is stated are prominent characteristics of this strategy.

(2) On Record with redressive

According to Brown and Levinson (1987, p. 70), efforts to mitigate the possibility of face damage from the FTA by carrying it out in such a way that it no longer offends the addressee's sensibilities with redressive action that offers the addressee face.

Fraser (1990, p. 230) suggests that redressive strategies might include positive politeness roughly the expression of solidarity and negative politeness roughly the expression of caution, for example,

15) *Since we both want to go there.* (Positive politeness)

16) *If it would not be too much trouble.* (Negative politeness)

### (3) Off record.

Brown & Levinson (1987, p. 69) argue that if a person utilises off-record strategy in performing an action, there is more than one clearly attributable intention, and hence the S cannot be judged to have committed himself to a particular goal. When someone states something like,

17) *Damn, I am out of cash; I forgot to go to the bank today.*

He may be trying to borrow money from you, but he has not committed to doing so. They note that linguistic realizations of off-record strategies involve metaphor and irony, exaggeration, rhetorical questions, tautologies, and all sorts of hints as to what a S desires or means to communicate without doing so directly, so that the meaning is to some degree negotiable. It is necessary to engage in off-record conversation in order to utilise language indirectly. One makes a statement that is fairly broad in scope. The H here needs to utilise their own skills of inference to piece together the original message. When someone states,

18) *It is hot in here.*

The underlying message of example (18) may be a request to open a window or turn on the air conditioner.

### (4) Positive Politeness and Negative Politeness.

According to Brown and Levinson (1987, p. 70), positive politeness focuses on reinforcing the H's positive self-image of themselves. Yule (1996, p. 62) states that positive politeness is an act of face-saving that has the effect of demonstrating solidarity, assuring that both Ss desire the same thing and that they have the same aim. In other words, the goal of positive politeness is to reduce or

eliminate distance between conversation partners. Distancing oneself from Os is the primary goal of negative politeness, as opposed to making Os feel comfortable. Negative politeness, on the other hand, is directed primarily at the H's fundamental desire to retain states of territory and self-determination.

Moreover, the S might state something like,

19) *How about letting me use your pen?*

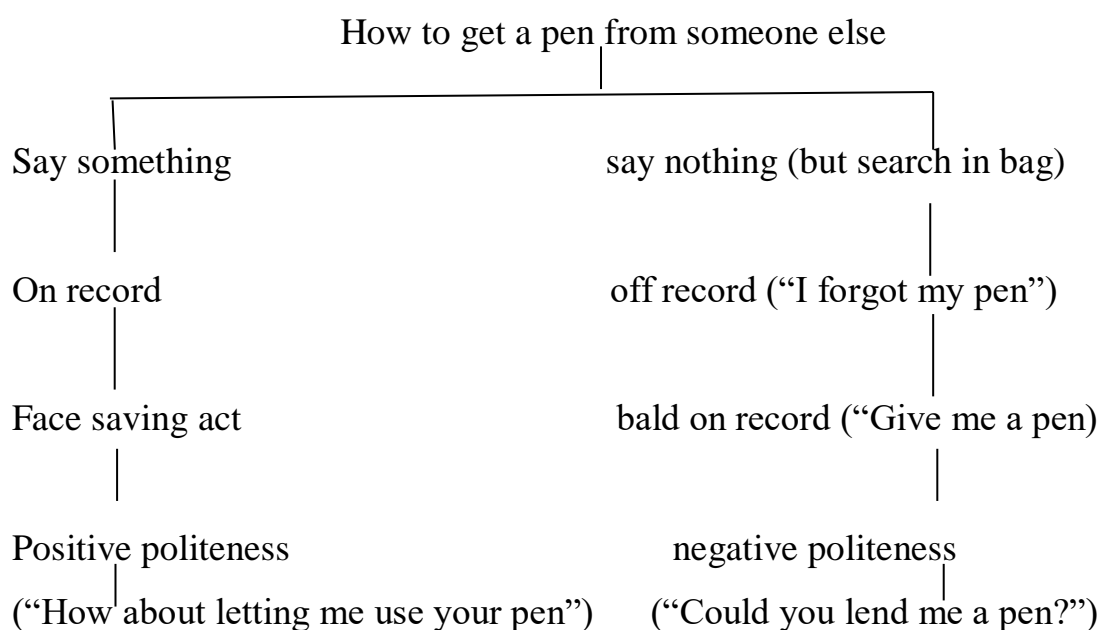
Example (19) is an attempt to connect with the L on a more personal level. Such on-record statements might put the S at a higher risk of rejection. However, a face-saving act is more typically undertaken in English-speaking contexts by using a negative politeness strategy. Most often, the modal verbs are employed in questions like,

20) *Could you lend me a pen?*

Questioning, even when it seems to be a request for permission to query as in,

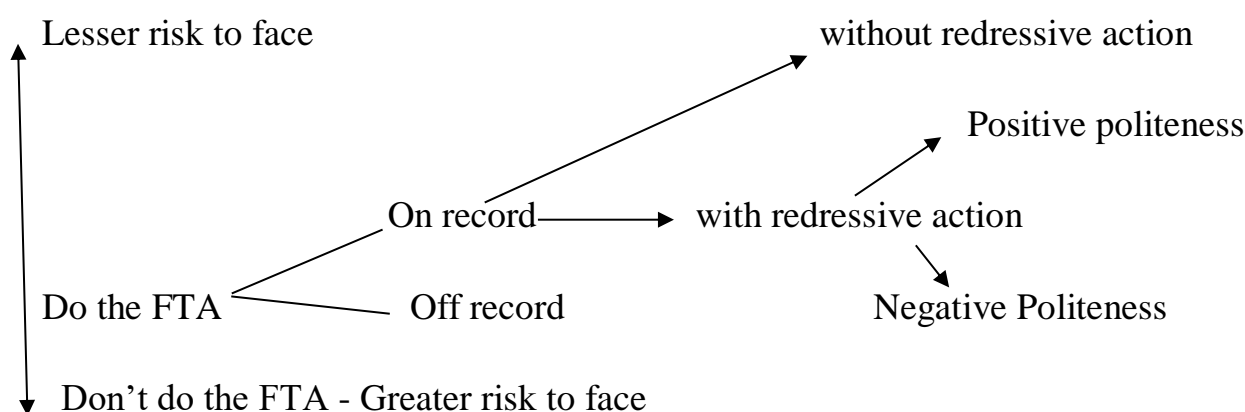
21) *May I ask you if you have an extra pen that I could borrow?*

The example (21) is a common form of negative politeness. Alternately, the act of extending one's distance indicates negative politeness. Following Brown and Levinson, the figure below explains "how to get a pen from someone else" (Yule 1996, p. 66).



**Figure (4) How to Get a Pen from Someone else (Adopted from Yule 1966, p.66)**

FTAs may be mitigated using any one of the five options described in Figure 5, which range from the most face-threatening "do the FTA and go on record baldly without redressive action" to the safest scenario of "do not do the FTA." In terms of face-threatening, the scale on the left illustrates the degree to which these strategies are face-threatening to the addressee.



**Figure (5) Strategies for Performing FTAs (Adopted Brown & Levinson 1987, p. 69)**

To conclude, five strategies are listed from most to least face-threatening according to Brown and Levinson's politeness theory:

1. Do the face-threatening act on the record and baldly (e.g., "*Clean the table*").
2. Do the face-threatening act on the record but with redress to positive face (e.g., "*Let's clean the table*").
3. Do the face-threatening act on the record but with redress to negative face (e.g., "*Could you please clean the table if it's not too much trouble?*").
4. Do the face-threatening act off the record (e.g., "*Oh, the table is so messy!*").
5. Do not do the face-threatening act (i.e., do not say anything).

#### 2.4.4 Leech's Politeness Theory

An individual needs to behave in a way that makes them seem tactful, deferential, or indirect in order to be polite. They also need to have good manners and be good H. This preserves peace by demonstrating good intentions and respect for the sentiments of Os through the practice of politeness (Cutting 2002, p. 51).

The behavior that actively communicates excellent care for Os, as well as nonimposing distancing behavior, is defined as politeness by Holmes (1992, p. 5). Leech (1983) regards politeness in his book *Principles of Pragmatics* as a behavior that establishes and maintains comity. He also suggests what he labels the "PP" as a way to explain how politeness works in conversational exchanges, showing that participants in social interaction can communicate with each other within a climate of relative harmony. According to Kádár and Haugh (2013, p. 3), politeness prevents interpersonal conflicts by decreasing the cost and increasing the benefit for the H, whereas it increases the cost and decreases the benefit for the S. Thus, the less an action is "costly" and the more beneficial it is to an H, the more polite the utterance is.

Leech's PP is a set of maxims he suggested to describe how politeness functions in effective interactions. According to Rahardi (2005, p. 59), Leech's politeness rules are the most complete, well-established, and comparatively extensive up to this point. As opposed to the S's intention, the focus here is on how the H responds to the S's message rather than how the S intends it to be heard in the first place. In place of Grice's CP, the PP is the new rule of thumb.

Leech (1983) employed Grice's (1975) CP to provide a pragmatic framework for analysing politeness in terms of maxims. To him, politeness plays an important role in social interaction since it is a principle-governed behavior that helps explain why individuals stray from the CP. Leech (1983, p. 82) terms the PP "the social equilibrium and the friendly relations that enable us to assume



that our interlocutors are being cooperative in the first place." Leech states it is crucial to understand that the PP is a vital complement and that it is capable of providing an interpretation of conversational material that the CP alone is unable to provide. To avoid being seen as an imposer, an S may choose to avoid directly requesting an item, thereby breaking the quantity and manner maxims. The PP explains why an S is being indirect in such a situation.

Moreover, a distinction between "absolute politeness" and "relative politeness" is also made by Leech (2016, p. 10). Relative politeness is responsive to contexts and norms of behavior in a specific group or scenario, while absolute politeness refers to actions as being inherently polite (e.g., offers) or inherently impolite (i.e., commands), independent of their context.

The PP is structured to "minimize the expression of impolite beliefs" while simultaneously maximising the expression of polite beliefs (1983, p. 81). As a result, Leech (1983, p. 83) asserts that negative politeness is concerned with minimising the impoliteness of impolite illocutions (avoiding conflict), while positive politeness is concerned with maximising the politeness of polite illocutions. The PP is split into six maxims, each of which is further subdivided into two sub-maxims, as shown below by Leech (1983, p. 132–136):

1. Tact Maxim: "Minimize cost to Os, maximize benefit to Os."
2. Generosity Maxim: "Minimize benefit to self, maximize cost to self."
3. Approbation Maxim: "Minimize dispraise of Os; maximize praise of Os."
4. Modesty Maxim: "Minimize self-praise; maximize self-dispraise."
5. Agreement Maxim: "Minimize disagreement between self and other; Maximize agreement between self and other."
6. Sympathy Maxim: "Minimize antipathy between self and other; Maximize sympathy between self and other."

The first two maxims are linked together because they deal with a bipolar scale (cost-benefit); the third and fourth maxims are likewise coupled together because they deal with a bipolar scale (praise and dispraise). The last two elements combine to generate a unipolar scale. Leech (1983) also does not accord all maxims the same weight. For example, he contends that the tact maxim has a greater influence on our communication than the generosity maxim does. Similarly, the maxim of approbation is more significant than the maxim of modesty. He connects this to a general rule stating that politeness puts a higher emphasis on Os than on oneself. As a result, Leech believes that his model is oriented towards the H, not the S.

Additionally, inside each maxim, the first sub-maxim is more significant than the second sub-maxim, evidencing a more general rule that negative politeness is given greater weight than positive politeness. Furthermore, Leech asserts that the significance of maxims changes based on culture. For example, British English culture places a premium on the tact maxim, but Mediterranean cultures place a priority on the generosity maxim, and Eastern cultures put emphasis on modesty (Leech 1983, p. 150).

Leech revisits his 1983 book, *Principles of Pragmatics*, since it has been over thirty years since it was published. In his *Pragmatics of Politeness*, Leech believes that the PP restricts an S's communicative behaviour, causing us to avoid conflict or offence and improve our communication. There are six sub-principles in the PP, which are collectively known as maxims, including tact, generosity, approbation, modesty, agreement, and sympathy. The original proposition of this principle was to minimise (other things being equal) the expression of impolite beliefs and maximise (other things being equal) the expression of polite beliefs. Leech, thirty years later, modifies the politeness maxims (henceforth, PMs) by asserting, "Maximize the cost to S" and "minimize the cost to Os."

In brief, politeness is concerned with the interaction between oneself and Os. When two people are engaged in conversation, one self-identifies as the S, and the other self-identifies as the H. The concept of politeness is to minimise the expression of impolite beliefs, while maximising the expression of polite beliefs is less significant. Thus, the PP aims to maintain a sense of equilibrium in community and social relationships.

## **2.4.5 Criticism of Politeness Theories**

Though the three theories mentioned above have been influential in the field of politeness, they are not free from drawbacks. This section presents the criticism targeted against politeness theory. Its goal is to expose the flaws and inadequacies in those aforementioned theories. Specifically, it examines the views of many scholars on these theories, stressing their weaknesses.

### **2.4.5.1 Criticism of Lakoff's (1973) Theory**

When it comes to politeness theory, Lakoff (1973) is believed to be the first to take a "decidedly pragmatic" approach to politeness, but she focused on the disparities between women and men in their handling of language as well as their treatment of gender (Eelen 2001, p. 2). Her theories on politeness have not been as widely recognized as those of Leech (1983) and Brown and Levinson (1978), but her views and concerns on the subject have been described as groundbreaking and innovative in the area of pragmatics. Many academic works and publications around the globe have criticised her theoretical framework.

For the politeness theory, the main criticism of Lakoff's work is her reliance on theoretical arguments alone rather than actual data. A common criticism of her work is that it relies too much on her intuition and subjective data-collection approach to draw any meaningful conclusions. In addition, Lakoff (1973) is thought not to have clear-cut and well-defined judgements on the distinction between polite behavior and socially acceptable behavior. Using

introspection as a data gathering method, Lakoff's view on the value of being polite above being explicit in interactions cannot be empirically supported.

To put it simply, Lakoff (1975, p. 64) believes that the purpose of politeness is to "minimize friction in human interaction" since, in social discourse, affirming and strengthening relationships is the most important goal. In other words, her preference for being polite over being transparent is completely irrational, as an S's decision to utilise a communication approach that aims to transmit meaning or one that aims to preserve an amicable relationship is contingent on the specifics of the engagement (Dynel 2009, p. 26).

Lakoff (1973) is also criticised for failing to give recommendations that would allow those involved in an interaction to assess the politeness of an utterance as well as instructions for selecting a rule or sub-rule of politeness that is desired in a specific interaction (Pikor-Niedzialek 2005, p. 107).

#### **2.4.5.2 Criticism of Brown and Levinson's (1978) Theory**

Brown and Leveninson's theory has not been without its drawbacks. Namely, there are four primary points of concern regarding their theory:

1. The universality claims of face desires.
2. The link between indirectness and politeness;
3. The way of calculating the weightiness of the social variables;
4. The dominant function of FTAs. Detailed explanations for each of these criticisms follow.

Locher et al. (2005, p. 11) state that politeness strategies have been highly criticised for not being universally applicable across languages in Brown and Levinson's theory. Many cross-cultural studies have shown that politeness is communicated in a variety of ways, depending on language and culture. Politeness and the concept of face are viewed differently in Eastern cultures, according to the research conducted in Chinese (Gu, 1990; Mao, 1994), Persian

(Koutlaki, 2002), Igbo (Nwoye, 1992), and Japanese (Ide, 1989; Matsumoto, 1988).

For instance, if you come from a collectivist society, politeness has more to do with understanding and accepting the group's hierarchy than it does with being free of external imposition. Furthermore, not all cultures understand Brown and Levinson's variables in the same way; power, social distance, and rank of imposition may not be interpreted in the same way across cultures. According to Spencer-Oatey (1997, p. 41–42), differences between Chinese and British students may be seen in their perceptions of the social distance and authority between their professors. Chinese students regard their instructors as socially closer and more powerful than British students.

Moreover, Werkhofer's (1992, p. 162) criticism is that Brown and Levinson equated politeness with indirectness, which he considers an over-generalization. The ranking of strategies proposed by Brown and Levinson (2005, p. 164) is therefore deemed problematic by Werkhofer (2005). This is due to the fact that their ranking is based on their ability to be indirect. Brown and Levinson (1987, p. 20) accept the fact that making the distinction between the strategies has not been an easy task. Some research find that people weigh politeness in ways that differ from what they anticipated in their model, yet they do not offer an alternative ranking.

In addition, Werkhofer (1992, p. 175) argues that the parameters are too imprecise and challenging, if not impossible, to quantify. Brown and Levinson make it clear that their formula is simply meant to ease the difficult decision-making process an S must go through when selecting an appropriate politeness strategy. Brown and Levinson's strategy is not designed to be quantified in any way or form. Second, some researchers, such as Locher (2006, p. 69) and Werkhofer (1992, p. 176), state that these three variables do not adequately account for the complexity of social and situational circumstances and that many important variables like age, gender, and religion are overlooked (as in Islamic

cultures). These factors have therefore been kept open, demonstrating that the idea of frame plays an important part in deciding the proper standard of behavior rather than restricting perceptions of politeness to a few variables.

Mills (2003, p. 3) contends that Brown and Levinson's assumption that some activities are intrinsically face-threatening is "perverse." The avoidance of FTAs is not the only thing that matters to him when it comes to politeness. He does not believe that being polite is limited to avoiding free trade agreements (FTAs). The work of Brown and Levinson is, according to Watts (2003, p. 97), more a theory of face work than a theory of politeness. In a co-authored piece with Locher, he addresses this issue once again instead of focusing on the prevention of face-threatening acts. Locher and Watts (2005, p. 10) state that Brown and Levinson's framework does not explain those circumstances in which face-threat mitigation is not a priority, e.g., aggressive, abusive, or disrespectful behavior, and that the framework is therefore "insufficient." It is, thus, unable to account for impoliteness.

#### **2.4.5.3 Criticism of Leech's (1983) Theory**

There have been some criticisms targeted at Leech's theory of politeness. To start with, Fraser (1990, p. 227) asserts that there is no way to determine which maxims should be used, what scales are accessible, how they should be stated, what their dimensions are, and other such hypothetical questions in the Leech principle, which he claims is excessively theoretical. This is also the view of Turner (1996, p. 6) and Locher et al. (2005, p. 7), who believe that it is too theoretical to be applied in everyday speech. According to Locher (2004, p. 66), the maxims may be used to explain certain aspects of politeness in British and American cultures. As a result, Leech's paradigm has come under criticism for its Western-centric viewpoint. This, according to Ide (1989, p. 224), might be because the examples used are from English, which stresses the tact maxim that chiefly considers minimising the imposition on Os.

A similar criticism may be found in Mey's (1993, p. 207), who states Leech is wrong when he states that "certain illocutions, such as commands, are inherently impolite while Os, such as offers, are polite". As Mey points out, the social rank of the S and the context must be considered in order to establish whether an act is polite or impolite in the first place. Fraser and Mey's remarks show that Leech's (1983) theory fails to take cultural and situational context into account. It has been argued by several scholars that Leech's (1983) PMs are flawed because he fails to adequately account for the phenomenon of politeness. One shall end up with "an unlimited number of maxims" and "a vacuous" theory of politeness if they have to construct a new maxim for every irregularity in language usage, according to Brown and Levinson (1987, p. 4). Thus, rather than approaching politeness as a set of rules, they argue, one should aim to develop a model that depicts the politeness choices made by Ss in interpersonal and cross-cultural interactions.

Furthermore, according to Locher (2004, p. 65), the number of maxims is limitless since any new maxim may be introduced to account for politeness phenomena in each instance of language usage. In addition, which maxims to use at a particular moment is another issue. Leech later rejected these ideas and replaced them with new terminologies. Leech (2014, p. 88), in *Pragmatics of Politeness*, uses the words "pragmalinguistic politeness scale" (formerly absolute) and "socio-pragmatic politeness scale" to describe the difference between the two (formerly relative). He explains that there are two ways of looking at politeness, not two different kinds of politeness. He accepts the importance of context, but Leech's model still only deals with pragmalinguistic politeness, which is to state, it only analyses politeness in terms of the utterance. There are still some questions about how the socio-pragmatic politeness scale should be assessed in his model. Aside from this criticism, Leech has also been accused of misinterpreting politeness as indirectness.

Leech's most recent work does not break from the framework of politeness that he established in his earlier works. Since Leech has just altered the terms and not the concepts, it is claimed that the change in words has not saved Leech from the criticisms of his previous work.

## **2.5 Politeness Principle**

Leech's theory of politeness places politeness within the context of interpersonal rhetoric. He states that the PP serves primarily to create and preserve a sense of comity between the members of a social group. The PP maintains social equilibrium and friendly relations, allowing interlocutors to take our words for granted as being cooperative. Leech, like Lakoff, has another purpose for using a PP in addition to a CP, namely to offer an interpretation of conversational data when the CP alone seems to collapse.

### **2.5.1 Politeness Maxims**

Leech offers six maxims, all of which are concerned with the pragmatic scales. The maxims, namely, are tact, generosity, approbation, modesty, agreement, and sympathy.

The tact maxim relates to the idea of minimising cost and maximising benefit to the H. With this maxim, the H's benefit is prioritized above everything else. The generosity maxim instructs its adherents to place their own interests second to the welfare of the one they are speaking to. That is, minimising their own benefits while maximising those of Os. The approbation maxim concerns minimising dispraise for Os and maximising praise for Os. The modesty maxim is about minimising self-praise and maximising self-dispraise. That is limiting one's self-esteem and enhancing one's self-disesteem. The aim of the agreement maxim is to minimise disagreement between oneself and Os. Lastly, the sympathy



maxim informs us to minimise antipathy and maximise sympathy between ourselves and Os.

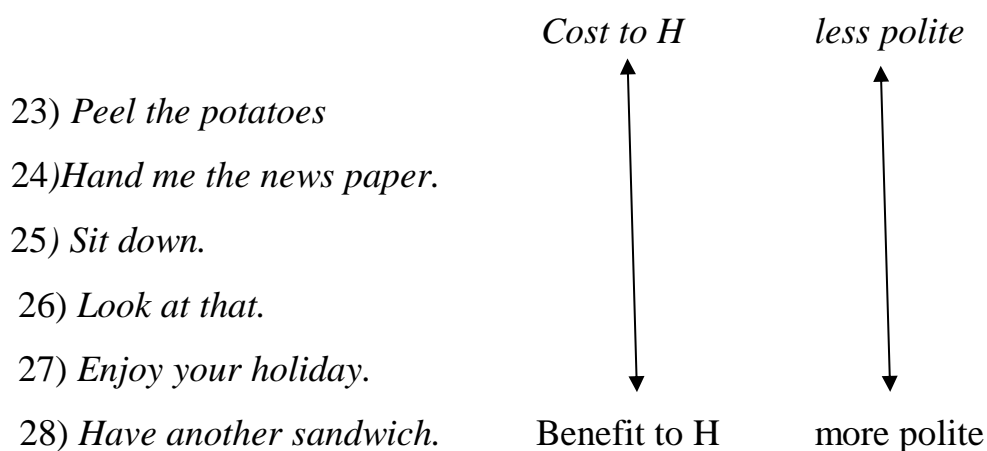
When it comes to analysing human communication, Leech asserts that the six PMs are just as significant as Grice's CP in terms of their ability to explain how people communicate with one another.

### 2.5.1.1 Tact Maxim

The objective of a tact maxim is to minimise the cost to Os while maximising the benefit to them. Leech (1983, p. 109) claims that there are two sides to the tact maxim; a negative aspect is "minimize the benefit to H" and a positive aspect is "maximize the benefit to H." The following is an instance of the tact maxim:

22) *Won't you put your sweater on?*

The S makes this statement to suggest that the H put on his sweater. H gets more benefit from wearing his sweater, such as feeling warm, than the cost. There is no cost to the H except for wearing his sweater. The way a tact maxim works when H benefits more than it costs is as described above. As seen in the following examples, H's benefits outweigh its cost (Leech 1983, p. 107).



**Figure (6) Adopted from Leech's *Principles of Pragmatics* (1983, p. 107)**

It can be noted that the utterances turn more polite when S gives more benefit to H, as shown in example (28). It offers benefits to H when he can have another sandwich. The benefit lies in the fact that he can have more sandwiches. It is the opposite case from example (24), when S asks H to hand over a newspaper for him. Here, the benefit will be for the S himself, not for the H. That is why it is considered less polite than example (28).

### 2.5.1.2 Generosity Maxim

The difference between tact and generosity maxim is that generosity maxim focuses on the self, whereas tact maxim focuses on Os. According to Leech (1983, p. 133), the rule of generosity maxim is to minimise the benefit to self and maximise the cost to self. The following is an illustration of the generosity maxim.

29) *You should have dinner with us.*

From the example (29), one can see that S incurs more costs than benefits. The cost will be the same as if S had to pay for the meal and cook it himself, which would have required a significant amount of his time. Using the following examples, one may better understand how the maxim of generosity operates.

30) *You can lend me your car. (Impolite)*

31) *I can lend you my car. (Polite)*

Because example (31) indicates a benefit to the H and a cost to the S, it is regarded as polite for two reasons: first, because the utterance indicates a benefit to the H, and second, because it implies a cost to the S. However, in (30), the relationship between them is the exact reverse of that in (31). Do not put your own interests ahead of those of Os; this is a maxim of generosity. In light of what has been

stated so far, it may be determined that the generosity maxim involves putting Os ahead of one's own interests.

### 2.5.1.3 Approbation Maxim

In the approbation maxim, praising Os is emphasized. According to Leech (1983, p. 135), the rule of approbation maxim is to minimise dispraise for Os and maximise praise for Os. This maxim encourages interlocutors to refrain from uttering hurtful things about Os, especially regarding the person one is speaking to. For instance, when a dance is performed by H, S may state,

32) *Your performance was really fantastic.*

This is a maxim of approbation. It is not an approbation maxim if an S responds like,

33) *Well, your performance was fine.*

As a result, a compliment may be necessary from time to time in an address. Based on this maxim, example (34) below is seen as more polite than example (35).

34) *What a delicious meal you cooked!*

35) *What an awful meal you cooked!*

### 2.5.1.4 Modesty Maxim

According to the modesty maxim, the focus is on "minimizing the expression of self-praise and maximizing the expression of self-dispraise." It is different from the approbation maxim that makes an individual dispraise of oneself, not Os. Leech (1983, p. 136) asserts that the modesty maxim has to do with mini minimising mizing the praise of self and maximising the dispraise of self. The example below clarifies that:

36) *Please accept my small gift as a gift for your birthday.*

"My small gift" in example (36) exhibits the idea of minimising the praise and maximising the dispraise for oneself. If an S states, "*My wonderful gift,*" then there will be no use of the modesty maxim as he maximises the praise of himself, not the dispraise. Further illustrations of this maxim can be found in the following:

37) A: *They were so kind to us.*

B: *Yes, they were, were not they?*

38) A: *You were so kind to us.*

B: *Yes, I was, was not I? (Impolite)*

39) A: *How stupid of me!*

B: *How clever of me! (Impolite)*

40) A: *How stupid of you. (Impolite)*

B: *How clever of you.* Leech (1983, p. 136)

The instances above demonstrate that praising Os turns the conversation into a polite one. Moreover, a dispraise for oneself and more praise for Os is considered more polite than a praise for oneself. In contrast to that, praising or complimenting Os is one of the crucial things that plays a great role in having efficient communication. A modesty maxim is regarded as the pair of approbation maxims. The modesty maxim is in line with the generosity maxim in that "self-centeredness" lies at the heart of both maxims. Minimising self-praise and maximising the praise of Os is the essence of the humility principle. This applies to expressive actions, such as thanking, congratulating, pardoning, blaming, praising, or condoning, and assertive actions such as stating, boasting, complaining, reporting, etc.

### **2.5.1.5 Agreement Maxim**

The goal of agreement maxim is to minimise disagreement between self and other while maximising agreement between self and other. Consider the impoliteness in the following instances:

41) A: *It was an exhibition, was not it?*

B: *No, it was very uninteresting.*

42) A: *A referendum will satisfy everybody.*

B: *Yes, definitely.*

43) A: *English is a difficult language to learn.*

B: *True, but grammar is quite easy.*

44) A: *The book is tremendously well written.*

B: *Yes, well written as a whole, but there are some rather boring patches, do not you think?*

There are two instances in which partial disagreement is more polite than full disagreement. It is polite to offer a reason for one's disagreement with a statement, since an explanation might help the L comprehend why the S disagrees with the statement. This maxim is found in assertive speech acts, such as asserting, stating, suggesting, boasting, complaining, claiming, and reporting (Leech 1983, p. 138).

### **2.5.1.6 Sympathy Maxim**

The sympathy maxim focuses on showing sympathy towards Os, not antipathy. In other words, "minimize antipathy between self and other; maximize sympathy between self and other." This maxim embraces a group of speech acts like congratulation, commiseration, and expressing condolences. Consider the following examples,

45) *I am extremely sad to hear that your cat died.*

46) *I am terribly glad to hear that your cat died.*

47) *I am very sorry to hear about your cat.*

Example (45) is more polite than example (46). However, example (47) could be interpreted as a condolence by the L (Leech 1983, p. 138). In a nutshell, the "sympathy maxim" is employed when one feels sorry for another's pain, sadness, or sorrow.

## 2.6 Pragmatic Scales

There are six main maxims of politeness, and for each one, there are three Pragmatic Scales. Politeness centers on how one interacts with another person, namely oneself and the other. The letter S is used to denote "speaker" in conversation, while the letter H is used to denote "hearer." On top of that, the S should be polite to third parties, who may or may not be present at the moment of discussion (Leech 1983, p. 130).

According to Leech (1983, p.81), polite and impolite beliefs are accordingly beliefs that are favourable or unfavourable to H or to Os, where these beliefs are assessed on certain applicable scales of values, which Leech regards as PSs. Despite the fact that S already applies a politeness strategy, the pragmatic scale may still be utilised to assess the degree of politeness shown in his utterances. Leech (1983, p.123) introduces three PSs. The cost-benefit, optionality, and indirectness scale.

Furthermore, Watts (2003, p. 68) states that Leech goes even farther and proposes three scales of delicacy along with how each of the maxims of the PP should operate.

As mentioned earlier, Leech (1983, p. 123) identifies three scales that affect the level of politeness in a certain speech situation. They are:

1. Cost-benefit scale: it is essential for an S to estimate the cost and benefit of, his utterances to the H and Os, the proposed action from S to H.
2. Optionality scale: it has to do with how much freedom of choice the S allows the H.
3. Indirectness scale: from S's point of view, illocutions are ordered with respect to the addressee's work to conclude the addresser's force.

As for the cost-benefit scale, it is essential for an S to be concerned with the weightiness with which an S needs to weigh the cost and benefit of his

utterances to the H and Os. S's utterances are measured on the optionality scale based on how much freedom of choice the S provides the H or Os. The indirectness scale assesses how much effort the H has to put in to interpret the S's speech in a way that the S's utterances do not harm the H or Os directly.

The current study's focus is on the three scales proposed by Leech. It aims at analysing these three scales in English interviews to observe how the interviewees employ this scale to ensure the degree of politeness in their interviews. Moreover, compliance with these scales ensures the politeness of the interviews. These three scales are scrutinized below:

### **2.6.1 Cost-Benefit Scale**

The cost-benefit scale is concerned with the cost and benefit for H (the hearer) or S (the speaker). Leech (1983, p. 123) indicates that the cost-benefit scale has to do with assessing the cost or benefit of the proposed action to S or H. This scale encourages the S to estimate the weight of the cost and benefit for both himself and the H. In this respect, if the cost of the S's utterance is higher than the benefit to the H, the utterance is regarded as less polite. Meanwhile, if the benefit of the utterance to the H is greater than the cost, the utterance is considered more polite.

This pragmatic scale encourages Ss to pay adequate attention to what they state to avoid stating anything that leaves a cost on the H. The term cost does not necessarily refer to financial losses alone but to anything that is unpleasant or unfavourable for the H. The cost may also involve the H doing something that the H does not like. Furthermore, the cost of S's utterances may also be imposed on the Os, who may or may not be present at the moment of the discussion. The cost of an utterance could be imposed on both the H and Os. Therefore, Ss are required to be highly careful and aware of leaving no cost on the H and Os. Instead, Ss are required to have beneficial utterances during their conversations. As a result, the

S and H would be immersed in a friendly, peaceful, and harmonious setting, increasing the likelihood of a polite interview.

Strictly stating, the cost-benefit scale consists of two separate scales: the cost to S and the benefit to the H. These two scales often move in the opposite direction, although they can also vary independently. For instance, S may suggest a course of action that, in S's view, will be costly to himself but beneficial to H. As can be seen in the illustrative case (48), this can be best described as an offer. The arrows indicate 'beneficial to' (↑) and 'at a cost to' (↓).

48) *Would you like to use my electric drill?* ( ↑ H, ↓ S)

On the other side, S may suggest an action that would be beneficial to H but would have no cost to S in any way.

49) *I would use an electric drill if I were you.* (↑ H) (Leech 1983, p. 124)

Example (49) is better described as a piece of advice. Thus, it can be concluded that the higher the cost to the H, the less polite the utterance would be, while the higher the benefit to the H, the more polite the utterance would be.

## 2.6.2 Indirectness Scale

Leech (1983, p. 108) states that indirectness scale measures the amount of work that was done by the H in interpreting the illocution of what the S said. The indirectness scale minimises the cost and maximises the benefit to the H when the S speaks indirectly to the H. In this respect, the more indirect a person is, the more polite they are. Hence, the greater degree of indirectness here denotes a greater degree of politeness. To illustrate, consider the following instances:

- 50) *Could you possibly answer the phone?*
- 51) *Would you mind answering the phone?*
- 52) *Can you answer the phone?*
- 53) *Will you answer the phone?*
- 54) *I want you to answer the phone.*

(More Polite)





55) *Answer the phone.* (Less polite)

As shown from the examples above, it can be noted that the degree of indirectness affects the degree of politeness. The utterances are more polite when they are more indirect. The arrow indicates the degree of politeness in the above examples. Here, indirect illocutions tend to be more polite for two reasons. First, because they increase the degree of optionality. Second, the more indirect an illocution is, the weaker and tentative its force is likely to be.

Moreover, the indirectness scale can be constructed from the H's point of view in terms of the chain of inferences that leads from the sensation to the force. Thus, there are two scales of indirectness: one for H and one for S. Nonetheless, H's inferential strategy is a piece-by-piece reconstruction of what H believes to be S's illocutionary strategy.

In addition, the goal of this scale is to deliver the S's statement in such a roundabout way that the S incurs no direct expense from H. Care should be taken to avoid expressing anything that could potentially hurt the S's feelings or emotions in a straightforward way. Consider the following examples:

56) *Won't you sit down?*

57) *Sit down.*

Example (56) demonstrates that the S speaks indirectly to avoid imposing any cost on the H. The S also offers a choice to the H, allowing him the freedom to do what the S requests or states. In contrast, example (57) shows that the S is direct and provides no choice to the H, resulting in an impolite utterance. (Ibid., p. 108).

### **2.6.3 Optionality Scale**

To determine politeness, the optionality scale looks at whether S offers an option to H or not. As Leech (1988, p. 123) outlines, an illocution is evaluated on an optionality scale based on how much freedom of choice is given to the H or Os. The optionality scale measures the extent to which S permits H to make a

choice about the illocution. Here, S provides H with the choice of responding to or ignoring S's utterances. To be more polite, S should offer H a choice in the conversation. For instance,

58) *I will get you that jacket if you are into it.*

The S here gives an option to the H and is more polite by using the word "if," which denotes an option to the H. The S does not impose on the H to have the jacket, and he will buy it if it is approved by the H. Consequently, an option is given to the H, and it is in the H's hands to decide whether he wants the S to buy him the jacket or not. If, in contrast, the S states,

59) *I will get this jacket for you.*

The H will get benefit from this utterance, but he is left with no option to decide whether he wants it or not. Therefore, the H's less preferred option results in less politeness from the S's side. That is, the more options the H has, the more polite the utterance would be.

Generally stating, people prefer options and freedom of choice to being restricted in their conversations. This is exactly what this scale is looking at giving options rather than obliging. The benefit on this scale is equivalent to giving options. That is, the more options the S grants the H, the more polite the utterance will be. In other words, the degree of choice to the H determines the politeness status of an utterance.

## **2.7 Previous Studies**

Politeness is one of the most widely researched topics within the field of pragmatics. Due to its significance and being considered a universal phenomenon, many studies have been conducted about politeness. More specifically, the PP has played a crucial role in people's oral, written, and broadcast communication, as well as political and economic areas. Different approaches to politeness have been used to conduct their studies; researchers utilised the PP to analyze films, literary works, television programs, presidential

inaugurations, election campaigning, and interviews. Numerous studies have been conducted about politeness and the analysis of PPs in the abovementioned areas. A few of them are highlighted below.

A thesis titled "**Stand by Me Doraemon**" was carried out about the PP in 2016 by Mulyono. The study was based on the PP by Leech (1983). The data was collected using a note-taking technique and descriptively analysed. The outcome demonstrated that there were (25) PPs observed in the cartoon movie "Stand by Me Doraemon." The tact and modesty maxims were the least used maxims; they were both used once. On the other hand, the approbation maxim was the most commonly used maxim and occurred more often than other maxims. This could be because the characters in this cartoon sought to avoid conflicts and created an environment that was comfortable with communication.

Another study entitled "**Politeness Principle in Mark Zuckerberg's Interview**" was previously conducted in 2017 by Anandya Kesuma. The study was about the PP. The objectives of the research were to identify the sorts of maxims used by Mark Zuckerberg in his interview with Mathias Döpfner that exemplify the PP. The study was based on the PP by Leech (2014). This research was both descriptive and qualitative. A German newspaper, "Die Welt am Sonntag," interviewed Mark Zuckerberg on February 28, 2016, and the interview transcript served as the study's data source. According to the findings of this study, Mark Zuckerberg only followed five of the ten PP maxims. The agreement maxim accounted for the majority of Leech's (1983) six proposed maxims, and he used it the most frequently. This could possibly be due to his great attitude and politeness towards the interviewee, with whom he showed his agreement most of the time to establish a friendly environment and comfort the interviewer.

The last thesis to mention is a thesis entitled "**Politeness Principle in Barack Obama's Interview**," conducted by Conny Elisabeth in 2014. This study focused on the types of PPs found in Barack Obama's interview. A descriptive-qualitative design was used in this study. The data analysed were the transcripts

of Barack Obama's interview, and the findings demonstrated that (31) polite utterances were evident that contained six kinds of PPs. The most dominant type of PP that was used by Barack Obama in his interview was the agreement maxim. It appeared (51.61%) compared to other maxims. This means that Barack Obama minimised disagreement between himself and Os and maximised agreement between himself and Os. In other words, Barack Obama worked hard to ensure that he and Os had as little disagreement as possible. Using the agreement maxim more, he was able to win the respect of Os and be respected in return, since people are more open to those who have deep insights and viewpoints. It could also be a way of reducing conflicts between him and the interviewer, who is watched by people all over the world.

Leech's works have been adopted by many researchers as a suitable analytical framework for linguistic politeness phenomena within or across different languages and cultures. However, what distinguishes the current study from the other studies is that the current study focuses meticulously on the use of PSs and PMs proposed by Leech (1983). The purpose of this study is to look into how these scales work in the PPs. Therefore, it demonstrates the relationship between the PPs and PMs. In addition, the majority of researchers who have based their studies on Leech's politeness approach have mostly analysed their studies in terms of PMs only. Rare attempts are observed to cooperate with the PSs and the PMs. Hence, this thesis attempts to address such a gap in the literature of politeness studies conducted so far.

It is also worth mentioning that, unlike the earlier studies, the current study does not only rely on one or two English interviews to analyze, but rather analyzes a variety of interviews in a variety of fields.

# CHAPTER THREE

## RESEARCH METHODOLOGY

### 3.0 Introduction

This chapter is basically devoted to presenting how the adopted model is utilised as the source of the analysis in this study. Therefore, the researcher analyzes a selected number of English interviews based on the adopted model. Furthermore, the method of analysis is thoroughly presented to illustrate how the data is analysed. Regarding the data for analysis, this section shows how and where the data is collected and how many interviews are selected for the analysis.

### 3.1 Model of Analysis

The model adopted in the present study is Leech's (1983), *principles of pragmatics*. Leech suggests that there are three scales of delicacy along which each of the maxims of the PP must operate: cost/benefit, optionality, and indirectness, as shown in Table (1).

**Table (1) Leech's Pragmatic Scales (1983)**

No	Pragmatic scales	Description
1.	Cost-benefit	It concerns the weightiness in which a speaker has to weight the amount of cost to him/her and the amount of the benefit his/her utterance will bring to the hearer.
2.	Optionality	It assesses the degree to which the illocutions performed by the speaker allow the addressee a degree of choice.
3.	Indirectness	It measures the amount of work incurred by the hearer in interpreting the illocutions produced by the speaker.

The first scale, cost-benefit, is about the cost and benefit of an utterance to the H. It examines how much benefit or cost the S's utterance brings to the H or even Os. The more benefit to the H, the more polite the utterance will be. On the contrary, when the S's utterance costs the H, it would be impolite.

Moreover, the optionality scale is about to what extent an option is given to the H to perform an illocution. That is, it assesses the degree of choice granted to the S to perform an action or not. Last but not least, indirectness is the third scale that measures the amount of work incurred by the H in interpreting the speech acts produced by the S. The more indirect the S is, the more polite the utterance will be.

The current study attempts to analyze twelve English interviews based on the three scales proposed by Leech. Thus, the chosen interviews are analysed to find out how these scales are employed in English interviews. It should be noted that not only do these scales denote the degree of politeness, but there are also six PMs suggested by Leech. The maxims operate within the PSs, as shown in Table (2) below.

**Table (2) Leech's Politeness Maxims (1983)**

No.	Politeness Maxims	Description
1	Tact Maxim	(a) Minimise cost to others.
		(b) Maximise benefit to others.
2	Generosity Maxim	(a) Minimise benefit to self.
		(b) Maximise cost to self.
3	Approbation Maxim	(a) Minimise dispraise of others.
		(b) Maximise praise of others.
4	Modesty Maxim	(a) Minimise self-praise.
		(b) Maximise self-dispraise.
5	Agreement Maxim	(a) Minimise disagreement between self and other.

		(b) Maximise agreement between self and other.
6	Sympathy maxim	(a) Minimise antipathy between self and other.
		(b) Maximise sympathy between self and other.

The researcher analyses the selected interviews by highlighting the compliances and violations of PMs and PSs marked with an asterisk on the table of analysis. The tables present a visualisation of the frequency of PMs and PSs' employment from each interview. A brief is then provided to explain the frequency and percentage of the PMs and PSs' utilisation and the politeness status of each interview. The adopted model of analysis is shown in Table (3).

**Table (3) The Adopted Model Based on Leech (1983)**

Item no.	Text	Maxims of Politeness										Pragmatic Scales											
		Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit		Scale 2 Optionality		Scale 3 Indirectness					
		Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct +Length		

### 3.2 Method of Analysis

The current study attempts to analyze twelve English interviews as the data source. As a first step of the analysis, the researcher thoroughly examines the chosen interviews to see how PMs and PSs are used in English interviews to make them look more polite and tactful. Furthermore, the researcher reads the whole interview transcripts to identify and assess all of the PMs and PSs that were used throughout the interview processes. In addition, the data is

examined using both quantitative and qualitative methods. Both methods are applied in order to provide a comprehensive analysis of the corpus.

Creswell (2013, p. 32) states that qualitative and quantitative methods are two of the most frequent methodologies employed by researchers. Qualitative research is distinguished from quantitative research by the use of words and open-ended inquiries. A case study is a typical instance. Quantitative inquiries, on the other hand, are structured around numbers and have definite answers. Experimental designs are typical examples of quantitative methods. In addition to the two primary research methods, mixed-method research was also advocated by Creswell. Qualitative and quantitative data are collected and integrated using diverse designs that may include philosophical assumptions or theoretical frameworks in a mixed methods research methodology. Combining the two gives a more complete picture and a better understanding.

Based on the three approaches to research by Creswell, the researcher employs a combination of qualitative and quantitative data. For this study, the qualitative method is regarded as the dominant method since the researcher uses more explanations and analysis of interview transcripts as a data collection instrument, which is also viewed as a typical characteristic of qualitative methods. However, the study also uses statistics and percentages as a consequence of counting and comparing PMs and scales, which is a typical feature of a quantitative method. This is needed to make sure that the study is thorough and that the findings are reliable.

Additionally, according to Denscombe's (2007) methods of research, the current study applies both qualitative and quantitative research methods. It is qualitative since the data is in the form of sentences, and a quantitative method is used to count the frequency and percentage of the dominant PMs and PSs. Therefore, both methods are used. As a consequence of utilizing both methods, the findings of this study are analysed, described, and counted. Moreover, the data for this study were taken from a variety of websites and television



programs. Descriptive and statistical are the techniques of the data analysis for this research. The descriptive technique is used to explain, examine, and analyze the maxims and PSs based on Leech's theory. Then, statistical methods are employed to determine the most prevalent maxims and scales.

### **3.3 Data for Analysis**

The data for this study were excerpted from various websites online. The research data for this study includes selected interview transcripts available online. Furthermore, the selected interview transcripts cover a variety of genres, such as politics, business, religion, comedy, film, and sports interviews. Certain numbers of utterances were analysed from each genre.

The data is analysed based on the three scales of cost-benefit, optionality, and indirectness. The interview transcripts were analysed to figure out which scales were used and how they were used in English interviews.

Apart from that, the reason for selecting online interviews from different well-known websites and widely viewed television programmes for the corpus is to serve the foundation of this study by offering an in-depth analysis of the interviews. Hence, the present study offers an opportunity to familiarize readers with how the PP works in English interviews. It also highlights the significance of the PMs and PSs proposed by Leech. The interviewers and interviewees of any subject matter on any occasion could make use of these scales in order to create a friendly, peaceful and polite environment during their interviews.

## **CHAPTER FOUR**

### **DATA ANALYSIS**

#### **4.0 Introduction**

This chapter is devoted to the analysis of the gathered data, which consists of twelve English interviews of various genres. This chapter analyses twelve selected interviews, including six couple interviews from genres viz politics, religion, comedy, business, film production, and sport. According to the model highlighted in the preceding chapter, the interviews are analysed. Then, the frequencies and percentages of each selected interview in terms of PMs and scales are determined for each couple of interviews separately. Subsequently, the two interviews of the same genre are compared via a table that displays the total frequencies and percentages of PMs and scales in both interviews. This concludes the application of the PMs and scales, as well as the interview's politeness status. This applies to all the interviews in all the selected genres.

#### **4.1 Analysis of English Interviews**

As mentioned earlier, twelve various interviews from six genres were collected to be analysed. All the selected interviews come from different sources, such as TV channels, online websites, podcasts, and radio programmes. All the chosen interviewees were interviewed on different occasions. They are all famous figures, and a brief on the interviews is offered to have a clear insight into what the interviews are about before analysing the interview. The frequencies and percentages of PMs are highlighted to demonstrate the range of compliance and violations of PSs and maxims. The analysed interviews in the tables offer a visualization of how the application and violation of the PMs and scales affect the degree of inte

### 4.1.1 Analysis of Donald Trump’s Interview with George Stephanopoulos<sup>1</sup>

Table (4) Analysis of “Donald Trump’s Interview with George Stephanopoulos”

tem no.	Text	Maxims of Politeness											Pragmatic Scales							
		Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit		Scale 2 Optionality		Scale 3 Indirectness		
		Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length
Par.9	So we almost had health care done. <b>Health care's a disaster, Obamacare. But we've managed it much better than they managed it.</b>						*	*						*	*				*	
Par. 11	And I still-- you know, I'm very much for preexisting conditions. <b>But Obamacare has been a disaster.</b> Look what--						*								*				*	
Par. 12	<b>We'll have phenomenal health care.</b>							*						*						
Par. 18	<b>You have no idea how important it is. But I'm not happy with what he's done.</b>	*					*								*				*	
Par. 19	<b>we're about-- we're almost 50 percent up with the stock market.</b>							*						*						

<sup>1</sup> Donald Trump's exclusive interview with George Stephanopoulos on ABC News on June 16, 2019, the interview was conducted over two days, in several settings, and concluded in the Oval Office of the White House. The interview covers a broad range of issues, including the presidential election, the accomplishments of prior presidents in comparison to Trump's cabinet, America's relations with other countries, and America's economic, financial, and political status.

Item no.	Text	Maxims of Politeness											Pragmatic Scales								
		Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit			Scale 2 Optionality		Scale 3 Indirectness		
		Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct + Length
Par. 20	<b>President Obama and Biden, they doubled the debt during their eight years. You know that. And-</b>						*								*				*		
Par. 22	<b>They doubled the debt, and they didn't do anything. They doubled the debt on nonsense. I took over a military that was totally depleted. I have to rebuild it.</b>						*							*	*				*		
Par. 26	<b>People don't understand tariffs, but I understand them. And I also understand the power of tariffs.</b>						*	*						*	*				*		
Par. 27	That's hundreds of billions of dollars coming into our country. <b>We never got 10 cents--</b>							*						*							
Par. 31	You know, I have it both ways. <b>I have a very unfair press. It's a fake news. It's a corrupt news. I have people that are so dishonest. I mean, I had a case of it recently with the New York Times where they're writing things knowing it was wrong.</b>						*								*				*		
Par. 35	Safety, security, great economy. And, you know, for women-- as you know, <b>I did very well with women last time.</b> I was hearing I wouldn't have. I'd say, "Why? Why? Explain." <b>I did very well with women--</b>							*						*							

Item no.	Text	Maxims of Politeness											Pragmatic Scales								
		Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit			Scale 2 Optionality		Scale 3 Indirectness		
		Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct + Length
Par. 47	<b>We're doing the best job that anybody's done probably as a first-term president. I think I've done more than any other first-term president ever.</b>						*							*							
Par. 59	It's been actually a lot fun. Highly competitive, the world is highly competitive, <b>but I think we're doing a great job. I don't think anybody has done more in two and a half years than what I've done with regulation, with taxes, with... actually believe it or not with world events.</b>						*							*		*					
Par. 60	<b>I think just the accomplishment of doing a lot of good things for a lot people. We're-</b>						*									*					
Par. 69	Then they walk out and say "he was stomping and romping and slamming the table..." <b>These people are not honest people.</b>					*									*				*		
Par. 87	<b>No, I just think it's just a bad group of people,</b> and it shouldn't be allowed, but that's no different than the fake news and the fake news is at a level that it's never been at before.					*									*				*		
Par. 104	And <b>Weissmann was a bad guy.</b> And they put all these people on. So, I am being judged by 18 people that truly dislike Donald Trump. I mean in many cases hate.					*								*					*		

Item no.	Text	Maxims of Politeness											Pragmatic Scales							
		Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit			Scale 2 Optionality		Scale 3 Indirectness	
		Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length
Par. 107	Excuse me, <b>read the report, read the conclusion of the report, just read it.</b> Ok, I mean look you are one that said Donald Trump is not going to win and then you smiled when I got into the race, and you laughed.	*													*				*	
Par. 110	No. <b>At false stories, at fake news. Because nobody has any idea how corrupt the media is. They are corrupt. Not all of it, fortunately. But the media is corrupt.</b>					*									*				*	
Par. 120	<b>If you're gonna cough, please leave the room. You just can't, you just can't cough.</b> Boy oh boy. Okay, do you want to do that a little differently than uhh--	*													*				*	

**Table (5) Frequency and Percentage of “Donald Trump’s Interview with George Stephanopoulos”  
Analysis in Terms of Politeness Maxims and Scales**

Maxims of Politeness												Pragmatic Scales								
	Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit				Scale 2 Optionality		Scale 3 Indirectness	
	Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	Sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct + Length
<b>FREQ</b>	3	0	0	0	0	11	9	0	0	0	0	0	0	9	13	2	0	0	13	0
<b>PCT</b>	13.0%	0.0%	0.0%	0.0%	0.0%	47.8%	39.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.3%	35.1%	5.4%	0.0%	0.0%	35.1%	0.0%
<b>Total FREQ &amp; PCT</b>	(3) 13.0%		(0) 0.0%		(11) 47.8%		(9) 39.1%		(0) 0.0%		(0) 0.0%		(24) 64.9%				(0) 0.0%		(13) 35.1%	

The table above depicts the frequency and percentage of PMs and scales used by the interviewee in 20 instances, extracted from Donald Trump's ABC News interview transcript. Based on Table (5), a high frequency of violations of PMs could be observed. The frequencies and percentages of PMs are as follows: tact maxim (3–13.0%), generosity maxim (0-0.0%), approbation maxim (11–47.8%), modesty maxim (9–39.1%), agreement maxim (0-0.0%), and sympathy maxim (0-0.0%).

The most requent maxims are approbation and modesty. However, approbation maxim shares eleven cases of violations with a percentage of 47.8%. The approbation maxim is about minimising dispraise towards Os and maximising praise towards Os; yet, Trump's examined interview reveals ten instances in which his remarks and responses convey dispraise to the H or Os. Similarly, ten cases exhibit a high frequency of modesty maxim violations. This does not assist in establishing a polite interview since it reveals that the

interviewee is full of himself and primarily interested in his own accomplishments rather than those of Os.

In addition, on the level of PSs, the frequencies and percentages of PSs are as follows: cost-benefit scale occurs (24–64.9%), optionality scale occurs (0–0.0%), and indirectness scale occurs (13–35.1%). The cost-benefit scale takes the lion's share by occurring (24) times, but the scale is violated in (22) occurrences. The cost-benefit scale is concerned with the cost and benefit to the H or S. This scale encourages the S to estimate the weight of the cost and benefit for both the S and the H. In this respect, if the cost of the S's utterance is higher than the benefit to the H, the utterance is regarded as less polite. The benefit of his responses to the H or Os is observed in only two (2) cases from the three scales, whereas the cost to the H or Os is demonstrated in (35) cases.

Table (5) also indicates that the interviewee's responses carry benefits for the S himself in (9) cases. This is why the cost-benefit scale is violated, which makes Trump's interview sound less polite. Similarly, the indirectness scale is also violated due to delivering costs directly to the H or Os in ten cases. Trump fails to maintain an indirect tone so as not to hurt the H's feelings by utilizing direct and harsh language. He answers the interviewer's questions very directly. He is known for his directness, and his lack of adequate care in speaking indirectly leads to an impolite interview.

To sum up, based on the analysed interview, the interviewee dominantly violates the PMs and PSs, which results in an impolite interview.



#### 4.1.2 Analysis of Barrack Obama's Interview with Steve Harvey<sup>2</sup>

Table (6) Analysis of "Barrack Obama's Interview with Steve Harvey"

Item no.	Text	Maxims of Politeness										Pragmatic Scales									
		Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit		Scale 2 Optionality		Scale 3 Indirectness			
		Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct + Length
Par.2	<b>It is great to see you see you Steve</b> , I'm doing great.		*														*				
Par.4	<b>Absolutely yeah</b> been up all night.									*							*				
Par.7	So, you know we do a lot of shopping there that <b>I think about I should've bought some of your books.</b>							*									*				
Par.9	To give out as gifts <b>so I apologize for that.</b>											*					*				
Par.13	<b>It looks sharp.</b>					*						*					*				

<sup>2</sup> Steve Harvey's interview with the former President, Barack Obama at the White House on Friday, December 20, 2013. The interview is part of an exclusive episode of his daytime talk show. Barack Obama conducted an open interview about his family, fatherhood, and Christmas traditions.



Item no.	Text	Maxims of Politeness											Pragmatic Scales								
		Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit			Scale 2 Optionality		Scale 3 Indirectness		
		Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct +Length
Par. 21	well, it starts with your own kids obviously so you know Michelle and I you know we always say that as important as our jobs are as President and First Lady our most important job is as mom and dad and you know the girls are getting old enough now where they don't need the 24/7 monitoring and <b>they've turned out to be great kids but--</b>					*															
Par. 25	I explained to everybody we don't live there now, so you're gonna have to abide by the DC rule but she's doing great, they're both wonderful young ladies and <b>I did Michelle all the credit I always say in our household you know Michelle's management I'm labor and I basically do.</b>					*		*					*								
Par. 27	what I'm told by her, but <b>she's always got a great game plan</b> and the girls are thriving as a result.					*											*				
Par. 39	well two things <b>one is Malia and Sasha are very sensible, so I trust them to make good decisions--</b>					*											*				

Item no.	Text	Maxims of Politeness											Pragmatic Scales								
		Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit		Scale 2 Optionality		Scale 3 Indirectness			
		Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct +Length
Par. 45	here's my whole thing what I've told them before is as long as that young man is showing you respect and is kind to you then you know I'm not going to be hovering over every second but I'm counting on you to have the self-respect to make sure that anybody who you're going out with comes correct and hopefully they've seen how I treat Michelle Yeah right and so they've got it coming a set of expectations okay that's how a man is supposed to treat a woman with respect and as a partner and as an equal.					*															
Par. 53	I don't, I don't think, look I'll be honest with you probably the bigger concern for me is making sure that I'm not getting in the way of the girls just having a normal life.		*															*			
Par. 55	You have to take the job seriously; you have to take your responsibilities seriously but you have to be able to laugh at yourself first and foremost in order to be able to manage the whole thing.		*														*				

**Table (7) Frequency and Percentage of “Barrack Obama’s Interview with Steve Harvey” Analysis in Terms of Politeness Maxims and Scales**

Maxims of Politeness												Pragmatic Scales								
	Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit				Scale 2 Optionality		Scale 3 Indirectness	
	Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct + Length
<b>FREQ</b>	0	4	0	0	7	0	0	3	0	1	0	2	1	0	0	12	0	1	0	0
<b>PCT</b>	0.0%	23.5%	0.0%	0.0%	41.2%	0.0%	0.0%	17.6%	0.0%	5.9%	0.0%	11.8%	7.7%	0.0%	0.0%	85.7%	0.0%	7.1%	0.0%	0.0%
<b>Total FREQ &amp; PCT</b>	(4) 23.5%		(0) 0.0%		(7) 41.2%		(3) 17.6%		(1) 5.9%		(2) 11.8%		(13) 92.9%				(1) 7.1%		(0) 0.0%	

According to an analysis of Obama's interview with Steve Harvey, the interviewee employed multiple maxims and Pss. According to the table of analysis, (13) instances from the selected interview were analysed in terms of PMs and scales. As demonstrated in the table, tact and approbation maxims occur frequently. The interviewee applies these two maxims more frequently than the other four maxims. All the utterances positively demonstrate compliance with the PMs and scales.

The frequencies and percentages of the PMs are as follows: tact maxim (4–23.5%), generosity maxim (0–0.0%), approbation maxim (7–41.2%), modesty maxim (3–17.6%), agreement maxim (1–5.9%), and sympathy maxim (2–11.8%). In accordance with the PM, (15) occurrences favour the H or Os, hence creating a polite interview setting. In addition, the approbation maxim has (7) instances of

praising the H or Os, which has a significant impact on developing a polite interview. The interviewee makes great efforts to guarantee that anything he states in the interview will not harm the interviewer or Os but will be beneficial and praiseworthy instead. This clearly illustrates the interviewee's politeness and attention to details when addressing the interviewer's queries.

Moreover, on the PS level, the use of cost-benefit dominates, as it occurs in (13) circumstances, (12) of which are beneficial for the H and (1) of which is undesirable for the S. The following are the incidence and percentages of PSs: cost-benefit scale (13-92.9%), optionality scale (1-7.1%), and indirectness scale (0-0.0%).

Throughout the interview, the interviewee guarantees that his comments will be of considerable value to the interviewer or to Os. Unlike Trump, he is not concerned with his own advantage but rather the benefit of the H or Os, as seen by the fact that he constantly praises his children and has complete faith in them. Furthermore, by stating, "*You must take your job and your obligations seriously.*" He exhibits his dedication to his position and employees. This demonstrates that he prioritizes his duty and the welfare of Os before his personal interests.

In addition, cost-benefit analysis with reference to the benefit to the H or a third-party account for the lion's share of Barrack Obama's (12) cases. These (12) instances of benefiting the H or Os result in maintaining a polite interview, such as when Obama compliments Steve Harvey's suit and remarks, "*That looks sharp.*" Obama also demonstrates his modesty when he states, "*In our household, Michelle is the management, and I'm the labor.*" This proves that he is quite humble, as he does not mind degrading himself to a labour and recognizing his wife as the household manager. Here, he minimises his self-praise while amplifying his praise of Os. Despite being the former president of the United States, he demonstrates humility by stating to be a labour and emphasizing his wife's job as a manager.

Another example of his modesty is when he states, "*It wasn't because of my brilliance or something that these things happen it had to do with people investing in you.*" Here, he minimises self-praise and states that all his accomplishments are the result of his family's support rather than his own efforts. All of these instances show the value of Obama's responses to the H or Os, and they ensure the interview's high level of politeness.

In conclusion, the high application of tact and approbation maxims on the PM level and the cost-benefit scale on the PS level have a positive impact on the occurrence of polite interviews. The interviewee attentively and respectfully responds to the interview questions by expressing the H's or a Os great benefit and commendation. Thus, Barack Obama's interview is a polite one.

Table (8) Total Frequency and Percentage of Politeness Maxims and Scales in Donald Trump's and Barrack Obama's Interviews

Maxims of Politeness													Pragmatic Scales							
	Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit				Scale 2 Optionality		Scale 3 Indirectness	
	Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct + Length
FREQ of Trump's interview	3	0	0	0	0	11	9	0	0	0	0	0	0	9	13	2	0	0	13	0
FREQ of Obama's interview	0	4	0	0	7	0	0	3	0	1	0	2	1	0	0	12	0	1	0	0
Total FREQ of both interviews	3	4	0	0	7	11	9	3	0	1	0	2	1	9	13	14	0	1	13	0
	7		0		18		12		1		2		37				1		13	
Trump's interview PCT	13.0%	0.0%	0.0%	0.0%	0.0%	47.8%	39.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.00%	24.30%	35.10%	5.40%	0.00%	0.00%	35.10%	0.00%
Obama's interview PCT	0.0%	23.5%	0.0%	0.0%	41.2%	0.0%	0.0%	17.6%	0.0%	5.9%	0.0%	11.8%	7.70%	0.00%	0.00%	85.70%	0.00%	7.10%	0.00%	0.00%
Total PCT of both interviews	13.0%	23.5%	0.0%	0.0%	41.2%	47.8%	39.1%	17.6%	0.0%	5.9%	0.0%	11.8%	7.7%	24.3%	35.1%	91.1%	0.0%	7.1%	35.1%	0.0%
	18.3%		0.0%		44.5%		28.3%		3.0%		5.9%		78.8%				3.6%		17.6%	
Donald Trump's utterances- 20						Barrack Obama's utterances- 13						Total utterances of both- 33								



Table (8) compares "Donald Trump's Interview with George Stephanopoulos" and "Barack Obama's Interview with Steve Harvey" based on PMs and PSs. Based on the table and the frequency level of PMs and scales in the political genre, political interviewees most frequently employ the approbation maxim and cost-benefit scale. There are (18) instances of the approbation maxim employment, (7) of which indicate praise, and (11) of which are dispraise to the H or Os.

Regarding the PSs, the frequency and percentage of the cost-benefit scale are by far greater than the other two scales, appearing in (37) cases. Thus, it is considered the most frequently utilised PS.

On the degree of politeness, however, (16) instances provide benefit to the H or Os, while the violation of the scales is indicated in (22) cases. Those instances deliver cost to Os, and (9) instances demonstrate benefit for the Ss themselves; this contradicts and violates the actual purpose of the cost-benefit scale.

In addition, the total percentage of approbation maxim employment is (44.5%), and the total percentage of cost-benefit scale employment is (78.8%). On the maxim level, frequency and percentagewise, the weights of cost and benefit are close, however, cost dominates.

On the PS level, considering the frequencies and percentages of the scales, the benefit is less than the cost. Thus, it is reasonable to infer that the selected interviews with the politicians are impolite.

### 4.1.3 Analysis of Tommy Robinson’s Interview with Piers Morgan<sup>3</sup>

Table (9) Analysis of “Tommy Robinson’s Interview with Piers Morgan”

Item no.	Text	Maxims of Politeness										Pragmatic Scales									
		Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit		Scale 2 Optionality		Scale 3 Indirectness			
		Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct +Length
Par.2	I believe-- I believe <b>we need to protect the British public right now.</b>		*																	*	
Par.6	<b>Yes, I would--I would-- I would temporarily halt Muslim immigration to this country</b> until we get a grip of the problem.											*				*				*	
Par. 11	<b>Islam is an idea... a bad idea that you can change your mind.</b>							*				*				*				*	
Par. 19	<b>There’s no such word as islamophobia. Phobia is an irrational fear; it's not irrational to fear these things. Now if I hold this book up and say there will never be peace on this earth as long as we have this book. It is a violent and cursed book.</b>									*		*				*				*	

<sup>3</sup> Tommy Robinson's interview with Piers Morgan on the ITV program Good Morning Britain. Robinson came on the show to defend his comments following a terrorist incident near a London Mosque in Finsbury Park. He attacked the Qur'an and repeatedly insulted Islam and Muslims.

Item no.	Text	Maxims of Politeness										Pragmatic Scales									
		Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit			Scale 2 Optionality		Scale 3 Indirectness		
		Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct + Length
Par. 26	There are a hundred verses in this book about violence and murder against us.						*					*				*				*	
Par. 28	I should socialize your effects for a book that incites murder against us.						*					*				*				*	
Par. 30	No, I won't put it down. Sir William gladstone held this book above his head in parliament and he said there will never be peace on this earth as long as we have this book. It's a violent and cursed book.						*			*		*				*			*		
Par. 36	What do you know about the prophet? How am I insulting people?									*										*	
Par. 38	This book is the reason we are such in a mess, that's a reality.						*					*				*			*		

**Table (10) Frequency and Percentage of “Tommy Robinson’s Interview with Piers Morgan” analysis in Terms of Politeness Maxims and Scales**

	Maxims of Politeness												Pragmatic Scales							
	Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit				Scale 2 Optionality		Scale 3 Indirectness	
	Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct +Length
<b>FREQ</b>	0	1	0	0	0	6	0	0	3	0	7	0	0	0	7	1	1	0	9	0
<b>PCT</b>	0.0%	5.9%	0.0%	0.0%	0.0%	35.3%	0.0%	0.0%	17.6%	0.0%	41.2%	0.0%	0.0%	0.0%	38.9%	5.6%	5.6%	0.0%	50.0%	0.0%
<b>Total FREQ &amp; PCT</b>	(1) 5.9%	(0) 0.0%	(0) 0.0%	(0) 0.0%	(6) 35.3%	(0) 0.0%	(0) 0.0%	(0) 0.0%	(3) 17.6%	(0) 0.0%	(7) 41.2%	(0) 0.0%	(0) 0.0%	(0) 0.0%	(7) 38.9%	(1) 5.6%	(1) 5.6%	(0) 0.0%	(9) 50.0%	(0) 0.0%

The analysis of Tommy Robinson's interview with Piers Morgan shows that he grossly disregarded the PM of sympathy and also violated the scales of cost-benefit and indirectness. From the interview, (9) utterances were selected randomly from the interview and assessed according to the PMs and PSs.

According to the data presented in Table (10), the interviewee highly violates the sympathy maxim that he violates in (7) cases at a rate of 41.2%. Attacking Islam and Muslims repeatedly leads to this effect. The interviewee expresses a great deal of animosity towards the Quran and repeatedly states that it contains nothing but curses and murder. This does nothing to set the tone for a polite interview but rather serves to increase hostility between him, the H, and the Os.

The cost-benefit and indirectness scales were roughly violated to a great extent. Furthermore, the interviewee attacks the Muslim faith and community throughout the interview directly with no concern for the Muslims, showing hate and radicalism without hiding his hate feelings during the interview. When he states,

*"There are a hundred verses in this book about violence and murder against us,"* he emphasizes this point. He also states, *"This book is the reason we are such a mess; that is a reality."* The cost of all these responses is borne by the party receiving them. The interviewee also gives his honest opinions without being worried about offending the Muslim community. The S's willingness to be direct and pass the cost burden onto the H or Os clearly has an influence on the level of politeness in the interview. The interviewee highly violates the indirectness scale in (9) cases at a rate of 50.0%. Hence, the interviewee is rude since he considerably flouts the cost-benefit and indirectness scales.

Thus, an excessively high rate of violations at both levels of PMs and PSs confirms that the interview should be considered impolite.

### 4.1.4 Analysis of Richard Morgan’s Interview with Brian Auten<sup>4</sup>

Table (11) Analysis of “Richard Morgan’s Interview with Brian Auten”

Item no.	Text	Maxims of Politeness											Pragmatic Scales								
		Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit			Scale 2 Optionality		Scale 3 Indirectness		
		Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct + Length
Par.2	It’s a pleasure – I think!		*													*					
Par.6	It’s a very, very interesting place. Historically, it’s very, very interesting. The people are interesting.		*			*										*					
Par.8	I’ve got to be honest, I never found anything – nothing! Nothing even slightly. Of course, having read Richard Dawkins’ book, The Blind Watchmaker, I was most interested to go and read all his other books, and I found him to be an absolutely fascinating writer – so easy to read.					*							*			*					
Par. 14	David Robertson is a Scottish Pastor in Dundee in Scotland. He is a Pastor, a very, very active Pastor.					*										*					

<sup>4</sup> Richard Morgan and Brian Auten’s interview from the Apologetics 315 podcast is provided in table (11) above. He covers his upbringing, how he came to be an atheist, how he perceived God, and his conversion to Christianity. He also delivers his insight for both Christians and atheists.

Item no.	Text	Maxims of Politeness										Pragmatic Scales									
		Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit		Scale 2 Optionality		Scale 3 Indirectness			
		Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct + Length
Par. 14	I don't know how many hours he must have spent just replying, very calmly and politely, to people who were issuing, sending out the most vile insults and criticisms. He just kept coming back and coming back, occasionally with a few words of Scripture thrown into his general discourse.					*															
Par. 16	I'm not condemning all atheists – let me be quite clear, I'm not generalising in any way. I'm talking about anonymous atheists on internet discussion boards...		*													*					
Par. 18	...and the messages that they express. Which is largely extremely negative, extremely puerile, full of hate, full of filth. Some of the comments are vile and base and the remarks are just not worthy of any kind of intelligent discussion.						*								*					*	

Item no.	Text	Maxims of Politeness										Pragmatic Scales									
		Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit		Scale 2 Optionality		Scale 3 Indirectness			
		Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct +Length
Par. 18	<b>And I found no lies, no lies at all. I found a lot of humility, a lot of intelligence, a lot of sensitivity.</b>					*										*					
Par. 24	<b>You might also be listening because you have a genuine open mind. The fact that you are listening to me now does not mean that my words are full of wisdom – they’re not!</b>					*			*				*			*					
Par. 29	<b>Thank you.</b>		*													*					



**Table (12) Frequency and Percentage of “Richard Morgan’s Interview with Brian Auten” Analysis in Terms of Politeness Maxims and Scales**

Maxims of Politeness												Pragmatic Scales								
	Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit				Scale 2 Optionality		Scale 3 Indirectness	
	Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct +Length
<b>FREQ</b>	0	4	1	0	6	1	0	1	0	0	0	0	2	0	1	9	0	0	1	0
<b>PCT</b>	0.0%	30.8%	7.7%	0.0%	46.2%	7.7%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	15.4%	0.0%	7.7%	69.2%	0.0%	0.0%	7.7%	0.0%
<b>Total FREQ &amp; PCT</b>	(4) 30.8%		(1) 7.7%		(7) 53.8%		(1) 7.7%		(0) 0.0%		(0) 0.0%		(12) 92.3%				(0) 0.0%		(1) 7.7%	

According to the analysis of Richard Morgan's interview with Tim Jeffries on Table (12), the S significantly employs the cost-benefit scale from the PSs and positively utilises tact and approbation maxims from the PMs.

The PMs and PSs are applied to (10) utterances from the chosen interview. The frequencies and percentages of the PMs are as follows: tact maxim (4-30.8%), generosity maxim (1-7.7%), approbation maxim (7-53.8%), modesty (1-7.7%), agreement (0-0%), and sympathy (0-0%). As a result, the interview is dominated by the maxims of tact and approbation. The approbation maxim leads the pack with (7) instances at a rate of (53.8%), which is more than half of the other five maxims. According to approbation, (6) instances favour and praise the H or Os, creating a polite interview environment, while dispraise is only observed in one instance.

In addition, the S provides benefits on (4) occasions with no apparent cost to the H or Os. As a result, the overall benefit predominates over the cost of the S's

utterances. The cost-benefit scale, which is used in (12) instances, notably occupies the largest share on the PS.

The requeencies and percentages of PSs are as follows: cost-benefit scale (12–92.3%), optionality scale (0-0.0%), and indirectness scale (1–7.7%). Table (12) makes it abundantly evident that the benefit of the S's responses is significantly greater than the cost, with (9) cases revealing benefit and just (1) case exposing cost to H. This greatly aids in creating a cordial and polite interview environment.

Consequently, PMs and PSs are carefully followed to demonstrate that the benefits of doing so outweigh the costs of responding to the interviewer's questions. As a result, the interview is regarded as polite and respectful.

Table (13) Total Frequency and Percentage of Politeness Maxims and Scales in Tommy Robinson's and Richard Morgan's Interviews

Maxims of Politeness												Pragmatic Scales								
	Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit				Scale 2 Optionality		Scale 3 Indirectness	
	Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct +Length
<b>FREQ of Robinson's interview</b>	0	1	0	0	0	6	0	0	3	0	7	0	0	0	7	1	1	0	9	0
<b>FREQ of Morgan's interview</b>	0	4	1	0	6	1	0	1	0	0	0	0	2	0	1	9	0	0	1	0
<b>Total FREQ of both interviews</b>	0	5	1	0	6	7	0	1	3	0	7	0	2	0	8	10	1	0	10	0
	5		1		13		1		3		7		20				1		10	
<b>PCT of Robinson's interview</b>	0.00%	5.90%	0.00%	0.00%	0.00%	35.30%	0.00%	0.00%	17.60%	0.00%	41.20%	0.00%	0.00%	0.00%	38.90%	5.60%	5.60%	0.00%	50.00%	0.00%
<b>PCT of Morgan's interview</b>	0.00%	30.80%	7.70%	0.00%	46.20%	7.70%	0.00%	7.70%	0.00%	0.00%	0.00%	0.00%	15.40%	0.00%	7.70%	69.20%	0.00%	0.00%	7.70%	0.00%
<b>Total PCT of both interviews</b>	0.0%	36.7%	7.7%	0.0%	46.2%	43.0%	0.0%	7.7%	17.6%	0.0%	41.2%	0.0%	15.4%	0.0%	46.6%	74.8%	5.6%	0.0%	57.7%	0.0%
	18.4%		3.9%		44.4%		3.9%		8.8%		20.6%		68.3%				2.8%		28.9%	
Tommy Robinson's analysed utterances-9						Richard Morgan's analysed utterances- 8						Total utterances of both-17								

Table (13) above compares Tommy Robinson's interview with Richard Morgan's interview based on the frequency and percentage of PMs and PSs.

On the frequency and percentage level of PMs and scales in both religious interviews, (17) utterances are analysed to determine how the religious interviews go in terms of the PMs and scales.

Regarding the frequency of both PM and PSs, it could be observed that the approbation maxim and the cost-benefit scale are the leading PMs and scales. The interviewees utilised the approbation maxim (13) times and the cost-benefit scale (20) times. The benefit to the H or Os is higher than the cost to them from the cost-benefit scale. However, the cost is higher on the level of the whole scales.

Similarly, percentagewise, the approbation maxim leads by (44.4%) and the cost-benefit scale by (68.3%). The frequency and percentages of PMs are as follows: tact maxim (5-18.4%), generosity maxim (1-3.9%), approbation maxim (13-44.4%), modesty maxim (1-3.9%), agreement (3-8.8%), and sympathy maxim (7-20.6%).

Moreover, the frequencies and percentages of PSs are as follows: cost-benefit scale (20-68.3%), optionality scale (1-2.8%), and indirectness scale (10-28.9%). Based on that, in terms of frequency of PMs and scales, the interviewees deliver cost in (17) cases, while benefit is shown in (13) cases. However, frequency-wise, from the PS's side, the Ss deliver cost more than benefit. The Ss positively employ PSS in (12) instances while they negatively utilise PSs in (19) cases. Percentagewise, the cost of the interviewee's responses is higher than the benefit.

Thus, the selected religious interviews are impolite due to the fact that the interviewees deliver more cost than benefit on the PMs and PSs level.

### 4.1.5 Analysis of Elon Musk’s Interview with Joe Rogan<sup>5</sup>

Table (14) Analysis of “Elon Musk’s Interview with Joe Rogan”

Item no.	Text	Maxims of Politeness											Pragmatic Scales								
		Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit		Scale 2 Optionality		Scale 3 Indirectness			
		Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct + Length
Par.2	Thank you.		*														*				
Par.6	That’s for sure.									*							*				
Par. 12	Yes, exactly.									*							*				
Par. 34	I appreciate it more. Yeah, babies are awesome.		*														*				
Par. 36	They’re awesome. Yeah.									*							*				
Par. 71	I suppose so.									*							*				
Par. 77	Yeah, for sure. I think it’s really									*							*				
Par. 81	Yeah, yeah, absolutely. Manufacturing used to be highly valued in the United States and these days.									*							*				

<sup>5</sup> Elon Musk’s May 7, 2020, interview with Joe Rogan is provided in table (14) above. The physics, the Conrona virus lockdown, Tesla, and other issues are discussed.

Item no.	Text	Maxims of Politeness											Pragmatic Scales								
		Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit		Scale 2 Optionality		Scale 3 Indirectness			
		Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct + Length
Par. 114	<b>For sure.</b>									*						*					
Par. 118	<b>Yeah, yeah, definitely. I mean, you can only do so many things.</b>									*						*					
Par. 124	<b>It's a good chunk. Yeah, yeah.</b>									*						*					
Par. 132	<b>Yeah, yeah.</b>									*						*					
Par. 136	<b>For sure. Yeah.</b>									*						*					
Par. 140	<b>Oh yeah, sure, sure.</b>									*						*					

**Table (15) Frequency and Percentage of “Elon Musk’s Interview with Joe Rogan” Analysis in Terms of Politeness Maxims and Scales**

Maxims of Politeness											Pragmatic Scales									
	Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit				Scale 2 Optionality		Scale 3 Indirectness	
	Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct + Length
<b>FREQ</b>	0	2	0	0	0	0	0	0	12	0	0	0	0	0	14	0	0	0	0	
<b>PCT</b>	0.0%	15.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	84.6%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	
<b>Total FREQ &amp; PCT</b>	(2) 14.3%		(0) 0.0%		(0) 0.0%		(0) 0.0%		(12) 85.7%		(0) 0.0%		(14) 100.0%				(0) 0.0%		(0) 0.0%	

Analysis of Elon Musk's interview with Joe Rogan reveals that, on the whole, Musk employs the agreement maxim from the PMs and the cost-benefit scale from the PSs in a favourable way. Fourteen occurrences from the interview were analysed using maxims and Pragmatic Scales. Table (15) shows that the agreement maxim has been used dominanetly more than other maxims. Twelve instances of agreement from the interviewee guarantee a pleasant and polite exchange.

Similarly, on the PSs level, the cost-benefit ratio is extensively observed in all fourteen analysed cases. The conformity of the interviewee with the interviewer's cost-benefit analysis is readily apparent in his repeated and continuous affirmations of the interviewer's claims. As a result, the interviewee fully complies with PMs and PSs, the chosen interview is considered polite.

### 4.1.6 Analysis of Tom Steyer’s Interview with Kyra Philips<sup>6</sup>

Table (16) Analysis of “Tom Steyer’s Interview with Kyra Philips”

Item no.	Text	Maxims of Politeness										Pragmatic Scales									
		Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit		Scale 2 Optionality		Scale 3 Indirectness			
		Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct + Length
Par.2	Kyra thank you so much for having me.		*													*					
Par.4	And what we're doing around impeachment has been trying to empower and enable the voice of the American people. And so when you look at what we've done and what I've been working on in this area it's been entirely consistent with the idea of a grassroots organization that believes in the power to the people of the people and by the people and that is looking for justice in America.		*													*					

<sup>6</sup> Tom Steyer's conversation with Kyra Philips on ABC News on March 28, 2019. Tom Steyer, a hedge fund magnate and progressive activist, was recently interviewed for the most recent episode of "The Investigation," an ABC News podcast based on special counsel Robert Mueller's inquiry. He primarily discusses the impeachment of Donald Trump and evaluates him from a business perspective.



Item no.	Text	Maxims of Politeness											Pragmatic Scales								
		Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit			Scale 2 Optionality		Scale 3 Indirectness		
		Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct + Length
Par.6	And what we were saying is we have the most corrupt president in American history. And here's somebody who we've we had seen clearly at that point with someone who was corrupt who was breaking his oath to the American people in the Constitution and that we thought that he would continue to do so and the evidence would become more and more clear.						*													*	
Par.8	And I believe this is the most corrupt president in American history. And we're actually seeing that, I've seen as a Democrat I have heard people say Trump doesn't tell the truth we shouldn't tell the truth.						*								*					*	
Par. 14	No, I don't believe that. Look if you look what we've done with this list, this list in 2018 voted at an 80 percent rate we had at that point six point two million people. We now have seven point seven million people we had about 10,000 people a day.									*					*						
Par. 18	I don't know exactly what we said --	*													*					*	
Par. 20	Excuse me?	*													*						

Item no.	Text	Maxims of Politeness											Pragmatic Scales								
		Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit		Scale 2 Optionality		Scale 3 Indirectness			
		Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct +Length
Par. 22	What I would say is what we said last year is that we would spend 30\$ million dollars organizing this voice going out to people getting our list and also activating the list. I mean from our standpoint the question is not just how many people are on the list but what are they willing to do?		*																		
Par. 35	I would believe that he made a correct decision on a criminal basis.					*										*					
Par. 43	No that's not right.								*						*						
Par. 45	Actually, what he did was he made an illegal campaign contribution to cover up a previous sexual alliance. But what the actual law he broke was not by having sex, but what he did was he committed a felony while in the White House.	*													*						
Par. 79	Absolutely not. He's a failed businessman. He's a great reality TV star. He had an absolutely successful TV show. He is an incredibly successful and effective communicator. But if you look at his record in business, he took a huge inheritance and blew up a series of projects and went bankrupt and got bailed out by the banks. So if you ask me do I think--do I respect him as a businessperson. No, he's a failed business person but he is a hell of a communicator and one hell of a reality--He had a ton of people watching The Apprentice.							*							*					*	

Item no.	Text	Maxims of Politeness										Pragmatic Scales									
		Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit		Scale 2 Optionality		Scale 3 Indirectness			
		Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct +Length
Par. 81	He didn't write the art of the deal. He doesn't know the art of the deal. Here's what he does--and this is what he's doing to the United States of America. This is his pattern in real estate. Over promise. Over borrow. Blow it up. Walk away. OK now let's look at the United States of America: Over promise. Over borrow. Blow it up and walk away.						*									*				*	
Par. 91	I think that for the sake of the American people, what I've been saying all along is we should be focusing on corruption and obstruction...		*													*					
Par. 101	And what I'm saying to you is this is what we're doing but you know you guys keep asking me all these conditional questions what I've said is this is what we're doing.	*													*					*	
Par. 103	What we've said is I'm spending 100 percent of my time on this. You want me to answer condition questions and I will not.	*							*						*					*	

**Table (17) Frequency and Percentage of “Tom Steyer’s Interview with Kyra Philips” Analysis in Terms of Politeness Maxims and Scales**

	Maxims of Politeness												Pragmatic Scales							
	Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit				Scale 2 Optionality		Scale 3 Indirectness	
	Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct + Length
<b>FREQ</b>	5	4	0	0	1	4	0	0	3	0	0	0	0	0	11	5	0	0	7	0
<b>PCT</b>	29.4%	23.5%	0.0%	0.0%	5.9%	23.5%	0.0%	0.0%	17.6%	0.0%	0.0%	0.0%	0.0%	0.0%	47.8%	21.7%	0.0%	0.0%	30.4%	0.0%
<b>Total FREQ &amp; PCT</b>	(9) 52.9%		(0) 0.0%		(5) 29.4%		(0) 0.0%		(3) 17.6%		(0) 0.0%		(16) 69.6%				(0) 0.0%		(7) 30.4%	

According to the analysis of Tom Steyer's interview with Kyra Philips presented in Table (17), the major PMs and scales employed by the S are the tact maxim and cost-benefit scale.

On the level of PMs, the tact maxim predominates and the approbation maxim comes in second. The frequency and percentages of the PMs are as follows: tact maxim (9–52.9%), generosity maxim (0-0%), approbation maxim (5-29.4%), modesty maxim (0-0%), agreement maxim (3–17.6%), and sympathy maxim (0-0%).

The S applies the two maxims of tact and approbation adversely when the cost of the S's utterances to the H or Os exceeds their benefit. As it can be noted, 5 out of 9 occurrences of the tact maxim that have been employed deliver cost. The same holds true for the maxim of approbation, where (4) instances reflect dispraise of Os and only (1) instance depicts praise for the Os. As a result of the violation of PM, the interview is deemed impolite. Similarly, the cost-benefit scale negatively dominates for being employed almost three-fourth of other interviews.

In addition, the frequencies and percentages of PSs are as follows: cost-benefit scale (16–69.6%), optionality scale (0-0%), and indirectness scale (7–30.4%). The cost-benefit ratio appears (16) times, although it is violated (11) times. Similarly, the indirectness scale is violated in (7) instances. This appears to indicate that the cost of the S's responses is significantly higher than the benefits they provide. This level of burden on the H or Os confirms that the interview is impolite. Therefore, the current interview is impolite due to the violations of both PMs and PSs.

**Table (18) Total Frequency and Percentage of Politeness Maxims and Scales in Elon Musk’s and Tom Steyer’s Interviews**

Maxims of Politeness												Pragmatic Scales								
	Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit				Scale 2 Optionality		Scale 3 Indirectness	
	Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct +Length
<b>FREQ of Musk’s interview</b>	0	2	0	0	0	0	0	0	0	12	0	0	0	0	0	14	0	0	0	0
<b>FREQ of Steyer’s interview</b>	5	4	0	0	1	4	0	0	3	0	0	0	0	0	11	5	0	0	7	0
<b>Total FREQ of both interviews</b>	5	6	0	0	1	4	0	0	3	12	0	0	0	0	11	19	0	0	7	0
	11		0		5		0		15		0		30				0		7	
<b>PCT of Musk’s interview</b>	0.00%	15.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	84.60%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%
<b>PCT of Steyer’s interview</b>	29.40%	23.50%	0.00%	0.00%	5.90%	23.50%	0.00%	0.00%	17.60%	0.00%	0.00%	0.00%	0.00%	0.00%	47.80%	21.70%	0.00%	0.00%	30.40%	0.00%
<b>Total PCT of both interviews</b>	29.4%	38.9%	0.0%	0.0%	5.9%	23.5%	0.0%	0.0%	17.6%	84.6%	0.0%	0.0%	0.0%	0.0%	47.8%	121.7%	0.0%	0.0%	30.4%	0.0%
	34.2%		0.0%		14.7%		0.0%		51.1%		0.0%		84.8%				0.0%		15.2%	
Elon Musk’s utterances- 14							Tom Steyer’s utterances- 16					Total utterances of both- 30								

Table (18) above illustrates the overall frequency and percentage of PMs and scales in the interviews with Elon Musk and Tom Steyer. According to the frequency of PMs and scales in business interviews, business interviewees greatly apply the agreement maxim and cost-benefit scale. There are (15) examples of the agreement maxim, (12) of which indicate agreement with the H or Os, and (3) of them indicate disagreement.

However, the frequency of the cost-benefit scale is by far the most frequently employed scale of the three, appearing in (30) instances. In (19) instances, the S's utterances offer benefit, whereas in (11) instances, they impose a cost. This demonstrates that the weight of benefit is greater than cost, maintaining the politeness of the interviews.

Similarly, the total rate of agreement maxim employment is (51.1%) and the total cost-benefit scale employment rate is 84.8%. On the scale of politeness, the weight of benefit is far more than the cost. It is feasible to determine, based on the total frequencies and percentages of both PMs and PSs, that the interviews with the selected entrepreneurs are polite.

### 4.1.7 Analysis of Trevor Noah’s Interview with Jimmy Fallon<sup>7</sup>

Table (19) Analysis of “Trevor Noah’s Interview with Jimmy Fallon”

Item no.	Text	Maxims of Politeness											Pragmatic Scales								
		Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit			Scale 2 Optionality		Scale 3 Indirectness		
		Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct + Length
Par.2	<b>Thank you so much, man. Thank you.</b>		*													*					
Par.6	Yeah, you know, <b>I feel like you make the time off. Like, we've had to readjust our lives now according to the Trump news cycle</b> , I feel like, as people. So we just go, like -- we know it's, like, morning wake -- like, you don't have a cock crowing. <b>You have the tweet crowing.</b> Like, you know? That's how we wake up. And then we just adjust our lives. We go, what's gonna happen, what's gonna happen, what's gonna happen, what's gonna happen, and then we chill.	*													*						
Par.8	<b>Oh, it's amazing. Oh, yeah, if you get a chance.</b>		*													*					
Par. 10	You should go. Like, Bali was phenomenal. A lot of people suggested it. I will say this, though. I feel like there should be a TripAdvisor specifically <b>for people of color</b> . No, 'cause white people like different things on vacations than everybody else, right?	*													*						

<sup>7</sup> Trevor Noah's interview with Jimmy Fallon is provided in the following table (19). Noah discussed his departure from his talk show host role and his future intentions on The Tonight Show.



Item no.	Text	Maxims of Politeness											Pragmatic Scales							
		Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit			Scale 2 Optionality		Scale 3 Indirectness	
		Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length
Par. 30	Yeah, we connect. I don't know. We connect. And now there's a renaissance in Cleveland. Things are getting better. <b>It's a beautiful place. Great people.</b>		*					*								*				
Par. 42	<b>Thank you so much, man. Thank you. I love it so much.</b>		*													*				
Par. 48	You know what I realized? Like, the other day, <b>I sing Trump's, like</b> , just catchphrases in my life. Like they're lyrics to songs. So I'll just be, like, sitting by myself in an airport, and I'll just be like ♪♪ Billions and billions ♪♪ ♪♪ And billions and billions and billions ♪♪ And someone will walk past and be like, "What song is that?" I'm like, "Oh, that's just Trump talking about his money."	*													*					
Par. 50	<b>Yeah, that's exactly it!</b>									*						*				
Par. 52	<b>That's exactly it! Chain migration!</b>									*						*				

**Table (20) Frequency and Percentage of “Trevor Noah’s interview with Jimmy Fallon” Analysis in Terms of Politeness Maxims and Scales**

Maxims of Politeness												Pragmatic Scales								
	Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit				Scale 2 Optionality		Scale 3 Indirectness	
	Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct +Length
<b>FREQ</b>	3	4	0	0	1	0	0	0	0	2	0	0	0	0	3	6	0	0	0	0
<b>PCT</b>	30.0%	40.0%	0.0%	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	33.3%	66.7%	0.0%	0.0%	0.0%	0.0%
<b>Total FREQ &amp; PCT</b>	(7) 70.0%		(0) 0.0%		(0) 0.0%		(0) 0.0%		(2) 20.0%		(0) 0.0%		(9) 100.0%				(0) 0.0%		(0) 0.0%	

As shown in Table (20), the respondent predominantly applies the tact maxim and cost-benefit scale from the PS. Nine instances from the selected interview were studied in terms of PMs and scales. The tact maxim has been applied by seventy percent. Among those nine utterances, (7) instances demonstrate the use of the tact maxim. In (3) out of (7) instances, the H or Os incurs a cost, while (4) instances provide a benefit to the H or Os. In addition, the maxim of agreement is the second most utilised maxim in the interview, with (2) instances of agreement with the interviewer.

On the degree of PS, the cost-benefit scale takes the lead due to being employed hundred percent. Six out of the nine instances provide benefit to the L or Os, thereby keeping the interview polite. Nonetheless, on three occasions, his remarks cost the Os, particularly Donald Trump, but the overall advantage to the Os or H prevails. Consequently, it is conceivable to assert that the interview is polite.

### 4.1.8 Analysis of Jim Jefferies’s Interview with Tim Ferriss<sup>8</sup>

Table (21) Analysis of “Jim Jefferies’s Interview with Tim Jeffries”

Item no.	Text	Maxims of Politeness											Pragmatic Scales								
		Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit			Scale 2 Optionality		Scale 3 Indirectness		
		Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct + Length
Par. 2	Thanks for having me, Tim. Tim Farriss. It’s a very good Australian name. I’m sure you get that a lot, right?		*																		
Par. 10	He’s a very nice man. It was the Farriss brothers					*															
Par. 14	Oh, Australian women. Yeah. I know what you’re talking about. <b>Good looking, but the accent is fucking horrendous.</b>					*	*								*	*				*	
Par. 26	Oh, no problem. <b>That’s a very sweet thing of you to say.</b>		*													*					
Par. 46	Oh, it’s a beautiful city.					*										*					

<sup>8</sup> Jim Jefferies and Tim Ferriss. Jim is one of the most popular and admired comedians of his generation, captivating audiences throughout the world with his controversial, belief-challenging, and thought-provoking humour.

Item no.	Text	Maxims of Politeness											Pragmatic Scales								
		Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit			Scale 2 Optionality		Scale 3 Indirectness		
		Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct + Length
Par. 48	Oh, I didn't know that. Is she from Edinburgh? There you go.			*									*								
Par. 68	Sure.									*						*					
Par. 88	Yeah, I agree with that as well. It's like, when I moved to L.A., all I knew of L.A. was two things.									*						*					
Par. 100	Well, I think, and no offense to you, I think there's enough shows where people are interviewing people. You know what I mean?		*									*				*					*
Par. 110	You're one of the bigger ones, Tim. I think you'll be just fine.					*										*					
Par. 110	I appreciate you, mate. Thank you. Bye, bye.		*													*					

**Table (22) Frequency and Percentage of “Jim Jefferies’s Interview with Tim Jeffries” Analysis in Terms of Politeness Maxims and Scales**

	Maxims of Politeness												Pragmatic Scales							
	Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit				Scale 2 Optionality		Scale 3 Indirectness	
	Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct +Length
<b>FREQ</b>	0	4	1	0	4	1	0	0	0	2	0	1	1	0	1	10	0	0	1	1
<b>PCT</b>	0.0%	30.8%	7.7%	0.0%	30.8%	7.7%	0.0%	0.0%	0.0%	15.4%	0.0%	7.7%	7.1%	0.0%	7.1%	71.4%	0.0%	0.0%	7.1%	7.1%
<b>Total FREQ &amp; PCT</b>	(4) 30.8%		(1) 7.7%		(5) 38.5%		(0) 0.0%		(2) 15.4%		(1) 7.7%		(12) 85.7%				(0) 0.0%		(2) 14.3%	

According to the analysis of Jim Jefferies’ interview with Tim Jeffries, the interviewee utilises multiple PMs and mainly cost-benefit scale from the Pragmatic Scales. Eleven utterances from the selected interview were analysed in terms of PMs and scales. As demonstrated in the table, approbation maxim takes the lead for being positively employed in (4) cases.

The frequencies and percentages of the PMs are as follows: tact maxim (4–30.8%), generosity maxim (1–7.7%), approbation maxim (5–38.5%), modesty maxim (0–0.0%), agreement maxim (2–15.4%), and sympathy maxim (1–7.7%). Hence, tact and approbation maxims dominate the interview. In accordance with the PM, (12) occurrences favour the H or Os which creates a polite interview setting. In addition, the approbation maxim has (4) instances of praising the H or a Os, which also plays an essential role in setting up a polite interview.

On the PS level, cost-benefit notably takes the lion’s share for being employed in (12) cases. The requences and percentages of PSs are as follows: cost-

benefit scale occurs (12–85.7%), optionality scale occurs (0-0.0%), and indirectness scale occurs (2–14.3%). Table (22) clearly highlights that the benefit of the S's responses is way higher than the cost where (12) cases show benefit and only two cases are seen unfavoured.

Thus, PMs and scales are positively utilised for confirming the benefit to be much greater than the cost of their utterance. This makes the interview to be considered as a polite interview.

**Table (23) Total Frequency and Percentage of Politeness Maxims and Scales in Trevor Noah’s and Jim Jefferies’s Interviews**

Maxims of Politeness												Pragmatic Scales								
	Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit				Scale 2 Optionality		Scale 3 Indirectness	
	Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct + Length
<b>Trevor’s interview</b>	3	4	0	0	1	0	0	0	0	2	0	0	0	0	3	6	0	0	0	0
<b>Jim’s interview</b>	0	4	1	0	4	1	0	0	0	2	0	1	1	0	1	10	0	0	1	1
<b>Total</b>	3	8	1	0	5	1	0	0	0	4	0	1	1	0	4	16	0	0	1	1
	11		1		6		0		4		1		21				0		2	
<b>Trevor’s interview</b>	30.00%	40.00%	0.00%	0.00%	10.00%	0.00%	0.00%	0.00%	0.00%	20.00%	0.00%	0.00%	0.00%	0.00%	33.30%	66.70%	0.00%	0.00%	0.00%	0.00%
<b>Jim’s interview</b>	0.00%	30.80%	7.70%	0.00%	30.80%	7.70%	0.00%	0.00%	0.00%	15.40%	0.00%	7.70%	7.10%	0.00%	7.10%	71.40%	0.00%	0.00%	7.10%	7.10%
<b>Total</b>	30.0%	70.8%	7.7%	0.0%	40.8%	7.7%	0.0%	0.0%	0.0%	35.4%	0.0%	7.7%	7.1%	0.0%	40.4%	138.1%	0.0%	0.0%	7.1%	7.1%
	50.4%		3.9%		24.3%		0.0%		17.7%		3.9%		92.8%				0.0%		7.1%	
Trevor Noah’s ’s utterances- 9						Jim Jefferies’s ’s utterances- 11						Total utterances of both- 20								

Table (23) demonstrates the total frequency and percentage of PMs and scales in Trevor Noah's and Jim Jefferies's interviews. The table clearly shows the dominance and compliance of tact maxim and cost-benefit scale.

Total frequency and percentage of PMs are as follows: tact maxim (11-50.4%), generosity maxim (1-3.9%), approbation maxim (6-24.3%), approbation maxim (4-16.6%), modesty maxim (0-0.0%), agreement maxim (4-17.7%) and sympathy maxim (1-3.9%). This indicates that the tact maxim is employed more than other maxims in (13) cases among (20) analysed utterances of both interviews. The weight of benefit is more than the cost of the Ss' utterances. Seven instances indicate the benefit to the H or Os while only three imposes cost. Therefore, the interviews are polite based on the employment of PMs.

Moreover, the total frequencies and percentages of PSs are as follows: cost-benefit scale (21-92.8%), optionality scale (0-0.0%) and indirectness scale (2-7.1%). The cost-benefit scale is by far dominant over the other two scales for being utilised in (21) cases where the benefit of the Ss utterances is much higher than the cost. Sixteen cases carry benefit while only four cases show the cost to the H or Os. In addition, the indirectness scale is complied with and violated in an instance each. However, the overall range of benefit dominates at the level of the maxims and the S.

Therefore, based on the total frequency and percentage of PMs and scales, the selected comedian interviews are polite due to their utterances having more benefit than cost.



### 4.1.9 Analysis of Quentin Tarantino’s Interview with Krishnan Guru-Murthy<sup>9</sup>

Table (24) Analysis of “Quentin Tarantino’s Interview with Krishnan Guru-Murthy”

Item no.	Text	Maxims of Politeness											Pragmatic Scales								
		Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit		Scale 2 Optionality		Scale 3 Indirectness			
		Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct + Length
Par.8	I couldn’t be happier with the reaction to this movie, it’s been fantastic.							*							*						
Par. 12	It’s not trashed by more people. What you are saying is not correct.									*						*				*	
Par. 16	I don’t know, it’s like asking Judd Apatow why do you like making comedies?	*																		*	
Par. 22	Well, I’m going to tell you why I’m so sure – Do not ask me a question like that. I’m not biting. I refuse your question.	*								*		*			*		*			*	

<sup>9</sup> Quentin Tarantino’s interview with Krishnan Guru-Murthy on January 13th, 2013. Actor, musician, and filmmaker Quentin Tarantino is of Italian and American descent. Quentin Tarantino and Krishnan Guru-Murthy, the host of Channel 4 News, got into an argument during an interview before the London premiere of his new film, Django Unchained. The Oscar-winning director flatly refused to weigh in on the debate over whether or not there is a correlation between violent media and real-world violence, even telling Guru-Murthy, "I'm shutting your butt down."

Item no.	Text	Maxims of Politeness											Pragmatic Scales								
		Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit			Scale 2 Optionality		Scale 3 Indirectness		
		Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct + Length
Par. 24	<b>Because I refuse your question and I'm not your slave and you're not my master. You can't make me dance to your tune. I'm not a monkey.</b>	*										*				*		*		*	
Par. 26	<b>And I'm saying I refuse.</b>	*										*				*		*		*	
Par. 28	<b>Well then you should talk to Jamie Foxx about that. And I think he's actually here--so you can.</b>	*													*				*		
Par. 30	<b>And I don't want to.</b> Because I'm here to sell my movie. This is a commercial for the movie make no mistake.									*					*		*				
Par. 32	<b>I don't want to talk about what you want to talk about.</b> I don't want to talk about the implications of violence. The reason I don't want to talk about it; because I've said everything I've had to say about it.	*								*					*		*		*		
Par. 34	<b>It's not my job to flesh it out.</b>									*					*				*		
Par. 36	<b>And I'm shutting your butt down.</b>	*										*			*				*		

Item no.	Text	Maxims of Politeness											Pragmatic Scales							
		Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit			Scale 2 Optionality		Scale 3 Indirectness	
		Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length
Par. 46	<b>It's none of your damn business what I think about that.</b>	*									*				*		*		*	
Par. 48	<b>And I am shutting you down.</b>	*									*				*				*	
Par. 50	<b>No, I don't have any responsibility to you to explain anything. I don't want to.</b>	*							*		*				*		*		*	
Par. 52	They know where I'm coming from. And I have explained it. And I have explained even what you're talking about it, <b>I'm just not giving it to you.</b>	*									*				*		*		*	
Par. 54	<b>Because I don't want to, because I've done it already.</b> I have explained this many times in the last twenty years. <b>I just refuse to repeat myself over and over again because you want me to. For you and your show and your ratings.</b>								*						*		*			
Par. 56	<b>No, it is, it's about you want me to say it for you, for your show, this shows right here right now.</b>	*							*		*				*		*		*	
Par. 58	<b>But you want me to do what I've already done before and I am refusing.</b>	*									*								*	
Par. 64	<b>Thank you.</b>		*													*				

**Table (25) Frequency and Percentage of “Quentin Tarantino’s Interview with Krishnan Guru-Murthy” Analysis in Terms of Politeness Maxims and Scales**

Maxims of Politeness												Pragmatic Scales								
	Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit				Scale 2 Optionality		Scale 3 Indirectness	
	Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct +Length
<b>FREQ</b>	13	1	0	0	0	0	1	0	8	0	10	0	0	1	15	1	10	0	15	0
<b>PCT</b>	39.4%	3.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	24.2%	0.0%	30.3%	0.0%	0.0%	2.4%	35.7%	2.4%	23.8%	0.0%	35.7%	0.0%
<b>Total FREQ &amp; PCT</b>	(14) 42.4%		(0) 0.0%		(0) 0.0%		(1) 3.0%		(7) 24.2%		(10) 30.3%		(17) 40.5%				(10) 23.8%		(15) 35.7%	

The interviewee follows PMs, according to Table (25). Nineteen instances from the selected interview were examined based on PMs and scales. A high violation rate of the maxims of tact, agreement, and sympathy can be observed. Similarly, high levels of violations on PSs can also be noted. Obviously, the current interview includes the employment all three scales.

The frequency and percentages of the PMs are as follows: tact maxim (14–42.4%), generosity maxim (0–0.0%), approbation maxim (0–0.0%), modesty maxim (1–3.0%), agreement maxim (7–24.2%), and sympathy maxim (10–30.3%). There are (13) costly examples out of (14) utterances from the tact maxim and (10) cases of sympathy maxim violations. The violations of tact and sympathy maxims have been addressed extensively. This illustrates that the interviewee's comments are costly to the H or Os; this has a detrimental impact on the interview, transforming it into an impolite and unfriendly one.

In addition, the interviewee disagrees with the interviewer in (7) instances, which is another negative aspect affecting the level of interview politeness. Hence, the breach of the aforementioned maxims renders the interview impolite.

In contrast to previously analysed interviews, this one contains significant violations on all three PSs. The following are the incidence and percentages of PSs: cost-benefit scale (17–40.5%), optionality scale (10–23.8%), and indirectness scale (15–35.7%). The interviewee's irritation and anger at the interviewer's questions prevent him from adhering to the three Pragmatic Scales.

The S's comments provide a direct cost to the interviewer. In numerous instances, he responds directly to the interviewer regardless for the cost, hurting his feelings, or creating an unfriendly interview environment. For example, he states, *"It's not trashed by more people. What you are saying is not correct."* In accordance with the indirectness scale, the S should reduce costs and maximise benefits for the audience. The S is supposed to talk indirectly in order to save the H from any cost. Yet, the interviewee does the exact opposite, resulting in violations of the scale of politeness.

Moreover, the optionality scale, like the indirectness scale, is also violated. The S preserves impoliteness by providing the H with no options from which to choose or decide. In contrast, the interviewee contradicts himself by declaring, *"And I'm saying I refuse." Alternatively, "I don't want to talk about what you want to talk about."* These instances illustrate that the interviewee does not offer a choice or freedom of speech in how he responds to the interviewer's questions and tends to answer only the questions he prefers.

**4.1.10 Analysis of Robert Downey’s Interview with Krishnan Guru-Murthy<sup>10</sup>**

**Table (26) Analysis of “Robert Downey’s Interview with Krishnan Guru-Murthy”**

Item no.	Text	Maxims of Politeness											Pragmatic Scales								
		Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit				Scale 2 Optionality		Scale 3 Indirectness	
		Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct + Length
Par. 17	<b>I suppose so.</b>									*						*					
Par. 21	<b>Yeah sure.</b>									*						*					
Par. 23	<b>Well, the funny thing is, and I appreciate your-your point of view.</b>					*										*					
Par. 25	Are we promoting a movie? To me the thing is, that it’s...I’m certainly not going to backpedal on anything I’ve said but I would-I wouldn’t say I wouldn’t say I’m a Republican or liberal or a Democrat.	*															*				
Par. 27	<b>You have as much time as anyone else well.</b>		*													*					
Par. 29	<b>Your foot starting to jump a little bit, you better get to your next question.</b>	*													*					*	
Par. 31	<b>I’m sorry I really don’t know. What are we doing?</b>	*													*					*	
Par. 32	<b>Right bye.</b>	*															*				

<sup>10</sup> Robert Downey’s interview with Krishnan Guru-Murthy on April 22<sup>nd</sup>, 2015. Robert Downey Jr. is an actor and producer. The Channel 4 News presenter attempted to steer the conversation away from the usual promotional stuff and ask questions about Downey's past drug addiction and his relationship with his father, filmmaker Robert Downey. This made him upset, and he left the interview.

**Table (27) Frequency and Percentage of “Robert Downey Interview with Krishnan Guru-Murthy” Analysis in Terms of Politeness Maxims and Scales**

Maxims of Politeness												Pragmatic Scales								
	Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (Between Self & Other)		Scale 1 Cost-Benefit				Scale 2 Optionality		Scale 3 Indirectness	
	Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct +Length
<b>FREQ</b>	4	1	0	0	1	0	0	0	0	2	0	0	0	0	2	4	2	0	1	1
<b>PCT</b>	44.4%	11.1%	0.0%	0.0%	11.1%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	40.0%	20.0%	20.0%	0.0%	10.0%	0.0%
<b>Total FREQ &amp; PCT</b>	(5) 62.5%		(0) 0.0%		(1) 12.5%		(0) 0.0%		(2) 25.0%		(0) 0.0%		(6) 60.0%				(2) 20.0%		(2) 20.0%	

The table above demonstrates the dominance and high violation rate of cost-benefit scale and tact maxim. The frequency and percentages of the PMs are as follows: tact maxim (5–62.5%), generosity maxim (0-0.0%), approbation maxim (1-12.5%), modesty maxim (0-0.0%), agreement maxim (2–25.0%), and sympathy maxim (0–0.0%). There are four cost instances out of five and two cases of agreement maxim compliance are evident. However, the tact maxim takes the lead in comparison with other maxims.

In addition, on the level of PSs, the cost-benefit scale was utilised mainly by 60.0%. The frequency and percentages of the PSs are as follows: cost-benefit scale (6–60.0%), optionality scale (2–20%), and indirectness scale (2–20%). The weight of cost and benefit are equal on the PMs and PSs level. Thus, the interview is considered to be neutral, neither polite nore impolite.

Table (28) Total Frequency and Percentage of Politeness Maxims and Scales in Quentin Tarantino's and Robert Downey's Interviews

	Maxims of Politeness												Pragmatic Scales							
	Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit				Scale 2 Optionality		Scale 3 Indirectness	
	Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct + Length
<b>Quentin's FREQ Interview</b>	13	1	0	0	0	0	1	0	8	0	10	0	0	1	15	1	10	0	15	0
<b>FREQ Robert's interview</b>	4	1	0	0	1	0	0	0	0	2	0	0	0	0	2	4	2	0	1	1
<b>Total FREQ of both interviews</b>	17	2	0	0	1	0	1	0	8	2	10	0	0	1	17	5	12	0	16	1
	19		0		1		1		10		10		23				12		17	
<b>PCT of Quentin's interview</b>	39.40%	3.00%	0.00%	0.00%	0.00%	0.00%	3.00%	0.00%	24.20%	0.00%	30.30%	0.00%	0.00%	2.40%	35.70%	2.40%	23.80%	0.00%	35.70%	0.00%
<b>PCT of Robert's Interview</b>	44.40%	11.10%	0.00%	0.00%	11.10%	0.00%	0.00%	0.00%	0.00%	33.30%	0.00%	0.00%	0.00%	0.00%	40.00%	20.00%	20.00%	0.00%	10.00%	0.00%
<b>Total PCT of both interviews</b>	83.8%	14.1%	0.0%	0.0%	11.1%	0.0%	3.0%	0.0%	24.2%	33.3%	30.3%	0.0%	0.0%	2.4%	75.7%	22.4%	43.8%	0.0%	45.7%	0.0%
	49.0%		0.0%		5.6%		1.5%		28.7%		15.2%		50.3%				21.9%		22.9%	
Quentin Tarantino's utterances- 19						Robert Downey's utterances- 8						Total utterances of both- 27								



Table (28) compares "Quentin Tarantino's Interview" and "Robert Downey's Interview" with Krishnan Guru-Murthy on Channel 4 News based on the frequency and percentage of PMs and scales.

On the frequency level of PMs and scales in the interviews of both film producers, (27) utterances are analysed based on PMs and scales. Regarding the frequency of both PMs and scales, it could be noted that the tact maxim is the most frequent maxim the interviewees utilise for appearing (19) times, and cost-benefit scale is the most frequent scale the interviewers employ (23) times. The cost for the H or Os is notably higher than the benefit for them.

Similarly, percentagewise, the tact maxim leads by (49.0%) and the cost-benefit scale by (50.3%). The frequencies and percentages of PMs are as follows: tact maxim (19-49.0 %), generosity maxim (0-0.0%), approbation maxim (1-5.6%), modesty maxim (1-1.5%), agreement (10-28.7%) and sympathy maxim (10-15.2%).

Moreover, the frequency and percentages of PSs are as follows: cost-benefit scale (23-50.3%), optionality scale (12-21.9%) and indirectness scale (17-22.9%). Based on that, in terms of frequency, in (46) cases, the utterances of the interviewees deliver cost to their H, while only in (6) cases they denote benefit.

Thus, the total frequency and percentage of PMs and scales indicate the failure of compliance because the cost is higher than the benefit to the H or Os.

### 4.1.11 Analysis of Jamie Carragher’s Interview with Sarah Hewson<sup>11</sup>

Table (29) Analysis of “Jamie Carragher’s Interview with Sarah Hewson”

Item no.	Text	Maxims of Politeness											Pragmatic Scales								
		Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit			Scale 2 Optionality		Scale 3 Indirectness		
		Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	Antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct + Length
Par.2	“Exactly the same, really. You can’t obviously condone that behaviour in any way, shape or form, no matter where you are, who you’re representing – obviously at Sky Sports now, my family and the most important people in this really who were probably most effected is the family involved and especially the 14-year-old daughter.”							*		*		*	*			*					
Par.4	“A moment of madness that really is difficult for me to explain. Watching those clips back it feels almost like an out-of-body thing, that moment of madness those four or five seconds and no matter what the circumstances for anyone you can’t understand behaviour like that, that is just unacceptable.”			*				*				*	*			*					

<sup>11</sup> Jamie Carragher's interview with Sarah Hewson on Sky News on March 13th, 2018. Jamie Carragher is an English football pundit and former footballer who played as a defender for Premier League club of Liverpool during a career that spanned 17 years. The former Liverpool and England defender was interviewed by Sky News presenter Sarah Hewson about spitting at a Manchester United fan and his 14-year-old daughter.

Item no.	Text	Maxims of Politeness										Pragmatic Scales									
		Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit			Scale 2 Optionality		Scale 3 Indirectness		
		Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct + Length
Par.6	“But to be honest that is where again I think to myself ‘why did you react like that’ because that’s part of being a public figure at times, different things get said <b>but you don’t react like that. It’s the only time I’ve reacted like that and it will be the only time I react like that, so again, I have no excuse</b> and it’s devastating for the family involved and also for my own family, but that’s down to my actions that’s brought that on.”			*				*				*	*								
Par. 10	“ <b>No of course, I’m not saying that,</b> I mean that it is a young girl who feels slightly worse.”								*							*					
Par. 12	I’ve got a daughter exactly the same age and if someone had done that, it’s difficult to find the words to express what I’d say to that person if I ever bumped into them because the way that father sees his daughter, the way I see my daughter, <b>but that is my biggest regret of course</b> – all of it is – getting involved in that type of situation, but all <b>I can do now is apologise as much as I can possibly can and I’ve done that with the family, hopefully they accept that, and I’d like to obviously apologise to them again.</b> ”			*			*					*	*			*					

Item no.	Text	Maxims of Politeness											Pragmatic Scales								
		Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit			Scale 2 Optionality		Scale 3 Indirectness		
		Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct +Length
Par. 18	What I would say is there's no doubt what I have done on Saturday after the game is disgusting, I apologise for it.			*					*				*				*				
Par. 20	I'm just speaking obviously to people at Sky and working out what's the best way to go forward for me and Sky, but they've made it be known – you've just read the statement – <b>that they're very disappointed and understandably so. I've brought shame on the name of Sky Sports.</b>			*					*				*								
Par. 24	As I've said, <b>it's difficult to explain, the moment of madness – four or five seconds where I've lost it, basically – and I've made a huge mistake and I've apologised for that. I wish I could go back and change it, obviously that's not the case, what I can do is speak to you, spoke to the family last night, hopefully last night I can speak to the family again and apologise as much as I can and not behave like that.</b>			*					*				*				*				

Item no.	Text	Maxims of Politeness											Pragmatic Scales								
		Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit			Scale 2 Optionality		Scale 3 Indirectness		
		Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct + Length
Par. 28	But right now the only thing I can do now is come here, apologise and try get back to the person that I know I am.			*				*				*	*			*					
Par. 30	Well, I apologise because I know that will put a lot of my supporters, family and friends in uncomfortable positions. But the most important people I'd like to apologise to is the family involved really, they've actually been dragged into this media storm because of my actions which I'm sure will not be nice for them, especially the 14-year-old girl.			*				*				*	*			*					

**Table (30) Frequency and Percentage of “Jamie Carragher’s Interview with Sarah Hewson” Analysis in Terms of Politeness Maxims and Scales**

Maxims of Politeness												Pragmatic Scales								
	Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympath (between Self & Other)		Scale 1 Cost-Benefit				Scale 2 Optionality		Scale 3 Indirectness	
	Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct + Length
<b>FREQ</b>	0	0	8	0	0	0	0	9	0	2	0	9	9	0	0	8	0	0	0	0
<b>PCT</b>	0.0%	0.0%	28.6%	0.0%	0.0%	0.0%	0.0%	32.1%	0.0%	7.1%	0.0%	32.1%	52.9%	0.0%	0.0%	47.1%	0.0%	0.0%	0.0%	0.0%
<b>Total FREQ &amp; PCT</b>	(0) 0.0%		(8) 28.6%		(0) 0.0%		(9) 32.1%		(2) 7.1%		(9) 32.1%		(14) 100.0%				(0) 0.0%		(0) 0.0%	

Analysis of Jamie Carragher's interview with Sarah Hewson indicates the respondent utilised PMs and scales, which is highly polite, to express his remorse and apology over the incident.

On the PM level, the respondent grossly complies with the PMs of generosity, modesty, and sympathy from the (10) analysed occurrences. The frequency and percentages of the PMs are as follows: tact maxim (0-0.0%), generosity maxim (8-28.6%), approbation maxim (0-0.0%), modesty maxim (9-32.1%), agreement maxim (2-7.1%), and sympathy maxim (9-32.1%).

One could observe that almost all of the S’s utterances demonstrate cost and dispraise for the S, and he attempts to affirm his apology for his regretful act, and he tries to sympathize with the Os via sympathy maxim. His responses mostly include self-dispraise and self-blame for what he did. Similarly, the cost-benefit scale positively dominates for being fully employed hundred percent. Among the S’s (10)

occurrences, (9) cases are costly for the S, and (8) cases deliver benefits for the H or Os. This is exactly what the cost-benefit scale is about: maximising the benefit for Os and minimising cost for Os. This is why the interview is confirmed to be polite due to showing complete compliance with the PMs and scales.

**4.1.12 Analysis of Phil Neville’s Interview with Jane Dougall<sup>12</sup>**

**Table (31) Analysis of “Phil Neville’s Interview with Jane Dougall”**

Item no.	Text	Maxims of Politeness											Pragmatic Scales								
		Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit				Scale 2 Optionality		Scale 3 Indirectness	
		Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct + Length
Par.2	They are fantastic at their analysis; they are equally as good as the men at analysing Premier League football. So I am equally so proud to have this job and I believe I am the right man.					*		*						*		*					
Par.4	So, to say that I've not got much knowledge of the women's game, I have watched the women's game. Do I know everything about it? No. But I will, I am a fast learner.							*	*					*							
Par.8	The words that I used in 2011 and 2012 were not good in 2011 and 2012 as Everton captain, as a Premier League player, as a father, and they're not right now. That’s why, I apologised. I think people that know me, that have been around my company, that are part of my family, that have watched me over the last 41 years, know that it is not a true reflection of my character, and the way that I was brought up by my parents. And I apologise wholeheartedly for the words that I used, and that's why I issued the apology last Wednesday, because they're not right today, and they weren't right back then.			*				*				*	*			*					

<sup>12</sup> Phil Neville's interview with Jane Dougall on Sky News on January 29th, 2018. Phil Neville gave a candid interview to Sky Sports News' Jane Dougall regarding his controversial appointment as England Women's head coach. Dougall interviews Neville on everything from being approached without applying and controversial historic tweets to his perceived lack of coaching experience and moving back in with his mother.



Item no.	Text	Maxims of Politeness											Pragmatic Scales							
		Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit			Scale 2 Optionality		Scale 3 Indirectness	
		Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length
Par. 12	It was in a period where I was on holiday with my wife, it relates to something I was doing with my wife in terms of a sporting, competitive nature. <b>But it's not right, the wording of the tweet wasn't right, and I'm disappointed that I used that terminology in 2011.</b>			*				*					*			*				
Par. 22	<b>I think the previous manager obviously has laid unbelievable foundations,</b> and I am here to build on those and make this team better.		*			*										*				
Par. 26	But my two immediate assistants will be named by the end of the week <b>and I'm looking forward to getting down to work with them.</b>		*													*				
Par. 34	<b>I thought it was absolutely fantastic.</b> The way I was received, I spoke to the two managers at Liverpool on Saturday, I spoke to the two managers yesterday at Adams Park. <b>They were fantastic with me; they were really positive about the appointment.</b>  The players on Tuesday, and <b>they're the most important people.</b> I stood in front of 29 players on Tuesday, and normally when you stand in front of a team you get maybe two or three looking at the sky, checking their mobile, I had every 29 of those players looking me right in the eye, and I knew that they were excited.		*			*										*				

Table (32) Frequency and Percentage of “Phil Neville Interview with Jane Dougall” Analysis in Terms of Politeness Maxims and Scales

Maxims of Politeness													Pragmatic Scales							
	Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit				Scale 2 Optionality		Scale 3 Indirectness	
	Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct +Length
FREQ	0	3	2	0	3	0	0	3	0	0	0	1	2	0	0	5	0	0	0	0
PCT	0.0%	25.0%	16.7%	0.0%	25.0%	0.0%	0.0%	25.0%	0.0%	0.0%	0.0%	8.3%	28.6%	0.0%	0.0%	71.4%	0.0%	0.0%	0.0%	0.0%
Total FREQ & PCT	(3) 25.0%	(2) 16.7%	(3) 25.0%	(2) 16.7%	(3) 25.0%	(0) 0.0%	(3) 25.0%	(0) 0.0%	(0) 0.0%	(1) 8.3%	(7) 100.0%	(0) 0.0%	(0) 0.0%	(0) 0.0%	(0) 0.0%	(0) 0.0%	(0) 0.0%	(0) 0.0%	(0) 0.0%	

According to the analysis of Phil Neville's interview with Jane Dougall shown in Table (32), the S positively utilises PMs and scales. On the PM level, the respondent highly complies with the PM of tact from the (7) analysed occurrences. The frequency and percentages of the PMs are as follows: tact maxim (3-25.0%), generosity maxim (2-16.7%), approbation maxim (3-25.0%), modesty maxim (3-25.0%), agreement maxim (0–0.0%), and sympathy maxim (1–8.3%).

Likewise, the cost-benefit scale positively dominates for being fully employed hundred percent. Among the S's (7) occurrences, (2) utterances deliver cost to the S himself. This is what the cost-benefit scale seeks in a polite interview.

Moreover, (5) utterances offer benefits for the H or Os. Throughout the interview, the S's responses are thoughtful and deliver a benefit to the H or Os. He also maximises the praise of Os. All these contribute to making the interview polite.

Table (33) Total Frequency and Percentage of Politeness Maxims and Scales in Jamie Carragher's and Phil Neville's Interviews

	Maxims of Politeness												Pragmatic Scales							
	Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit				Scale 2 Optionality		Scale 3 Indirectness	
	Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct + Length
<b>FREQ of Jamie's interview</b>	0	0	8	0	0	0	0	9	0	2	0	9	9	0	0	8	0	0	0	0
<b>FREQ of Phil's interview</b>	0	3	2	0	3	0	0	3	0	0	0	1	2	0	0	5	0	0	0	0
<b>Total FREQ of both interviews</b>	0	3	10	0	3	0	0	12	0	2	0	10	11	0	0	13	0	0	0	0
	3		10		3		12		2		10		24				0		0	
<b>PCT of Jamie's interview</b>	0.0%	0.0%	28.6%	0.0%	0.0%	0.0%	0.0%	32.1%	0.0%	7.1%	0.0%	32.1%	52.9%	0.0%	0.0%	47.1%	0.0%	0.0%	0.0%	0.0%
<b>PCT Phil interview</b>	0.0%	25.0%	16.7%	0.0%	25.0%	0.0%	0.0%	25.0%	0.0%	0.0%	0.0%	8.3%	28.6%	0.0%	0.0%	71.4%	0.0%	0.0%	0.0%	0.0%
<b>Total PCT of both interviews</b>	0.0%	25.0%	45.3%	0.0%	25.0%	0.0%	0.0%	57.1%	0.0%	7.1%	0.0%	40.4%	81.5%	0.0%	0.0%	118.5%	0.0%	0.0%	0.0%	0.0%
	12.5%		22.7%		12.5%		28.5%		3.6%		20.2%		100.0%				0.0%		0.0%	
Jamie Carragher 's utterances- 10								Phil Neville 's utterances- 7					Total utterances of both- 17							

Table (33) above presents the total frequency and percentage of PMs and scales of two interviews with Phill Neville and Jamie Carragher from the sports genre. Based on the PM frequency, generosity, approbation, and sympathy maxims appear to be positively employed in comparison to other PMs. The frequency and percentages of the PMs are as follows: tact maxim (4-12.5%), generosity maxim (10-22.7%), approbation maxim (3-12.5%), modesty maxim (12-28.5%), agreement maxim (2-3.6%), and sympathy maxim (10-20.2%).

The frequency and percentage of both interviews indicate that both interviewees are highly aware of their responses and do not want to impose any cost on their H or Os. What is also worth mentioning is that the interviewees show a high compliance rate with the generosity, modesty, and sympathy maxims. The S's utterances carry no cost to them, but benefit, self-dispraise, and sympathy towards Os. This is shown when Jammie states, "*all I can do now is apologise as much as I can possibly can and I've done that with the family, hopefully they accept that, and I'd like to obviously apologise to them again.*"

Similar to the PMs, on the cost-benefit scale level, the frequency and percentage of both interviews demonstrate massively positive responses, indicating that the benefit weight of their utterances is way higher than the cost. The frequency and percentages of PSs are as follows: cost-benefit scale (24-100.0%), optionality scale (0-0.0%) and indirectness scale (0-0.0%).

Thus, the cost-benefit scale dominates for being employed hundred percent and occurs in the (24) instances. The high amount of benefit given to the H, or Os, is greatly superior to the cost imposed on them. This is what makes the selected sports interviews polite.

## 4.2 Discussion of Results

This section presents the results of the data analysis performed in the section above. The data are analysed in accordance with the study's specified model and analysis method.

**Table (34) Total Frequency and Percentage of Politeness Maxims and Scales in Political Interview**

Maxims of Politeness													Pragmatic Scales							
	Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit				Scale 2 Optionality		Scale 3 Indirectness	
	Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct +Length
Total FREQ	3	4	0	0	7	10	10	3	0	1	0	2	1	9	13	14	0	1	13	0
	7		0		17		13		1		2		37				1		13	
Total PCT	13.0%	23.5%	0.0%	0.0%	41.2%	43.5%	43.5%	17.6%	0.0%	5.9%	0.0%	11.8%	7.7%	24.3%	35.1%	91.1%	0.0%	7.1%	35.1%	0.0%
	18.3%		0.0%		42.2%		30.6%		3.0%		5.9%		78.8%				3.6%		17.6%	
Interview genre			Political			Interviewees			Donald Trump & Barrack Obama				Total utterances analysed				33			
Most employed politeness maxim			Approbation maxim (17-42.2%)						Compliance FREQ & PCT		17-50.0%		Violation FREQ & PCT		23-50.0%					
Most employed pragmatic scale			Cost-benefit scale (37-78.8%)						Compliance FREQ & PCT		16-56.5%		Violation FREQ & PCT		35-64.8%					
Politeness status			Polite						Impolite				Neutral							

As indicated in Table (34), approbation maxim and cost-benefit scale are widely employed PMs and scales. From the PM perspective, the approbation maxim occurs in (17) instances with (42.2%) percentage. On the PS level, the cost-benefit scale appears in (37) instances with (78.8%) percentage. Both approbation maxim and cost-benefit scale are the most frequent PMs and scales.

Furthemore, on the PMs level, the political interviewees offer benefit in (17) instances while the cost is appeared in (23) instances. However, on the PSs level, compliance is shown in (16) instances and violation in (22) instances. Thus, based on the degree of politeness, the violation rate of frequency and percentage of PMs and scales is considerably higher than the compliance. In other words, the interviewees utterances hold more cost than benefit to the H or Os resulting in an impolite interview.

Table (35) Total Frequency and Percentage of Politeness Maxims and Scales in Religious

Maxims of Politeness													Pragmatic Scales							
	Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit				Scale 2 Optionality		Scale 3 Indirectness	
	Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct +Length
Total FREQ	0	5	1	0	6	7	0	1	3	0	7	0	2	0	8	10	1	0	10	0
	5		1		13		1		3		7		20				1		10	
Total PCT	0.0%	36.7%	7.7%	0.0%	46.2%	43.0%	0.0%	7.7%	17.6%	0.0%	41.2%	0.0%	15.4%	0.0%	46.6%	74.8%	5.6%	0.0%	57.7%	0.0%
	18.4%		3.9%		44.4%		3.9%		8.8%		20.6%		68.3%				2.8%		28.9%	
Interview genre			Religious		Interviewees		Tommy Robinson & Richard Morgan					Total utterances analysed				17				
Most employed politeness maxim			Approbation maxim (13-44.4%)					Compliance FREQ & PCT		13-49.1%			Violation FREQ & PCT		19-50.9%					
Most employed pragmatic scale			Cost-benefit scale (20-68.3%)					Compliance FREQ & PCT		12-45.1%			Violation FREQ & PCT		15-54.9%					
Politeness status			Polite					Impolite					Neutral							

As shown in Table (35), approbation maxim and cost-benefit scale are the most frequently employed PM and scale. From the PM perspective, approbation maxim occurs in (13) instances with (44.4%) percentage. On the PS, the cost-benefit scale appears in (20) instances with (68.3%) percentage. Both approbation maxim and the cost-benefit scale are the leading PMs and scales.

Regarding the degree of politeness, as shown in the table, the violation rate of frequency and percentage of PMs and scales is higher than the compliance. In the approbation maxim, (7) instances show the dispraise of others, while (6) instances indicate praise for others. On the level of PSs, the violation rate is seen to be higher as (19) instances demonstrate violations and only (13) instances show compliance. Therefore, the responses of the religious interviewees carry more cost than benefit, resulting in an impolite interview.



**Table (36) Total Frequency and Percentage of Politeness Maxims and Scales in Business Interviews**

Maxims of Politeness												Pragmatic Scales								
	Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit				Scale 2 Optionality		Scale 3 Indirectness	
	Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct +Length
Total FREQ	5	6	0	0	1	4	0	0	3	12	0	0	0	0	11	19	0	0	7	0
	11		0		5		0		15		0		30				0		7	
Total PCT	29.4%	38.9%	0.0%	0.0%	5.9%	23.5%	0.0%	0.0%	17.6%	84.6%	0.0%	0.0%	0.0%	0.0%	47.8%	121.7%	0.0%	0.0%	30.4%	0.0%
	34.2%		0.0%		14.7%		0.0%		51.1%		0.0%		84.8%				0.0%		15.2%	
Interview genre		Business			Interviewees			Elon Musk & Tom Steyer					Total utterances analysed					30		
Most employed politeness maxim			Agreement maxim (15-51.1%)						Compliance FREQ & PCT		19-64.7%		Violation FREQ & PCT		12-35.2%					
Most employed pragmatic scale			Cost-benefit scale (30-84.8%)						Compliance FREQ & PCT		19-60.8%		Violation FREQ & PCT		18-27.1%					
Politeness status			Polite						Impolite					Neutral						

Table (36) shows that agreement maxim and cost-benefit scale are the most frequent PMs and PSs. Unlike earlier interviews, agreement maxim takes the lion's share in this genre, employed in (15) instances with (51.1%) percentage. Moreover, the cost-benefit scale appears in (30) instances with (84.8%) percentage.

On the degree of politeness, the compliance of both PMs and scales is seen to be higher than the violation of the PMs and scales. The compliance rates of PMs and scales are (19-64.7%) and (19-60.8%). Whereas the violation ranges are (12-35.2%) and (18-27.1%). This confirms that the benefit of the Ss' utterances is greater than the cost, and this makes business interviews considered polite.

**Table (37) Total Frequency and Percentage of Politeness Maxims and Scales in Comedy Interview**

Maxims of Politeness														Pragmatic Scales						
	Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit				Scale 2 Optionality		Scale 3 Indirectness	
	Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct +Length
Total FREQ	3	8	1	0	5	1	0	0	0	4	0	1	1	0	4	16	0	0	1	1
	11		1		6		0		4		1		21				0		2	
Total PCT	30.0%	70.8%	7.7%	0.0%	40.8%	7.7%	0.0%	0.0%	0.0%	35.4%	0.0%	7.7%	7.1%	0.0%	40.4%	138.1	0.0%	0.0%	7.1%	7.1%
	50.4%		3.9%		24.3%		0.0%		17.7%		3.9%		92.8%				0.0%		7.1%	
Interview genre		Comedy			Interviewees		Trevor Noah & Jim Jefferies				Total utterances analysed				20					
Most employed politeness maxim			Tact maxim (11-50.4%)				Compliance FREQ & PCT		18-81.2%		Violation FREQ & PCT		4-18.8%							
Most employed pragmatic scale			Cost-benefit scale (21-92.8%)				Compliance FREQ & PCT		18-76.3%		Violation FREQ & PCT		5-23.7%							
Politeness status			Polite				Impolite				Neutral									

Table (37) shows that the tact maxim and cost-benefit scale are the most frequent PMs and scales. Tact maxim occurs in (11) instances with (50.4%) percentage. Moreover, the cost-benefit scale appears in (21) instances with (92.8%) percentage.

On the degree of politeness, the compliance of both PMs and scales is observed to be notably higher than the violation. The compliance rates of PMs and scales are (18-81.2%) and (18-76.3%). Whereas, the violation ranges are (4-18.8%) and (5-23.7%). This demonstrates that the benefit of the Ss' utterances is greater than cost, and this leads the comedians to have polite interviews.

**Table (38) Total Frequency and Percentage of Politeness Maxims and Scales in Film Production Interviews**

Maxims of Politeness											Pragmatic Scales									
	Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit				Scale 2 Optionality		Scale 3 Indirectness	
	Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct +Length
Total FREQ	17	2	0	0	1	0	1	0	8	2	10	0	0	1	17	5	13	0	16	1
	19		0		1		1		10		10		23				13		17	
Total PCT	85.0%	14.2%	0.0%	0.0%	11.1%	0.0%	3.1%	0.0%	24.2%	33.3%	31.3%	0.0%	0.0%	2.4%	75.7%	22.4%	43.8%	0.0%	45.7%	0.0%
	49.5%		0.0%		5.6%		1.6%		27.6%		15.7%		50.3%				21.9%		22.9%	
Interview genre		Film Production		Interviewees		Quentin Tarantino & Robert Downey				Total utterances analysed				27						
Most employed politeness maxim			Tact maxim (19-49.5%)				Compliance FREQ & PCT		5-29.3%		Violation FREQ & PCT		36-70.6%							
Most employed pragmatic scale			Cost-benefit scale (23-53.1%)				Compliance FREQ & PCT		6-10.5%		Violation FREQ & PCT		47-60.0%							
Politeness status			Polite				Impolite				Neutral									

As shown in Table (38), the film producers mainly employ tact maxim and cost-benefit scale. The tact maxim appears in (19) instances with (49.5%) percentage. Moreover, the cost-benefit scale occurs in (23) instances with (50.3%) percentage.

On the degree of politeness, the compliance of both PMs and scales is shown to be lower than the violation. The compliance rate of PMs and scales are (5-29.3%) and (6-10.5%). Whereas, the violation ranges are (36-70.6%) and (47-60.0%). This shows that the violation of the Ss' utterances is higher than compliance, and this makes the interviews assessed impolite.

Table (39) Total Frequency and Percentage of Politeness Maxims and Scales in Sports Interviews

Maxims of Politeness												Pragmatic Scales								
	Tact (Other)		Generosity (Self)		Approbation (Other)		Modesty (Self)		Agreement (between Self & Other)		Sympathy (between Self & Other)		Scale 1 Cost-Benefit				Scale 2 Optionality		Scale 3 Indirectness	
	Cost	Benefit	Cost	Benefit	Praise	Dispraise	Praise	Dispraise	Disagreement	Agreement	antipathy	sympathy	C → S	B → S	C → H	B → H	Choice → S	Choice → H	+ direct - Length	- direct +Length
Total FREQ	0	3	10	0	3	0	0	12	0	2	0	10	11	0	0	13	0	0	0	0
	3		10		3		12		2		10		24				0		0	
Total PCT	0.0%	25.0%	45.3%	0.0%	25.0%	0.0%	0.0%	57.1%	0.0%	7.1%	0.0%	40.4%	81.5%	0.0%	0.0%	118.5%	0.0%	0.0%	0.0%	0.0%
	12.5%		22.7%		12.5%		28.5%		3.6%		20.2%		100.0%				0.0%		0.0%	
Interview genre			Sports			Interviewees		Jamie Carragher & Phil Neville				Total utterances analysed				17				
Most employed politeness maxim			Modesty maxim (12-28.5%)				Compliance FREQ & PCT		40 -100%		Violation FREQ & PCT		0-0.0%							
Most employed pragmatic scale			Cost-benefit scale (24-100%)				Compliance FREQ & PCT		24-100%		Violation FREQ & PCT		0-0.0%							
Politeness status			Polite				Impolite				Neutral									

Table (39) purely demonstrates how peaceful and polite the selected sports interviews were. Modesty maxim were the most frequent PMs employed by the interviewees, (12) instances show dispraise for self and no instance is seen for dispraising others. This is exactly what the modesty maxim requires, minimizing self-praise and maximizing dispraise of self. In terms of PSs, both interviews fully complied with the cost-benefit scale for being positively employed, with a frequency of (24) times and a percentage of (100%).

Surprisingly, both interviews are entirely compliant with PMs and PSs requirements, to the point where, astonishingly, there is no violation. Therefore, sports interviews are extraordinarily polite and friendly.



**Table (40) Total Frequency and Percentage of Politeness Maxims and Scales in All Selected Interviews**

No.	Genre	Most employed politeness maxim	Most employed pragmatic scale	Politeness status
1.	Political	Approbation maxim (17-42.2%)	Cost-benefit scale (37-78.8%)	Impolite
2.	Religious	Approbation maxim (13-44.4%)	Cost-benefit scale (20-68.3%)	Impolite
3.	Business	Agreement maxim (15-51.1%)	Cost-benefit scale (30-84.8%)	Polite
4.	Comedy	Tact maxim (11-50.4%)	Cost-benefit scale (21-92.8%)	Polite
5.	Film Production	Tact maxim (19-49.6%)	Cost-benefit scale (23-53.1%)	Impolite
6	Sports	Modesty maxim (12-28.5%)	Cost-benefit scale (21-100%)	Polite

Table (40) concludes the most frequently employed PMs, scales, and politeness status of the interviews from all the six genres. Approbation and tact maxims are the most frequently employed PMs for appearing two times each out of six genres. On the PSs level, the cost-benefit scale is the most frequent employed PS, being dominant in all six genres. Regarding the degree of politeness, three polite and impolite interviews are observed from the analysis of all the selected genres.

### 4.3 Findings

This section presents the results of the analysis and explains them in the followings:

1. The maxims of approbation and tact are the most frequently utilised in PMs since they are the most dominant maxims; each one occurs twice.
2. The Cost-Benefit scale is the most prevalent PS since it is widely dominant across all six genres and is the most employed PS in all six genres.
3. Indirectness is the second most-used PS, appearing in (49) instances, while optionality is the least-used, appearing in only (15) instances.
4. Interviews in three genres were observed to be polite interviews out of the six genres analysed in section 4.1. Those three genres demonstrated compliance with PMs and scales where the benefit of their utterances outweighed the cost. In contrast, interviews from other three genres were impolite.
5. The analysis of an utterance may include more than one PM and scale; this is highlighted on numerous tables, such as part 14 from table 21.
6. The S may employ indirectness not to appear polite or to avoid placing cost on the H or Os, but rather to avoid answering the question. For instance, this is shown by Tom Steyer in table 16, part 22. He was not indirect to avoid having his response affect the H, but rather he attempted not to answer the interviewer's question directly.
7. Giving a choice to the H does not always imply giving the H an option; rather, the S may wish for the H to change his question and perspective. This is the situation where Tom Styere states, "*Excuse me.*" table 16, part 20. Here, he did not provide a choice but requested the interviewer alter his question.

8. Interviews may have a neutral status in terms of degree of politeness when the rates of frequencies and percentages are highly identical or highly close. This is the case with Robert Downey's interviews, where the range of compliance and violation of his responses were identical.
9. An utterance may contain compliance and violation of PSs simultaneously. To clarify, this is highlighted in Phil Neville's interview in table 31 part.4. He admits not to know everything about women football game but he immediately praises himself to be a fast learner.

## **CHAPTER FIVE**

# **CONCLUSIONS, AND SUGGESTIONS FOR FURTHER RESEARCH**

This chapter presents the conclusions arrived at and some suggestions for further research.

### **5.1 Conclusions**

The present study was conducted to scrutinize how PSs are considered in English interviews. It also highlights the effects of the three PSs of cost-benefit, optionality, and indirectness in demonstrating the degree of politeness in English interviews. It concludes that the PSs are utilised the most and have the highest influence on determining the politeness of the interviews. Thus, based on the analysis of the results, the study has arrived at the following:

1. Ineeded, there is a complementary relationship between the PSs and PMs. PMs operate within the PS. That is to state, employing a PM has a direct influence on employing the PS.
2. The cost-benefit scale is a dominant and widely employed PS in English interviews in comparison with the other two PSs.
3. Optionality is the least frequent employed PS from the the selected interviews, in comparison with other two scales.
4. Approbation and tact maxims are the most commonly utilised PMs in English interviews.
5. One PS would not be enough to realise the degree of politeness in English interviews when more than one scale is employed in an utterance.

6. The cost-benefit, optionality and indirectness scales may occasionally conflict to the extent that an utterance may appear to be employing both. This means that when there is a cost-benefit scale in operation, an indirectness scale might directly operate too by being obvious and clear to the H.
7. When there is compliance with the PM, there must be compliance with the PSs as well. This emphasizes the relationship and cooperation between the PMs and scales.
8. Indirectness increases the degree of optionality. The more indirect an utterance is, the more optional it will be.
9. PSs do not only operate in the PMs but also cooperate within themselves as well. This indicates that there is a relationship among the scales themselves. This is evident when an utterance is direct, violating the indirectness scale may result in violating the cost-benefit scale too. Thus, the application of one may anticipate the employment of another. The above point is another example when an indirectness scale is complied with, the optionality scale will be complied with as well.
10. Cost-benefit and optionality scales include two further sub-sets of scales in respect of cost and benefit to the S and the H. The degree of politeness is not only set by the S alone but also by how the H receives and constructs the intended meaning. In other words, it is not only up to the S to judge whether an utterance is costly or beneficial for the H, because the H may arrive at a contradicting meaning.

## 5.2 Suggestions for Further Research

Politeness is a vastly intriguing topic in the field of pragmatics, where current research may still have deficiencies and areas of concern. Thus, the researcher hopes that future researchers who are interested in conducting similar research will be able to address the shortage of this research by employing it as a guide to conduct a more in-depth analysis. Considering the conclusion, the researcher proposes the following suggestions for further research:

1. As all the selected interviewees for this research are male interviewees unintentionally, other researchers may find it interesting to include female interviewees as well to compare and find out what shape the analysis will take.
2. Some researchers may take the research analysis to a higher level by drawing a comparison between the analysis of PSs in English and Kurdish interviews.
3. Other researchers may take equal parts to analyze from different genres to have more accurate data results.

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## Appendices

1- Transcript of Trump Donald Trump's interview with George Stephanopoulos. June 16, 2019 on ABC News  
<https://abcnews.go.com/Politics/full-transcript-abc-news-george-stephanopoulos-interview-president/story?id=79535643>

2- Transcript of Barack Obama's interview with Steve Harvey  
<https://www.scribd.com/document/192789408/Steve-HarveyFull-Transcript-of-That-Steve-Harvey-Interview-You-Missed-During-President-Obama-s-Press-Conference-Transcript-12-20-2013>  
<https://www.youtube.com/watch?v=qMILjFPCO4>  
<https://www.youtube.com/watch?v=oRPbfrkfCdc>

3- Transcript of Tommy Robinson's interview with Piers June 20, 2017  
<https://www.youtube.com/watch?v=4hwkhM041ig>

4- Transcript of Richard Morgan's interview with Brian Auten September 27, 2012  
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5- Transcript of Elon Musk's interview with Joe Rogan May 7, 2020  
<https://www.rev.com/blog/transcripts/joe-rogan-elon-musk-podcast-transcript-may-7-2020>.

6- Transcript of Tom Steyer's interview with Kyra Philips March 28, 2019 on ABC News  
<https://abcnews.go.com/Politics/transcript-billionaire-activist-tom-steyer-abc-news-investigation/story?id=61997022>

7- Transcript of Trevor Noah's interview with Jimmy Fallon September 8, 2021  
<https://youtu.be/Uki1czS3tRg>

8- Transcript of Jim Jefferies's interview with Tim Ferris May 16, 2022 on ABC News  
<https://tim.blog/2020/05/16/jim-jefferies-transcript/>

9- Transcript of Quentin Tarantino's interview with Krishnan Guru-Murthy  
January 13, 2013 on ABC News

<https://www.youtube.com/watch?v=GrsJDy8VjZk>

10- Transcript of Robert Downey's interview with Krishnan Guru-Murthy  
Jim. April 22, 2015 on ABC News

<https://www.youtube.com/watch?v=GrsJDy8VjZk>

11- Transcript of Jamie Carragher's interview with Sarah Hewson  
March 13, 2018 on SKY News

<https://www.express.co.uk/sport/football/930618/Jamie-Carragher-spitting-Sky-News-interview>

12- Transcript of Phil Neville's interview with Jane Dougall  
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## المستخلص

تقدم الدراسة الحالية تحليلاً لموازنين التآدب الثلاثة الخاصة بـ (Leech 1983)، أي: التكلفة-الفائدة والاستحسان واللباقة في المقابلات الإنجليزية. تهدف الدراسة الحالية إلى تحليل كل من قواعد الأدب والموازنين في المقابلات الإنجليزية في مختلف الأنواع لإثبات العلاقات بين هذه القواعد والموازنين. وتهدف الدراسة أيضاً إلى استكشاف قواعد التآدب والموازنين التي تأخذ نصيب الأسد في المقابلات باللغة الإنجليزية.

تسعى الدراسة الحالية للإجابة عن هذه الأسئلة التالية: هل هناك علاقة بين الموازين البراغماتية ومبادئ التآدب؟ ما هي موازين التآدب والأحكام الأكثر استخداماً في المقابلات باللغة الإنجليزية؟ هل يكفي ميزان براغماتي واحد فقط لإدراك درجة التآدب؟ لذلك، ووفقاً لأسئلة الدراسة اعلاه، وضعتُ الفرضية التالية: أن هناك علاقة تكاملية بين الموازين والمبادئ. ميزانا التكلفة والفائدة واللباقة هما أكثر موازين التآدب شيوعاً في المقابلات باللغة الإنجليزية.

للتحقق من الفرضيات وتحليل البيانات المختارة، تم اعتماد نموذج واسع القاعدة. تم اختيار اثني عشر مقابلة من ستة أنواع مختلفة كعينات بيانات للتحليل. والجدير بالذكر أن كلا الأسلوبين الكمي والنوعي تم استخدامهما في هذه الدراسة.

خلصت الدراسة إلى أن هناك علاقة تكاملية بين الموازين البراغماتية وقواعد التآدب. بالإضافة إلى ذلك، وجد أن ميزان التكلفة والمنفعة هو ميزان مهيم ومستخدم على نطاق واسع في المقابلات باللغة الإنجليزية. وبالمثل، فإن ميزانا الاستحسان واللباقة هي قواعد التآدب الأكثر استخداماً في المقابلات باللغة الإنجليزية في الدراسة الحالية؛ لن يكون ميزان تداولي واحداً كافياً لإدراك درجة الأدب في المقابلات الإنجليزية عندما يتم استخدام أكثر من ميزان واحد في الكلام.

جمهورية العراق الفيدرالي  
حكومة إقليم كردستان  
وزارة التعليم العالي والبحث العلمي  
جامعة كويه  
قسم اللغة الانجليزية



## موازن التآب: التكلفة-المنفعة والاستحسان واللباقة في بعض المقابلات المختارة باللغة الإنجليزية

رسالة مقدمة الى مجلس فاكتي علوم الانسانية والاجتماعية في جامعة كويه  
وهي جزء من متطلبات نيل درجة ماجستير في اللغة الانكليزية و علم اللغة

من قبل  
رئيبين نورالدين كاكهامين

حاصل على شهادة البكالوريوس في اللغة الانجليزية عام (٢٠١٥)  
في فاكتي العلوم الانسانية والاجتماعية-جامعة كوية

بأشراف

أ.م. صلاح محمد صالح (دكتوراه في اللغة الإنجليزية و علم اللغة)

٢٠٢٣ ميلادي

١٤٤٤ هجري

٢٧٢٣ كوردي

## پوخته

ئەم توپزینەوێه شیکردنەوێ سێ پێوێ پرآگماتیکێ لیج (۱۹۸۳) دەخاتەر وو، که بریتین له تیچوون و قازانج، ئارزوومەندانەیی و ناراستەوخوایی له چاوپیکەوتنی ئینگلیزیدا. ئەم توپزینەوێه ئامانجی شیکردنەوێ هەریەکە له ئادابەکانی ریزگرتن و پێوێهکانی پرآگماتیکە له چاوپیکەوتنی ئینگلیزی له ژانرای جیاوازدا، بۆ پیشاندانی پەيوەندی نیوان ئاداب و پێوێهکان. هەر و هەر ئامانجیشی ئەوێه که بزاندريت کامە ئاداب و پێوێه پشکی شیریان بەر دەکەوتیت له چاوپیکەوتنی ئینگلیزیدا. ئەم توپزینەوێه هەوڵدەدات وەلامی ئەم پرسیارە پەيوەندیدارانە بداتەوێ: ئایا هیچ پەيوەندییەک هەیه له نیوان پێوێهکانی پرآگماتیک و ئادابەکانی ریزگرتن؟ کام پێوێه و ئادابی ریزگرتن زۆرتین بەکارهینانیان هەیه له چاوپیکەوتنی ئینگلیزیدا؟ و هەر ئایا تەنها پێوێهکی پرآگماتیک بەسە بۆ درک پیکردن بە پلهی ریزداری؟ بۆیه، پالپشت بە پرسیارەکانی توپزینەوێه، گریمانەیی ئەوێه کراوێه که پەيوەندییەکی تەواوکاری هەیه له نیوان پێوێهکان و ئادابەکان؛ ئادابەکان کار دەکەن له ناو پێوێهکان. پێوێه تیچوون و قازانج و ئادابی وریایی زۆرتین پێوێه و ئادابی ریزگرتن له چاوپیکەوتنی ئینگلیزیدا.

بە مەبەستی راستاندنی گریمانەکان و شیکردنەوێ داتای هەلبژێردراو، مۆدیلێکی گشتگیر پشتی پێهستراوێه. دوازدە چاوپیکەوتنی جیاواز له شەش ژانرای جیاواز هەلبژێردراون و هەکو نمونەیی داتا بۆ شیکردنەوێه. هەر و هەر روونە، رینگاکانی چەندیتی و چۆنیەتی بەکارهینراون لەم ماستەرنامەیدا.

ئەم توپزینەوێه گەیشتوووتە ئەو دەرئەنجامەیی که پەيوەندییەکی تەواوکاری هەیه له نیوان پێوێهکانی پرآگماتیک و بنەماکانی ریزگرتن. ئادابەکانی ریزگرتن کار دەکەن له ناو پێوێهکانی پرآگماتیک. وێرانی ئەمە، پێوێه تیچوون و قازانج دەرکەوتووێه و هەکو پێوێهکی ریزگرتنی زال و بەرفراوان بەکارهینراو له چاوپیکەوتنی ئینگلیزیدا. بە هەمان شێوێه، ئادابەکانی وریایی و ستایش باوترین بەکارهینانیان هەبووێه له چاوپیکەوتنی ئینگلیزیدا له نامەیی ماستەرکەدا؛ تەنها یەک پێوێه پرآگماتیک بەس نابیت بۆ درکپیکردن بە پلهی ریزداری له چاوپیکەوتنی ئینگلیزی، کاتیک زیاتر له یەک پێوێه بەکارهینريت له ئاخاوتنییدا.

کۆماری فیدرالی عێراق  
حکومەتی هەریمی کوردستان  
وەزارەتی خوێندنی بەڵا و توێژینەوهی زانستی  
زانکۆی کۆیە  
بەشی زمانی ئینگلیزی



## شیکردنەوهی پێوهەکانی ریزگرتن: تیچوون و قازانج، ئارەزوومەندانەیی و ئاراستەوخۆیی لە چەند چاوپێکەوتنیکی هەلبژێردراوی ئینگلیزیدا

ماستەرنامەیەکە پیشکەشکراوه بە ئەنجومەنی فەکەلتی زانستە مرۆفایەتی و  
کۆمەڵایەتیەکان-زانکۆی کۆیە، وەک بەشێک لە پێویستیەکانی بەدەستەینانی بر و انامە  
ماستەر لە زمانی ئینگلیزی و زمانەوانی

لەلایەن

رێبین نورالدین کاکەامین

بەکالۆریوس لە زمانی ئینگلیزی لە (٢٠١٥)  
فاکەلتی زانستە مرۆفایەتی و کۆمەڵایەتیەکان-زانکۆی کۆیە

بەسەرپەرشتی

پ.ی. صلاح محمد صالح (دکتۆرا لە زمانی ئینگلیزی و زمانەوانی)

٢٧٢٣ کوردی

١٤٤٤ کۆچی

٢٠٢٣ زایینی



