

Міністерство освіти і науки України  
Київський національний лінгвістичний університет  
Кафедра германської та фіно-угорської філології

**Курсова робота**  
**на тему: Стратегії ввічливості в англомовному діалогічному дискурсі**

Студентки групи Мла 01-20  
факультету германської філології і перекладу  
денної форми здобуття освіти  
спеціальності 035.041 філологія  
Дзятко Євгенії Павлівни

Науковий керівник:  
кандидат філологічних наук  
професор Волкова Лідія Михайлівна

Національна шкала \_\_\_\_\_

Кількість балів \_\_\_\_\_

Оцінка ЄКТС \_\_\_\_\_

Київ 2024

Ministry of Education and Science of Ukraine

Kyiv National Linguistic University

Chair of Germanic and Finno-Ugrian Philology

**Term paper**

**Politeness strategies in the English conversational discourse**

Eugenia Dziatko

Group 01-20

Germanic Philology and Translation Department

Research Adviser

Prof. L.M. Volkova

PhD (Linguistics)

Kyiv 2024

## TABLE OF CONTENTS

INTRODUCTION.....	4
<b>CHAPTER ONE. GENERAL DEFINITION OF POLITENESS.....</b>	<b>6</b>
1.1. Politeness in Linguistics.....	6
1.2. Principle of Maxims.....	7
1.3. Main functions of politeness in English discourse.....	9
<b>CHAPTER TWO. TYPES OF POLITENESS STRATEGIES IN</b>	
<b>CONVERSATIONAL ENGLISH.....</b>	<b>12</b>
2.1. Positive politeness strategies.....	12
2.2. Negative politeness strategies.....	15
<b>CHAPTER THREE. IMPORTANCE OF POLITENESS IN EVERYDAY</b>	
<b>COMMUNICATION.....</b>	<b>18</b>
CONCLUSIONS.....	21
RÉSUMÉ.....	22
PE3IOME.....	23
LIST OF REFERENCE MATERIALS.....	24

## INTRODUCTION

Learning the nuances of politeness in the English language is crucial, as it directly impacts how language is utilized in social settings. Today, politeness plays a fundamental role in communication, shaping the dynamics of interactions and relationships in social contexts. In the realm of linguistics, the study of politeness strategies in English conversational discourse has garnered significant attention due to its implications for effective communication. First of all, understanding how politeness is expressed and interpreted in conversation is essential for navigating social interactions, as it can influence the success of communication and the maintenance of harmonious relationships.

This research is **relevant** as it addresses the need for a comprehensive understanding of politeness in English, which can contribute to improving communication skills and fostering positive relationships.

The **aim** of the study is to identify and analyze politeness strategies in Modern English conversational discourse.

The research tasks include:

1. Studying the general concept of politeness in linguistics.
2. Identifying types of politeness strategies in Modern English conversational discourse.
3. Analyzing the features and importance of politeness strategies in Modern English conversational discourse

The **object** of my Course Paper is politeness strategies in Modern English conversational discourse.

The **subject** of the Course Paper is functional peculiarities of politeness strategies.

This study aims to examine the politeness strategies employed through a Google survey. The research is theoretically significant as it collects and analyzes

information on politeness and its strategies in Modern English conversational discourse. Certainly, the findings can be utilized in teaching language communication, sociolinguistics, and Modern English language studies.

Structurally the work includes an introduction, three chapters, conclusions, résumé and a list of references.

## **CHAPTER ONE**

### **GENERAL DEFINITION OF POLITENESS**

#### **1.1. Politeness in Linguistics**

In the process of communication, each of the participants tries to interest the partner, attract their attention, and make them feel empathy. It is the polite function of speech that is of great importance for successful communication and is manifested in respect for the interlocutor.

The category of politeness is of great interest in the field of pragmatics. It is considered as a set of strategies or speech patterns that are set by some communicators as norms for themselves or by others as norms for them, and at the same time as socially determined behavioural norms, verbal and non-verbal, in a particular social group.

Given that politeness is widely regarded as a key aspect of contemporary communication, it is crucial to grasp the precise meaning of the term. Obviously, it is essential to recognize that politeness is not solely a social or cultural concept but also a linguistic phenomenon. [1]

In the field of linguistics, politeness is understood as the use of language in conversation to demonstrate consideration and empathy towards one's interlocutor, to cultivate and nurture interpersonal relationships (known as politic behavior), and to adhere to societal or cultural norms regarding appropriate conduct. [2]

For instance, in sociolinguistics, politeness is viewed as the speaker's self-awareness and ability to respect others' feelings. Furthermore, acts of politeness demonstrate a concern for others and aim to minimize threats to their self-esteem (referred to as "face") in specific social contexts. [16]

In the realm of pragmatics, which examines language use in context, politeness is a prominent area of study. According to Culpeper (2011), politeness is defined as a specific strategy employed to achieve positive outcomes in communication. [19]

But according to Watts (2003), politeness is not defined by specific linguistic forms but rather by the relationship between behavior and the appropriateness convention. [19] Politeness is commonly understood as the skill to uphold positive social and interpersonal relationships, which is vital for everyday conversations, particularly in intercultural settings. Despite this well-established definition, research on politeness spans various disciplines, from sociolinguistics to psychology. The complexity of politeness means that while language educators emphasize grammatical and communicative competence, there is no universally measurable "politeness competence." Different individuals may have diverse understandings of politeness (Mills, 2003) and may react differently to the same behavior in a given situation. [2]

Politeness is often equated with etiquette. However, politeness is broader than etiquette. As it is known, etiquette is a set of certain norms and rules, while politeness is a set of certain strategies and tactics used in communication aimed at mutual understanding and avoidance of conflicts. It is worth agreeing with L.P. Krysin's opinion that the main purpose of using etiquette 6 models by the addressee is the desire not to create a sense of communicative discomfort in the interlocutor. [8]

Thus, in a broad sense, politeness contributes to comfortable relations between individuals, is successfully used to avoid unwanted tension, and is associated with the ability of interlocutors to behave appropriately and take into account the cultural realities of the communicators.

## **1.2. Principle of Maxims**

Paul Grice (1975) made a significant contribution to pragmatic research on politeness. He viewed politeness as a set of social conventions that align with his Cooperative Principle, which aims for maximally efficient information transmission. [11] Grice's Cooperative Principle consists of four Maxims:

1. **Maxim of Quality:** Strive to make your contribution truthful.

- Example: Instead of saying, "I love your new haircut," when you dislike it, you might say, "Your haircut is certainly unique."

2. **Maxim of Quantity:** Provide the necessary amount of information.
  - Example: If someone asks about your weekend, you might say, "It was good, thanks," rather than giving a lengthy description unless they show further interest.
3. **Maxim of Relevance:** Ensure your contribution is relevant to the conversation.
  - Example: When discussing weekend plans, mentioning a recent movie you watched might not be relevant unless the topic shifts to entertainment.
4. **Maxim of Manner:** Be clear and concise in your communication.
  - Example: Instead of using ambiguous language, such as "I might be able to come," you could say, "I will try to come," to be more direct. [11]

In addition to Grice's Cooperative Principle, Geoffrey Leech proposed the Politeness Principle, which consists of six maxims aimed at fostering comfortable communication to achieve participants' communication goals. [3]

**1) Maxim of Tact:** Minimize potentially harmful statements and maximize beneficial ones toward others.

Instead: 'You don't even try to look good.'

It's better to say, 'You look stylish when you decorate your hair.'

**2) Maxim of Generosity:** Minimize self-benefiting statements and maximize those that may incur a cost to you.

Instead: 'I want you to stay home.'

It's better to say, 'Please stay as our guest!'

**3) Maxim of Approbation:** Minimize negative remarks about others and maximize positive expressions of support.

Instead: 'You're late again.'

It's better to say, 'Thank you for coming. Everyone was waiting for you.'

**4) Maxim of Modesty:** Minimize self-praise and maximize self-deprecating statements.



Instead: ‘My work was the best at the party.’

It's better to say, ‘This is such a great party! I am just enjoying my time with you all.’

**5) Maxim of Agreement:** Minimize disagreement with others and maximize agreement.

Instead: ‘I don't like this plan. That's not what we agreed on.’

It's better to say, ‘Maybe I'm wrong, but I thought we agreed on something else.’

**6) Maxim of Sympathy:** Minimize feelings of dislike toward others and maximize feelings of sympathy.

Instead: ‘You look tired. What's wrong with you?’

It is better to say, ‘You look like a person who needs to rest today. Is there anything I can help you with?’

The notion of politeness in linguistics has garnered significant attention from numerous scholars and researchers over the last few decades.

### **1.3. Main functions of politeness in the English discourse**

Politeness in the English discourse is characterized by several key features that influence how speakers interact and communicate. Meanwhile, these features are deeply ingrained in social norms and cultural expectations, shaping the way individuals express themselves and perceive others in conversation. Below are detailed descriptions of the main features of politeness in English discourse: [6]

**1) Use of indirectness:** One of the most prominent features of politeness in English discourse is the use of indirectness. This includes the smoothing of requests (‘Could you possibly...?’), expressions that weaken statements (‘I'm not sure, but...’), and the use of modal verbs to express politeness (‘Would you mind...?’). Indirectness helps to maintain positive social relationships and avoid direct conflict or overlap.

**2) Politeness markers:** Politeness markers are linguistic elements that indicate politeness. These include honorific titles (‘Mr.’, ‘Mrs.’), titles (‘Dr.’, ‘Professor’),

polite words and phrases ('please', 'thank you', 'excuse me'). Politeness markers are used to show respect and attention to others.

**3) Positive and negative politeness strategies:** Positive politeness strategies aim to emphasize closeness and solidarity with the listener. This can include using inclusive pronouns ('we' instead of 'I' or 'you') and showing empathy and understanding. Negative politeness strategies, on the other hand, aim to avoid infringing on the listener's freedom or causing embarrassment. This may include using polite forms of request ('Could you possibly...?') and giving the listener the opportunity to decline ('If you're busy, it's okay.').

**4) Face-saving acts:** Politeness in English discourse often involves actions or expressions that help to preserve the dignity and self-respect of the other person. This may include apologizing, making excuses or using humour to ease tension.

**5) Use of polite forms of address:** Addressing others with respect is an important feature of politeness in English discourse. This can include using appropriate titles and honorifics, as well as using polite forms of address ('Sir', 'Madam', 'Mr Smith' instead of just 'Smith').

**6) Sensitivity to cultural peculiarities:** Politeness in English discourse implies sensitivity to cultural differences. What may be polite in one culture may be perceived differently in another. Understanding cultural norms and customs is important for successful communication.

**7) Appreciation and gratitude:** Expressing appreciation and gratitude is a common courtesy in English discourse. This can include thanking someone for their time, help or favour.

**8) Listening skills:** Politeness in English discourse also involves active listening. This includes giving the other person your full attention, nodding or making positive gestures, and responding with words that show understanding and interest.

**9) Adaptability to the context:** Politeness in English discourse depends on the context. It requires understanding the social dynamics and norms of a particular situation and adjusting your speech and behaviour accordingly.

**10) Nonverbal communication:** Non-verbal cues such as facial expressions, gestures and tone of voice play an important role in conveying politeness in English discourse. These cues can complement verbal communication and convey respect, empathy and understanding. [14]

According to my survey, politeness markers, listening skills and adaptability to the context were identified as the most important functions of politeness strategies due to their profound impact on effective communication and relationship dynamics.

In general, politeness in English discourse is a complex and multifaceted characteristic of communication that includes attentiveness, respect, adaptability and understanding of socio-cultural norms.

## CHAPTER TWO

### TYPES OF POLITENESS STRATEGIES IN CONVERSATIONAL ENGLISH

T. Larina identifies three levels of politeness: high, medium and low. The high level is characteristic of formal communication, the medium level is for a neutral style, and the low level is more for conversational communication. Other scholars adhere to the universal division of politeness into positive politeness and negative politeness. This means that each of these types of politeness has its own system of communication strategies that help to achieve the goal of polite communication. [8]

In the fields of sociolinguistics and conversation analysis, politeness strategies are verbal actions that demonstrate consideration for others and mitigate potential threats to their self-esteem within specific social settings.

#### 2.1. Positive politeness strategies.

**Positive politeness strategies** aim to prevent causing offense by emphasizing a friendly attitude. These strategies involve techniques such as balancing criticism with compliments, finding common interests, and employing humor, nicknames, respectful terms, questions that expect agreement, polite expressions and language specific to a particular group. [14]

As Brown and Levinson notes: “Positive politeness is a form of addressing the addressee's positive self-image, which involves their ongoing wish for their desires or actions to be seen as positive.” [1] This approach aims to satisfy this desire by showing that one's own desires are somewhat similar to the addressee's. Moreover, positive politeness strategies encompass expressions of friendship and solidarity, compliments, and the use of hedges to avoid conflict.

Positive politeness strategies serve to affirm the amicable nature of the relationship between speakers and listeners, aiming to foster mutual understanding and closeness. Brown and Levinson (1987) suggest that this approach seeks to address the listener's interests, needs, desires, and values. [2] To be more accurate, positive politeness focuses on satisfying the positive aspects of the listener's self-image or

their desire for connection. In Brown and Levinson's framework, positive politeness is seen as less formal than negative politeness. Its primary aim is to establish a certain level of familiarity with the listener, akin to a language of intimacy. This can be achieved through various means, such as using humor and terms of endearment. Terms like "Honey," "luv," and "sister" are examples of familiar terms used to strengthen group identity. The following are sub-strategies of positive politeness. [2]

For example, my favourite feedback method is the "**feedback sandwich**," which is a strategy for providing constructive criticism that involves placing a positive comment before and after a critical comment. [15] The basic idea is to sandwich negative criticism between two positive comments, which should make it more acceptable and less offensive to the recipient:

**1) The first layer (positive comment):** Starts with acknowledging the recipient's strengths or achievements. For example, 'Your project idea was very original and creative.'

**2) Centre layer (critique):** This is followed by constructive criticism or suggestions for improvement. For example, 'However, you might want to consider further ways to implement this idea.'

**3) Last layer (positive comment):** Finish the sandwich with a positive comment that reinforces the support and encourages the recipient. For example, 'But I am sure that with your talent and organization you will be able to find the best option'. [7]

This method can be effective because it helps to balance criticism with positive aspects, reducing the possibility of hitting or offending the recipient. However, it has also been criticized for being confusing to the recipient if they realize that positive comments have been added artificially just to smooth over a negative comment.

In general, this approach is often criticized in managerial contexts because it is seen as more of a politeness tactic than a genuinely effective feedback method.

I would also like to highlight a useful psychological approach called ‘**positive formulation**’, which is a communication strategy that involves expressing thoughts, suggestions or questions in a way that emphasizes the positive aspects or possibilities. This approach encourages the recipient to think positively and look for constructive solutions. [13]

It is worth to consider that positive formulation can be used in a variety of communication situations, including feedback, group communication, conflict resolution, etc. The basic idea is to suggest ways to overcome a problem or limitation instead of stating it, or how it can be improved. [18]

For example, instead of ‘This project is too complex and we may not be able to cope’, you can say ‘This project requires a lot of attention and resources, but I am sure we can solve all the problems by working together’.

Transformations of this method can include using positive questions that encourage thinking about possibilities (“How can we do this? ‘), avoiding negative general statements in favour of positive specific examples (‘Instead of ‘We never solve these problems’, you can say ‘We have solved these problems before, so we have experience that we can apply’), or emphasizing the benefits of action (“Instead of “This will be difficult”, you can say “This may be a challenge, but it is a chance for us to show our true capabilities”).

It is significant that almost half of the people in the survey voted that this method is the most important of the positive strategies in English conversational discourse, because this approach promotes a positive perception of information, increases motivation to cooperate and find solutions, and improves the overall communication atmosphere.

I also note my own innovation creative approach to positive politeness strategies in contemporary English discourse – the use of speech memes. Memes are cultural elements that spread quickly online and become popular among a wide range of people. They are often used to create humorous situations or express emotions.

Whereas, the **meme creation** is informal, but it can create an extraordinary positive atmosphere and keep communication friendly, even though the situation may be difficult.

For example, in response to positive news or a friend's achievement, you can use a meme from a well-known online memeology. For example, if you're celebrating their success, you can write: 'Colleague, you're a hot person!' or 'Yay, you're a slay machine!'.

Without any doubt, this approach will add a humorous accent to your message, emphasize your sense of positivity, and at the same time make the other person feel good. The meme method is effective because laughing often has a strong emotional charge and associations that can enhance the impression of communication and promote a positive perception of information. However, it is important to use memes in a context- and audience-appropriate manner to avoid possible misunderstandings or offensive situations.

## **2.2. Negative politeness strategies**

**Negative politeness strategies** are designed to prevent causing offense by demonstrating respect. These strategies encompass techniques such as questioning, hedging,

As Brown and Levinson quote: "Negative politeness involves actions that address the addressee's desire to have their freedom of action and attention unhindered." [9] It is a key aspect of showing respect, similar to how positive politeness is central to more casual or humorous interactions. Unlike positive politeness, negative politeness is indirect. and framing disagreements as personal opinions.

Brown and Levinson (1987, p. 131) characterize negative politeness as the core of respectful behavior, emphasizing its specificity and focus. This strategy's purpose is to reduce the imposition on the listener, aiming to foster solidarity. As a result, it acknowledges the potential for social distance or discomfort in the interaction. The

use of hedges or questions exemplifies the negative politeness strategy. [5] For instance, saying "I just want to ask you if I could use your pen?" serves to minimize the imposition. The following are sub-strategies of the negative politeness strategy.

An illustrative historical instance of negative politeness strategies unfolded in 1546, involving Catherine Parr, the sixth and last wife of Henry VIII. She faced potential arrest for her outspoken religious beliefs but managed to avoid the king's wrath by showing deference and presenting her differing views as mere personal opinions. This approach served to divert his attention from his health issues, thus easing the tension in the situation. [13]

One interesting creative method of negative politeness strategies is to use 'professional' terms or language that reflects expertise. This **professional method** relies on the use of specialised terms or language that reflects your expertise in the relevant field. Furthermore, choosing the right terms and wording can highlight your knowledge and experience, which can be particularly useful in situations where you are expressing disagreement or criticism. [20]

For example, when asked about approaches to solving a problem in a project, instead of simply saying 'I'm not sure about this approach,' you might say 'In my experience with similar projects, if we consider an alternative approach, a better result might be achieved.' or instead of simply saying 'I disagree with your point of view,' you might say 'Given my research in this area, I see it differently.'

Basically, this approach demonstrates your competence and experience in the relevant area, which can reassure your interlocutor and make your criticism more acceptable. Using professional language can also increase your credibility in the group and help maintain positive relationships.

Another interesting method is to use 'constructive criticism'. This **constructive method** involves focusing on the constructive aspects of your criticism or disagreement. Instead of just expressing a negative opinion or disagreement, you can offer constructive ways to solve the problem or improve the situation. [17]



For example, instead of simply saying, 'I'm not sure about that approach,' you could say, 'Perhaps we could try a different approach that would be more effective in this situation,' or instead of 'That idea won't work', you might say, 'Perhaps we should consider other alternatives that would be more appropriate for our purpose'.

I would like to emphasize that about 60% of the people surveyed chose this method as the most useful negative strategy in English spoken discourse, because this approach promotes constructive dialogue because it indicates that your goal is not only to express disagreement, but also to find common solutions or ways to improve. As a final point, it can be particularly effective when communicating with colleagues or partners when it is important not only to express your opinion, but also to contribute to finding mutually beneficial solutions and improving cooperation.

Another interesting creative method of my own is the use of 'storytelling'. This **narrative method** is based on the use of real or imaginary short stories that can help to better explain your opinion or criticism. One of the main benefits of this method is that it can make your message more engaging and memorable, as people can more easily absorb and remember information that is presented in the form of a story. [4]

For example, instead of simply saying 'This approach is not effective', you can tell a story about a situation where a similar approach led to negative consequences, or about a person who changed their approach and achieved success: 'Do you remember the story about how we tried to implement fast delivery last time and found that it led to more errors and unhappy customers? It seems to me that this idea could cause similar problems.' The story should be interesting and easy to understand for your interlocutor. In addition, it is important to consider the context and audience to ensure the effectiveness of your message.

As the final analysis, using stories can be particularly useful when you need to make a complex point or criticism that is difficult to explain in simple terms. It should be added that this approach can make your message more memorable and persuasive, contributing to a better understanding of your point of view. It is important that the

story or anecdote is relevant to the situation and is perceived by your interlocutor as interesting and convincing.

## CHAPTER THREE

### IMPORTANCE OF POLITENESS IN EVERYDAY COMMUNICATION

In today's society, where communication is becoming increasingly digital and expanding to all areas of life, politeness remains a key component of successful interaction. The ability to show respect for others, express your opinion without being offensive, and maintain harmony in relationships are skills that are becoming increasingly important. I have conducted a survey and researched some of the most important aspects of politeness strategies in different areas of life:

Firstly, the **professional sphere** is one of the most important areas of application of politeness strategies. Politeness strategies in this area play an important role in creating a productive work environment, maintaining positive relationships between colleagues and supervisors, and resolving conflicts and avoiding misunderstandings and escalation. This includes listening to opinions and other points of view, expressing your thoughts and opinions in an appropriate manner, and considering the interests and feelings of others to maintain harmonious team relationships. In addition, politeness strategies in the professional sphere can help to increase motivation and performance. Expressing gratitude and recognizing employees' achievements can boost their self-esteem and encourage them to continue to excel. Furthermore, the professional sphere, according to the surveyed audience, ranks first in significance in the conversational language.

Secondly, sales and marketing is one of the most important areas of the **business sphere** where politeness strategies play a key role in interacting with customers and partners to make a profitable deal with diplomacy. Effective application of these strategies helps to maintain positive communication, increases brand trust and contributes to increased sales. One of the key aspects of politeness strategies in sales and marketing is the ability to listen and understand customer needs. This allows you to create products and services that meet their needs and ensure a positive experience with the company. It is also important to be able to

express your ideas and suggestions in a polite and persuasive way. Furthermore, in the hospitality and tourism industry, it is important to be able to express gratitude and welcome guests, create a cozy and welcoming atmosphere, and provide assistance and answers to all their questions in their establishment, while expressing appreciation and being attentive to their requests. Customer service should always be at the height of hospitality and comfort. Similarly, in the schools, teachers and trainers should apply politeness strategies when dealing with students, demonstrating patience, helping to develop their skills and motivating them to learn. According to the survey, the business sphere ranks third in the importance of politeness which helps to conduct successful negotiations with customers and partners, maintain positive communication and achieve common goals.

Human relationships are special forms of interactions based on mutual understanding and openness in the **social sphere**. Politeness strategies play an important role in developing and maintaining them by helping to create a positive and trusting atmosphere in the relationship, creating a comfort zone for both people and strengthening friendship and love. One of the key aspects of politeness strategies in friendships and love relationships is the ability to listen and understand your partner, show respect for their thoughts and feelings, be able to make concessions, be patient and flexible to avoid ending the relationship. The surveyed audience indicates that the social sphere is the second most important area for the use of politeness strategies, because this helps to maintain an open and trusting relationship, and strengthens a mutual sense of sincerity and respect that maintain a positive climate in the relationship and helps to maintain mutual healthy interest and attachment.

The **public** sphere encompasses a wide range of interactions and relationships where politeness strategies play an important role. I have divided 3 groups where politeness is most often used. Firstly, politicians, public figures and activists use politeness strategies to communicate with voters, colleagues and citizens, to show respect for their views on important issues, while at the same time being able to

express themselves and encourage participation in civic initiatives. Not to be forgotten are journalists and media professionals who use politeness strategies to communicate effectively with the public, taking into account ethical standards and respect for individuals and privacy, and to communicate information in a filtered, ethical manner. Although, according to the survey, the public sphere ranks last, equally important, organizers of public events and consultations use politeness strategies to create a welcoming and friendly atmosphere, contributing to the positive impression and satisfaction of participants, in order to maintain a constructive dialogue with the public and to take into account their opinions and views.

The **international sphere** includes two types of activities: economic and diplomatic. In this area, politeness strategies play an extremely important role in establishing and maintaining successful international relations between organisations. One of the key aspects of politeness strategies in international business is cultural sensitivity and understanding of differences in intercultural communication. Taking into account interregional peculiarities, using appropriate forms of ethics helps to avoid misunderstandings and maintain positive relations with market partners from other countries. Diplomatic skills are also important for authorities to express their opinions and proposals in a polite and persuasive manner, using international communication standards. Despite the fact that this sphere ranks fourth in the poll, politeness strategies help to maintain a positive company image and successful development in the international market, and even to conduct successful negotiations and ensure peaceful relations between countries, avoiding wars and global disasters.

## CONCLUSIONS

During the whole course work, I managed to arrive at the conclusion that in the contemporary society, the application of politeness strategies in the English discourse is fundamental to successful communication and relationship-building. It is important to note that politeness serves as a crucial tool across various fields, including linguistics, pragmatics, psychology, business, and sociology. Its impact extends beyond theoretical realms, significantly influencing everyday interactions and negotiations. Overall, understanding and employing politeness strategies effectively enhance interpersonal relationships and facilitate successful communication in diverse contexts.

I investigated the concepts of positive and negative strategies, classified them into types and defined the functionality of politeness in English spoken discourse in different spheres of life. Consequently, almost 60% of survey respondents use politeness strategies in their speech and want to develop their awareness in this area. Furthermore, more than 70% of people surveyed note the importance of politeness strategies in conversational speech and considered my research to be integral to linguistics.

Finally, politeness strategies aim to ensure optimal comfort in communication, enabling the achievement of communication goals such as conveying ideas, eliciting opinions, obtaining crucial information, or garnering support. The choice between positive or negative politeness strategies depends entirely on the context or the speaker's requirements. To sum up, according to the research, positive politeness strategies, considered "safer," are more prevalent in everyday interactions, facilitating more open and relaxed communication. On the other hand, negative politeness strategies are employed in highly formal communication settings, where maintaining face is paramount.

## RÉSUMÉ

Course Paper on the topic: Politeness strategies in the English conversational discourse.

Written by Dzyatko Yevheniia Pavlivna.

The Term Paper consists of an introduction, three chapters, a conclusion, an annotation and a list of references. The first chapter focuses on the concepts and signs of politeness, in particular its definition, elements and key features. The second section discusses the areas of research on politeness strategies in the English conversational discourse, including different approaches, methodologies and the importance of critical analysis of politeness strategies. The third section identifies the importance of politeness strategies in various spheres of life. Finally, this essay aims to provide an understanding of the significance of politeness strategies in English spoken discourse and the value of further research in this area.

In this term paper:

Pages – 25;

References – 21.

### **Резюме.**

Курсова робота на тему: Стратегії ввічливості в англomовному діалогічному дискурсі.

Виконана Дзятко Євгенією Павлівною.

Курсова робота складається зі вступу, трьох розділів, висновку, анотації та списку використаних джерел. У першому розділі зосереджено увагу на поняттях та ознаках ввічливості, зокрема його визначенні, елементах та ключових рисах. У другому розділі розглядаються напрями дослідження стратегій ввічливості в англomовному діалогічному дискурсі, включаючи різні підходи, методології та значення критичного аналізу стратегій ввічливості. У третьому розділі визначається важливість стратегій ввічливості в різноманітних сферах життя. Зрештою, ця робота має на меті дати розуміння важливості стратегій ввічливості в англomовному діалогічному дискурсі та цінності подальших досліджень у цій галузі.

У даній курсовій роботі:

Сторінок – 26;

Використаних джерел – 21.



### LIST OF REFERENCE MATERIALS.

1. Angel Isabella, R., Julita Br Munthe, E., & Jessica Noventy Sigalingging, D. (2022). Learning how to be polite through a movie: A case on Brown and Levinson's politeness strategies. *Indonesian EFL Journal*, 8(2), 147–154.
2. Brown, P., & Levinson, S. C. (1987). *Politeness: Some universals of language usage*. Cambridge: Cambridge University Press.
3. Goffman E. Interaction ritual. Essays on face-to-face behavior / E. Goffman. – Garden City, N.Y.: Anchor Books, 1967. – 270.
4. Indahsari, V. A., & Surjowati, R. (2021). Politeness Strategies Used in Mata Natjwa Program; Cipta kerja: Mana Fakta Mana Dusta. *Linguistics and Literature*, 4(1), 10–20.
5. Kusmanto, H., & Widodo, P. (2022). Positive Politeness Strategies during Online Learning: A Cyberpragmatic Study. *Studies in English Language and Education*, 9(3), 1170–1182.
6. Kuzhevskaya, E. B. (2019). Politeness strategies in business English discourse. *Training, Language and Culture*, 3(4), 36–46.
7. Levinson, Stephen C. 1983. *Pragmatics*. London: Cambridge University Press.
- Lichtman, M. (2013). *Qualitative research in education* (3rd ed.). London: SAGE Publications Ltd.
8. Litvinova, A. V., & Larina, T. V. (2023). Mitigation tools and politeness strategies in invitation refusals: American and Russian communicative cultures. *Training, Language and Culture*, 7(1), 116–130.
9. Mahmud, M. (2019). The use of politeness strategies in the classroom context by English university students. *Indonesian Journal of Applied Linguistics*, 8(3), 597–606.
10. Maros, M., & Rosli, L. (2017). Politeness strategies in twitter updates of female english language studies Malaysian undergraduates. *3L: Language, Linguistics, Literature*, 23(1), 132–149.

11. Mills, S. (2003). *Gender and Politeness*. Cambridge: Cambridge University Press
- International Journal of linguistic.
12. Rosari, M. (2016). Politeness Strategies Applied by the Characters of The Great Debaters Movie. *Language and Language Teaching Journal*, 19(01), 19–33.
13. Sapitri, P. A., Chasanah, A., Putri, A. A., & Paulima, J. (2020). Exploring Brown and Levinson’s Politeness Strategies: An Explanation on the Nature of the Politeness Phenomenon. *REiLA: Journal of Research and Innovation in Language*, 1(3), 111–117.
14. Smadi, A. M., Al-Sayyed, S. W., Younes, M. A. S. B., Al-Momani, D. F., & Alazaizeh, S. M. (2023). Positive Politeness Strategies Employed by Jordanian Facebook Users: A Case From Comments on the Roya News Facebook Page. *Theory and Practice in Language Studies*, 13(11), 3006–3018.
15. Spolsky, B. (1998). *Sociolinguistics*. Oxford: Oxford University Press.
16. Van Herk, G. (2012). *What is sociolinguistics?*. Chichester: Wiley-Blackwell.
17. Xafizovna, R. N. (2022). Discourse Analysis of Politeness Strategies in Literary Work: Speech Acts and Politeness Strategies. *Spanish Journal of Innovation and Integrity*, 5, 123–133.
18. Wahyu Permadi, D., Mulyati, T., & Hasibin, N. (2022). a Descriptive Study on Politeness Strategies in “Aladdin” Movie. *Lunar: Journal of Language and Art*, 6(1), 332–341.
19. Yule, G. (1996). *Pragmatics*. Oxford New York: Oxford University Press.
20. Zhang, Y., Yuan, Y., Su, J., & Xiao, Y. (2021). The effect of employees’ politeness strategy and customer membership on customers’ perception of co-recovery and online post-recovery satisfaction. *Journal of Retailing and Consumer Services*, 63.
21. [https://docs.google.com/forms/d/e/1FAIpQLSfRSW8ntmG5OTJly3ydQLcCzCY\\_UoHdSuJRSENezHL3BiZDkw/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSfRSW8ntmG5OTJly3ydQLcCzCY_UoHdSuJRSENezHL3BiZDkw/viewform?usp=sf_link)