

AN ANALYSIS OF POLITENESS STRATEGIES USED BY KING CHARLES III'S IN THE INAUGURAL SPEECH 2022

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Abstract

This study aims to determine the various positive and negative politeness strategies used by King Charles III in his Inaugural Speech. The researcher tries to analysis the positive and negative politeness sides and the objectives of his strategy used in King Charles III's Inaugural Speech as Britain's prince. The researcher employs the qualitative type with descriptive is to analyze positive and negative politeness strategies by King Charles III in his Inaugural speech. The data in this study were taken from words, phrases, and sentences contained in the script of King Charles III's Inaugural speech that were validated with YouTube videos of King Charles III's Inaugural speech on the BBC News YouTube Channel. The result showed that there are several positive politeness strategies were found in King Charles Inaugural speech, and the dominant positive strategy used is strategy 7, namely presuppose/raise/assert common ground. The implementation of politeness methods plays an important role in a wide range of situations, particularly in formal occasion. This study provides the reader an overview of how politeness strategies are utilized and how context influences the choice of words, phrases, and sentences towards the other individual to maintain positive relationships and communication with the interlocutors.

Keywords : Positive and Negative Politeness, Inaugural Speech, Pragmatics.

INTRODUCTION

Language has an important role in each individual's communication in human daily life. According to Austin (1962), the context and goals of communication influenced language use. Language is used to reflect human thoughts, perceptions, and identities, as well as to transfer information. Chomsky (1957) claimed that language is an essential component of human cognitive skills. Language serves to transmit knowledge, feelings, ideas, and culture, as well as to provide a social link between people (Halliday and Matthiessen's, 2014). As a result, by comprehending the essence of language, we can become more conscious of the crucial role of efficient communication and good language use. Language is necessary for bridging cultural differences and valuing diversity. We can avoid misunderstandings and conflicts caused by existing cultural differences if we use language wisely and appropriately in our interactions. Language also enables us to form positive connections with people from different cultural backgrounds.

Nowadays, people from all over the world use and speak several languages, depending on their country or region. However, English stands out as one of the languages that achieved international status. English serves as a global language, transcending national boundaries, and being widely spoken and understood in several regions of the world. Crystal (2021) claims that there are several factors that influenced the evolution of the English language as an international language, such as the “regional variation” which influence the international varieties language in the world (international). This can be seen in the socio-cultural aspects of society around the world today, which depend on the use of English from its earliest days as seen in such label as ‘American’, ‘Australian’, and ‘Indian’ which influenced an accent and dialect, and to pidgins and creoles which emerged around the world whenever English first came into contact with other languages. Jenkins (2009) argues that English has an important role as an international language that connects people with various backgrounds around the world. On the other hand, English has different variations and dialects depending on certain countries and regions. However, the use of English still maintains the culture and local identity of the country or region, which can connect every individual globally when communicating with each other.

In building effective interactions and supporting international communication, it is important to pay attention to the rules of communication that are used. According to Woods (2006), "the amount and type of politeness used by speakers and listeners in maintaining appropriate interpersonal relationships can be analyzed as a critical point in any conversation." In this context, we must understand the interpersonal communication skills possessed in communication, especially in the international sphere. Communication rules such as "gestures, tone of voice, facial expression, and body language" are important components in achieving effective and polite communication both verbally and non-verbally (Telman & Ünsal 2009, as cited in Uzun, 2021:2840). In addition, it is important to understand that the rules of communication may vary between different cultures. Brown and Levinson (1987) argued that to communicate politely, the speaker must pay attention to the listener's face (expressions). This is done in order to maintain a positive communication relationship between speakers and hearers. By understanding and following the rules of communication that apply, both in terms of politeness and cultural norms, we can create more effective interactions and avoid misunderstandings. Polite communication

and observing these rules can also promote cross-cultural understanding and enhance positive relationships between individuals from different backgrounds.

Politeness is an important aspect of pragmatic studies involving linguistic actions and the context in which these actions are applied (Stalnaker, 1970, as cited in Dewanti, 2022). In this case, pragmatics connects language with context in understanding language, or, in other words, pragmatics is defined as contextual meaning. In the context of communication, politeness plays an important role in building harmonious and pleasant relationships. Politeness in communication involves choosing polite conversational strategies, taking into account the feelings of others (Brown & Levinson, 1987:17). Politeness also includes awareness of the person we are talking to as well as the effective use of language in conveying the message to the intended recipient. In today's society, it is important for individuals to have pragmatic competence and be aware of appropriate behavior based on context in order to avoid miscommunication or misunderstanding between the speaker and the interlocutor (Wang, 2014). Politeness in communication also ensures that social relations remain intact, and the use of politeness strategies ensures smooth conversation, taking into different social situations (Togatorop, 2019:38). Politeness, as one of the important communication conventions, is a key factor in maintaining positive relations in society.

One important aspect of communication is the adherence to rules, particularly when it comes to politeness in formal communication such as speech. According to Brown and Levinson (1987:17), speakers need to be mindful of the principles of politeness while delivering a speech in order to foster a harmonious relationship with their audience. They should use polite language and avoid harsh or insulting words. Additionally, Crystal (2003:30) highlights the significance of employing good grammar in speech to maintain a polite impression. By considering these aspects of politeness in speech, speakers can create a pleasant and respectful communication environment that respects the feelings and expectations of the audience. Furthermore, it is important to recognize that communication rules can vary across cultures. Brown and Levinson (1987) argue that speakers should be attentive to the listener's facial expressions to communicate politely and maintain a positive relationship. By understanding and adhering to the applicable rules of communication, including politeness and cultural norms, we can foster more effective interactions and avoid misunderstandings. Polite communication and adherence to these rules can also

facilitate cross-cultural understanding and promote positive relationships, particularly in formal communication settings such as speeches.

Although politeness in communication is important in various social contexts, especially when it involves royal leaders, studies that specifically analyze this aspect are still limited. In this case, the researcher aims to analyze polite communication strategies in royal speeches by analyzing King Charles III's inauguration speech using Brown and Levinson's politeness theory. Hopefully, this present research can provide insight into language and politeness strategies in formal speech, especially in the context of job power systems. In addition, it is hoped that this research will provide guidance to future leaders on how to prioritize polite communication when effectively conveying their vision and principles. The researcher try to investigate King Charles III's Inaugural Speech who has been crowned as the Britain's Prince in London. His speech certainly will be the center of attention of the entire British public. Based on this case, the researcher attract to examine the positive and negative politeness sides and the objectives of these strategy used in King Charles III's Inaugural Speech as the Britain's Prince.

METHODOLOGY

In this study, the researcher employs the qualitative methods with descriptive is to analysis positive and negative politeness strategies by King Charless III'S in the inaugural speech and why King Charles III's uses certain politeness strategy rather than other strategies In this research.

According to Sugiyono (2020) research uses natural settings and inductive data analysis, with the end result of a qualitative technique concentrating exclusively on meaning, because meaning is the only pure data. Someone attempting to go on a picnic is an example of a qualitative. In addition, he stated that ordinary individuals who go on a picnic will know where he is going when he arrived, but he have no idea what will happen or what is in the area until he enter it by reading about it, envisioning it, and asking others about it. The qualitative approach provides flexibility in exploring deeper and more comprehensive knowledge about human phenomena. This method helps in understanding the social context, human interactions, and complexity of individual experiences that are difficult to measure quantitatively. By

focusing on meaning, qualitative research allows us to understand how humans create meaning and interpret it in daily communication.

The method is based on Brown and Levinson's (1987) theory regarding politeness strategies, which are divided into five categories: bald on record, off record, negative politeness, positive politeness, and don't do the FTA. The researcher applies this method because the researcher describes and analyzes every negative politeness, positive politeness strategies of King Charles III's.

This research employs the qualitative research method with descriptive. The qualitative method is chosen because this study aims at positive and negative politeness strategies and why King Charles III's uses certain politeness strategies rather than others in the King Charles III's speech. The Objectives of this study are to analyze positive and negative politeness strategies in the King Charles III's inaugural speech published by The New York Times.

Therefore, this study applies a descriptive qualitative. This study focuses on the politeness strategies. According to Seixas et al. (2017,p.780), a qualitative descriptive approach allows for data collection analysis not only from the perspective of traditional qualitative methodology, but also from a more quantitative perspective, allowing for almost-content statistics and providing an overall summary. Based on the outcomes in the specific example of some data from various national contexts. The content is characterized as qualitative rather than quantitative research because it is expressed as strings of words. It is dependent on how the researcher analyzes the data in order to discover King Charles III's politeness methods. The Objectives of this study are to examine politeness methods in King Charles III's inaugural speech as published in The New York Times.

DATA FINDINGS AND DISCUSSION

Findings

The researcher will conduct a detailed examination of the speech transcript to discover various speech strategies employed by King Charles III, specifically focusing on the use of positive and negative politeness strategies. This process entails marking and classifying positive and negative politeness strategies used the theory proposed by Levinson (1987). The researcher found 30 data of positive and negative

politeness in King Charles III's Inaugural Speech Transcript. The data can be seen below.

Table.1. The Percentage of the Data Finding Positive Politeness in King Charles III's Inaugural Speech

Type	Frequency	Percentages
a. Positive Politeness	20	66,67%
b. Negative Politeness	10	33,33%
Total	30	100%

DISCUSSION

Based on the findings, the researcher found that there were several positive and negative strategies used by King Charles III'S in his inaugural speech as King of Great Britain. The use of a positive strategy is used as a strategy to build positive communication with the audience which is used in an atmosphere of mourning after the death of Queen Elisabeth III, as well as a bridge to build strength and a positive image of King Charles III'S as a leader. The use of the most dominant positive strategy is strategy 7 where there are several utterances of King Charles III'S in expressing several assumptions, needs, knowledge and desires, as well as shared values that are conveyed to the audience. In addition, the use of negative politeness also plays a role in creating a positive atmosphere such as motivating the audience and avoiding conflict through the speech delivered by King Charles III'S.

Positive Politeness

a) Strategy 2: Exaggerate (interests, approval, sympathy with H)

This positive politeness strategy involves enhancing interest, agreement, or sympathy towards the listener (H) to improve the speaker's positive perception.

Data 2

“Our nation and the wider family of Realms — of whose talents, traditions and achievements I am so **inexpressibly proud** — have prospered and flourished.”

(03:55)

The data 2 demonstrates an exaggerated admiration for the nation and monarchy led by Queen Elizabeth. The statement employs phrases like "inexpressibly proud" which can be seen through BBC news video on Youtube around minute 03.55 to

highlight the exceptionally high level of pride in their accomplishments and traditions. The objective of this strategy is to create a powerful impression and influence the feelings and perceptions of the audience or readers.

b) Strategy 5: Seek Agreement

This positive politeness strategy aims to create a sense of understanding or agreement between the speaker (S) and the hearer (H).

Data 4

“In a little over a week’s time we will come together as a nation, as a Commonwealth and indeed a global community, to lay my beloved mother to rest.” (07:42)

In the data 4 aims to seek agreement with the audience or readers. In this context, the speaker attempts to build a sense of unity and solidarity by stating that everyone will come together as a nation, Commonwealth, and global community to honor the speaker's beloved mother. This strategy is employed to gain agreement and support from the audience. The speaker endeavors to find common ground and shared values by emphasizing the notion of people uniting for a shared cause. By emphasizing the collective action of coming together and paying tribute to the speaker's mother, the speaker seeks agreement and consensus from the audience.

The speaker's intention is to foster a sense of unity, solidarity, and mutual understanding with the listeners or readers. With the concept of a shared commitment to honoring the speaker's mother, the speaker appeals to the values and beliefs that are likely to be held by the audience. This strategy aims to create a positive and harmonious atmosphere while seeking agreement and garnering support from the audience.

c) Strategy 7: Presuppose/raise/assert common ground

In the analysis of King Charles III's speech, six utterances were identified as strategy 7 positive politeness involving presupposition manipulations, presuppose H's values are the same as S's values involves assuming that the hearer shares the same values or beliefs as the speaker, and presuppose knowledge of H's wants and attitudes assumes that the hearer possesses certain knowledge or information.

Data 8

“I know that her death brings great sadness to so many of you, and I share that sense of loss, beyond measure, with you all.” (03:00)

In data 8 the speaker conveys that they fully understand and share the sense of loss felt by the listeners, thereby providing compelling reasons for expressing an apology. In this context, the speaker uses the expression "I know" to demonstrate a profound understanding of the feelings of sadness experienced by the listeners. Furthermore, by stating that they "I share that sense of loss, beyond measure, with you all," the speaker emphasizes that they also feel the loss at a very deep level. By expressing such understanding and solidarity, the speaker provides strong reasons to reinforce the implied apology within the context of the expressed feelings of sorrow by the audience. The words above that indicating this strategy can be seen in the 03.00minute video of King Charles's speech on the BBC YouTube channel.

d) Strategy 8: Joke

This strategy is employed to create a relaxed atmosphere, entertain, and foster a stronger connection between the speaker and the audience. In the context of an inaugural speech, where a serious and formal ambiance generally prevails, the use of jokes can serve to break the rigidity and add a touch of humor.

Data 11

“May 'flights of Angels sing thee to thy rest.” (08:54)

In the inaugural speech of King Charles III, the researcher discovered a speech segment that can be identified as a positive politeness strategy in the form of a joke. This strategy is employed to create a relaxed atmosphere, entertain, and foster a stronger connection between the speaker and the audience. In the context of an inaugural speech, where a serious and formal ambiance generally prevails, the use of jokes can serve to break the rigidity and add a touch of humor. In this case, by generating cheerfulness and alleviating tension in the communication setting, the speaker aims to establish a closer rapport with the audience.

e) Strategy 9: Assert or presuppose S’s knowledge of and concern for H’s wants

This strategy involves the speaker (S) affirming or assuming their knowledge and attention to the listener's (H) desires. The aim is to demonstrate that the speaker understands and cares about the listener's needs and wants, thereby creating a good relationship between them.

Data 13

“I count on the loving help of my darling wife, Camilla. In recognition of her own loyal public service since our marriage seventeen years ago, she becomes my queen consort.” (06:03)

The strategy in data 13 involves the use of statements that reflect the speaker's knowledge and concern for the listener's or the person to whom they are speaking. In the provided utterance, these statements indicate gratitude for the speaker's wife's accomplishments and dedication to public service, as well as a presumption that the reader is aware of the wife's role and support. The goal of this method is to foster mutual understanding and concern between the speaker and the listener, or reader.

f) Strategy 10: Offer, promise

This strategy involves the speaker offering assistance, support, or making promises to the listener. By offering or promising, the speaker aims to demonstrate their willingness to help and collaborate with the listener, thereby strengthening the positive relationship between them.

Data 17

“But, through all changes and challenges, our nation and the wider family of Realms... have prospered and flourished.” (03:44)

The data 17 includes the use of phrases that express an optimistic attitude and belief in a situation or subject. According to the data 8, the monarchy led by Queen Elizabeth has prospered despite several changes and obstacles. The statement demonstrates the belief that, despite difficulties, the situation will ultimately have beneficial effects. This strategy aims to foster optimism and motivation among the hearers or readers.

g) Strategy 14: Assume or assert reciprocity

Data 19

“And wherever you may live in the United Kingdom, or in the Realms and territories across the world... I shall endeavor to serve you with loyalty, respect and love, as I have throughout my life.” (05:10)

Based on the utterance in the data 19, one specific statement within King Charles III's speech was classified as positive politeness strategy 14. This strategy involves the speaker presuming or asserting reciprocal reciprocity or mutual advantage between themselves and the audience. Through assuming mutual reciprocity, the speaker intends to establish a sense of connection and fairness in the speech. This strategy

enhances understanding and promotes a sense of equity within the communication dynamic by strengthening the relationship between the speaker and the audience.

h) Strategy 15: Give gifts to H (goods, sympathy, understanding, cooperation)

This strategy involves the speaker offering gifts to the audience as a means of appreciation, empathy, understanding, or collaboration. Through granting such gifts, the speaker showcases their attention and goodwill towards the listeners, cultivating a more harmonious and positive relationship. This strategy aims to foster a sense of mutual respect and cooperation between the speaker.

Data 20

“On behalf of all my family, I can only offer the most sincere and heartfelt thanks for your condolences and support.” (08:06)

The statement expresses genuine gratitude and heartfelt appreciation to everyone who has offered condolences and support to the speaker's family. In this context, the speaker extends a gift in the form of sympathy and appreciation as a politeness strategy. The objective is to convey gratitude and strengthen the relationship with those who have provided support. The speaker acknowledges the condolences and support received and expresses sincere thanks on behalf of their entire family. Through expressing gratitude, the speaker aims to show appreciation for the kind gestures and support extended during a difficult time. This act of acknowledging the support serves to strengthen the bond between the speaker's family and the individuals who have offered their condolences and assistance. Overall, the speaker's intention is to demonstrate genuine appreciation and reinforce the connection with those who have shown compassion and support, recognizing their importance and the impact of their actions during a challenging period.

Negative Politeness

a) Strategy I: Be conventionally indirect

Data 21

“In the course of the last seventy years we have seen our society become one of many cultures and many faiths. The institutions of the State have changed in turn. But, through all changes and challenges, our nation and the wider family of Realms — of whose talents, traditions and achievements I am so inexpressibly proud — have prospered and flourished.”(03 :29)

In the data 21 above, there are several elements in the text that indicate the use of negative politeness strategies. First, the phrases "**In the course of the last seventy years**" and "**we have seen**" on 03:29 minute emphasize the changes that have occurred in society in general without directly blaming or demanding anything from the interlocutor. This indicates the use of an indirect way of speaking. Furthermore, the use of the phrase "**of whose talents, traditions, and achievements I am so inexpressibly proud**" shows the speaker's attempt to indirectly express pride in the Realms family. The expression conveys the message that the speaker feels proud without explicitly stating that others should feel proud or acknowledge those achievements. Some of these utterances can be categorized as negative politeness strategies because they use conventionally indirect sentences and reflect the avoidance of threats or pressure towards the interlocutor by delivering messages in a more subtle and non-confrontational manner.

b) Strategy 2: Question, hedge

Data 23

"In her life of service, **we saw** that abiding love of tradition, together with that fearless embrace of progress, **which make us great as Nations.**" (02:22)

In the data 23 implies the presumption that the readers also hold a genuine appreciation for both tradition and progress and firmly believe that the combination of these elements is instrumental in the greatness of nations. With the use of phrases like "**we saw**" and "**which make us great as Nations,**" on the 02:22 minute the speaker assumes a shared understanding and viewpoint with the readers regarding the vital importance of integrating tradition with progress in the process of building a great nation.

c) Strategy 3: Be pessimistic

"I speak to you today with feelings of **profound sorrow.**" (00:04)

In this case, the speaker uses words such as "**profound sorrow**" on 00:04 second to describe a strong feeling of sadness. By expressing deep sadness, the speaker acknowledges that the message to be conveyed may be unpleasant or disappointing to the recipient. Therefore, the speaker attempts to maintain the positive face of the message recipient by showing appreciation for their potential disturbed feelings. In this instance, a pessimistic or gloomy attitude is used as a means to reflect

appreciation and recognition of the situation the message recipient is facing. The speaker wants to convey that they understand the negative impact of the message to be delivered and acknowledge the negative emotions that the recipient may experience.

d) Strategy 4: Minimize the imposition, Rx

Data 27

“My life will, **of course**, change as I take up my new responsibilities” (05: 33)

In data 27, the speaker indicates that their life will change as they assume new responsibilities. However, by adding the phrase "**of course**," on the 05:33 duration the speaker attempts to minimize the level of burden or negative impact that the interlocutor might perceive as a result of these changes. The use of the phrase "of course" suggests that the changes in the speaker's life due to the new responsibilities are something expected and reasonable. The speaker indirectly reduces the interlocutor's perception of potential offenses related to these changes. The speaker acknowledges that change is a natural part of taking on new responsibilities, thereby trying to demonstrate respect and understanding towards the potential negative impact the interlocutor may experience.

e) Strategy 5: Give deference

“I pay tribute to my mother’s **memory** and **I honor her life of service.**” (02:52)

The word "**memory**" on the 02:52 duration represents the recollection or reminiscence of the speaker's mother. In this context, using the word "**memory**" reflects the speaker's reverence for his mother, who may have passed away or is no longer physically present. In expressing reverence for his mother's "**memory**," the speaker demonstrates appreciation and respect for her role and contributions. Furthermore, there is an expression of appreciation for the mother's life of service. The speaker admires their mother's life, characterized by her service or dedication, as conveyed by the phrase "**I honor her life of service.**" The use of the word "honor" signifies respect and recognition for the mother's dedication and commitment.

f) Strategy 7: Impersonalize S and H

Data 29

“As the queen herself did with such unswerving devotion, I too now solemnly pledge myself, throughout the remaining time God grants **me**, to uphold the Constitutional principles at the heart of our nation.” (04:51)

In the data 29, the speaker employs the strategy of impersonalizing the subject and the hearer to avoid mentioning themselves directly or referring to the hearer explicitly. Instead, the speaker uses more general and indirect expressions, such as **"the queen herself"** and **"me,"** on the 04:51 duration without specifying their identities. Through the personalization of the subject and the hearer, the speaker creates social distance between themselves and the hearer. This is done to reduce the perceived level of threat or social pressure that the hearer may experience in the interaction. The speaker attempts to convey the message in a neutral manner and avoid giving the impression that the utterance is directed specifically at the hearer.

In the context of the utterance, the speaker uses impersonalization of the subject and the hearer to demonstrate their seriousness and commitment to the constitutional principles that are at the heart of the nation. In using more general expressions, the speaker seeks to emphasize the importance of these principles without directly drawing attention to themselves or the hearer of the utterance.

g) Strategy 8: State the FTA as a general

Data 30

“When the queen came to the throne, Britain and the world were still coping with the privations and aftermath of the Second World War...” (03: 13)

In the data 30, the speaker is talking about the difficult conditions that existed after the Second World War, such as the lack of resources and the consequences of the war. They mention that this was still happening when the Queen began her reign. By saying that Britain and the world were still coping with the hardships and aftermath of the Second World War, the speaker indirectly suggests that these challenges were ongoing and affecting many people at that time. This is a way of being polite by not directly blaming or pressuring the listener.

The speaker presents the violation, which is the difficulty of the conditions, as a general rule or a common situation. This is done to show respect for the listener and

to acknowledge that many people are facing similar difficulties. In conclusion, this statement can be considered a negative politeness strategy where the violation of the listener's feelings is expressed as part of a general rule or a common social condition.

CONCLUSION

The results of this research indicate that in Charles III's inaugural speech, there is the use of positive and negative politeness strategies. These strategies appear in the form of words, phrases, and sentences that influence communicative interactions between the speaker and the audience. The use of positive politeness strategies shows the speaker's effort to build a harmonious relationship and create a positive atmosphere. Positive politeness strategies help establish emotional bonds and intimacy with the audience. On the other hand, negative politeness strategies play a role in maintaining a positive impression and reducing potential conflicts.

In this research, several positive politeness strategies were found in King Charles's inaugural speech, namely strategy 2 (10%), strategy 5 (3,33%), strategy 7 (20%), strategy 8 (3,33%), strategy 9 (16,67%), strategy 10 (3,33%), strategy 11 (13,33%), strategy 14 (3,33%), and strategy 15 (3,33%). On the other hand, the researchers also discovered negative politeness strategies in the speech, namely strategy 1 (3,33%), strategy 2 (13,33%), strategy 3 (3,33%), strategy 4 (3,33%), strategy 5 (3,33%), strategy 7 (3,33%), and strategy 8 (3,33%).

Based on the results of the data research conducted, the researcher found that there were several positive and negative strategies used by King Charles III'S in his inaugural speech as King of Great Britain. The use of a positive strategy is used as a strategy to build positive communication with the audience which is used in an atmosphere of mourning after the death of Queen Elisabeth III, as well as a bridge to build strength and a positive image of King Charles III'S as a leader. The use of the most dominant positive strategy is strategy 7 where there are several utterances of King Charles III'S in expressing several assumptions, needs, knowledge and desires, as well as shared values that are conveyed to the audience. In addition, the use of negative politeness also plays a role in creating a positive atmosphere such as motivating the audience and avoiding conflict through the speech delivered by King Charles III'S. In the research above, the researcher found several uses of negative strategies with the same percentage. So that the use of negative politeness can be

identified as a strategy to create peace or comfortable communication between King Charles III'S and the audience to avoid the conflict or offend anyone.

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