APPROACHES OF POLITENESS SPEECH

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Communication is an undeniable part of people's life. During this process humans tend to communicate whether verbal or non-verbal forms. For interacting and communicating language is considered as main tool. Humans utilize language to convey speech acts that reflect diverse intentions. A speech strategy is defined as a complex of speech actions aimed at achieving a communicative goal [4;54]. A communicative strategy can be understood as the alignment of communicative actions with the purpose of communication. At the verbal level, a communicative strategy refers to the coordination of speech acts with communicative objectives and conventional linguistic means through which these objectives are realized. In this regard, linguistic politeness may be seen as a system of communicative strategies, supported by conventional linguistic resources.

A communicative strategy is described as "the macro-intention of a dialogue participant, … determined by social and psychological situations" [5;73]. In the context of intercultural communication, it is essential to note that a communicative strategy is shaped by the sociocultural situation of interaction and the communicative awareness of dialogue participants, which influences the choice of linguistic means used to achieve specific communicative goals. Each unit of speech acts or utterance serves a specific function based on the speech situation, such as apologizing, offering, rejecting, or thanking and there are main pragmatic approaches to polite speech acts. One of them is Grice's Maxims, another one is Brown and Levinson's face-threatening acts. Quantity, Quality, Relation, and Manner are main four conversational maxims and perceived as general rules that a speaker must follow. If we analyze this maxim in deeply it is mainly about that, hearer will consider no literal meaning behind what the speaker said, if the speaker utters or says something inappropriate or something that doesn't make sense in the hearer's perspective. Grice's maxims do not focus on politeness, nevertheless, all

maxims are closely connected with efficient communication including being polite while communication. P. Grice did not claim that the set of rules for speech communication he proposed was exhaustive. He allowed for the possibility that, in addition to those he listed, other maxims of an ethical, moral, or social nature might exist, such as "be polite" [1;47]. The rules formulated by Grice were aimed at effectiveness and in formativeness, and did not take into account the expressive aspect of speech. They are more applicable to formal or business communication than to everyday interaction. However, as noted, the goal of everyday communication is not only the effective transmission of information (i.e., transactional communication), but also interactional communication, which focuses on establishing interpersonal contact [6;154].

There are other politeness principles and these are based on Geoffrey Leech and George Lakoff. The concept of politeness by Brown and Levinson's revolve around the concept of faces and face-threatening acts. They focused on conforming to existing social rules when making a speech that would infringe upon these rules. They based the choice of the strategies on the relationship of the speaker and the hearer and the speaker's intentions. At this stage we should take into consider politeness strategies. Politeness refers to a set of social behaviors and language forms that people use to show respect, avoid conflict, and maintain positive relationships with others. It helps smooth social interactions by allowing individuals to express themselves in ways that minimize potential offense or discomfort at the same time politeness as a social phenomenon is of great importance in intercultural communication [2;96-98]. A politeness strategy is a strategy utilized in reducing and minimizing "face-threatening acts" that a speaker commits. In addition to that, politeness strategies are made to save the hearer's "face" and the face's wants and needs. The face is the sense of linguistic or language usage and social identity of the speaker. It's how the speaker wants others to perceive them. There are two main types of faces - positive and negative faces. The positive face indicates or expresses the need for acceptance of one's self-image of themselves, to be appreciated and

approved by others. While the negative face is the opposite, it indicates or means the need for independence, freedom of action, and not being imposed on by other people.

This strategy is often seen in groups of friends or in a situation where people know each other very well or are close friends. The positive politeness strategy aims to minimize the distance between the speaker and other people by expressing and showing friendliness and great interest in minimizing FTA to the hearer. People might interchange or mistook it as an ordinary intimate daily language, but it is not. In a positive politeness behavior, there's a hint of exaggeration. Below, we will analyze some forms of positive politeness. "I am sure you are too kind, Miss Bennet", according to this speech we have noticed that it is warm and represented attentiveness and consideration to others, especially needs and desires. Here the construction "I am sure" presented as a strengthen rapport. "I could not have parted with you so soon, Miss Bennet" from this the modal verb "could not" demonstrates the presence and positive face. In other words, the form of positive politeness mainly shows interests and possessions as well as addressee's positive face.

Negative politeness, on the other hand, is addressed to the addresses' negative face. In this strategy communicator's face is incorporated in the manner of how the speaker would talk to them. For example, "If you will give me your hand, Miss Bennet, I shall be the happiest of men" based on this point we could say that here negative polite strategies come across an overly formal. The used conditional form "If you will" refuse without being directly since protecting negative face. Another example for showing negative face, "You are too hasty, Mr. Collins. I cannot accept your offer" here, the phrase "I cannot accept" used for softening refusal reason in order to avoid blunt rejection. Thus, this strategy of negative politeness presumes speaker to impose hearer and there's a possibility of awkwardness and embarrassment so the speaker.

Regarding to bald on record strategy, the speaker will most likely embarrass or make the hearer uncomfortable due to addressing them directly or through direct command. One of the clearest examples of bald-on-record speech is, "Miss Bennet, I insist on your answering me". Here, the phrase "I insist" shows disregarding.

Off-the-record is the last type of politeness strategy. This strategy focuses indirectness, reduce or minimize the pressure on the speaker. For instance, "I hope you will forgive me, Miss Bennet, for any misunderstanding". Here, you could see how used of off-record language, put simply, shows that the speaker is attempting to soften the impact of his actions and keep the conversation open-ended. "I am not sure what to make of Mr. Darcy's behavior, but I do find his company fascinating" This indirect way of expressing her thoughts avoids a direct admission of her growing affection, leaving room for ambiguity.

In conclusion, the suggested by Brown and Levinson, clearly, the use of positive and negative politeness, significantly depending on contextual factors such as power relations, social distance, and the degree of imposition involved in a speech act. Moreover, politeness strategies and conversational maxims offer a dual lens through which we can examine the linguistic expression of cultural values. Their combined analysis enhances our understanding of intercultural pragmatics, supports the development of communicative competence in multilingual contexts and important in cultural awareness in both language teaching and cross-cultural communication.

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