



Analysis Of Politeness Based On Naturally Occurring And Authentic Conversations

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Abstract

This research project analyzes politeness in naturally occurring and authentic conversations. The study begins with an introduction to the importance of politeness in daily communication and its significance in respecting others and avoiding misunderstandings. Politeness theory, as a topic in pragmatic discourse research, is discussed, highlighting its role in language teaching. The project explores different politeness strategies, including openly and publicly practicing face threats, positive politeness strategies, negative politeness strategies, non-public politeness strategies, and the non-performance of face-threatening behaviors. The advantages and limitations of politeness strategies are also examined, considering cultural differences, educational backgrounds, and generational gaps. Furthermore, the project presents an analysis of social media data, focusing on a specific case of business negotiations between a Chinese company and a Nigerian company. The negotiation stages are divided into relationship creation, information exchange, negotiation and persuasion, and conclusion. The language strategies and skills used by the negotiators at each stage are explored. The findings reveal the use of relaxing topics to establish a pleasant atmosphere, clear and concise expression of important information, and persuasive techniques to resolve differences and achieve desired goals. Overall, this analysis provides insights into politeness theory and its application in authentic conversations, emphasizing its relevance in effective communication and the need for further research to develop more comprehensive and culturally sensitive politeness strategies.

Keywords: politeness, politeness theory, pragmatic discourse, social media data analysis.

1. Introduction

In today's interconnected world, effective communication plays a crucial role in fostering positive interactions and maintaining harmonious relationships. Politeness, an essential aspect of communication, encompasses a wide range of linguistic and social behaviors that contribute to the smooth flow of conversations and the preservation of social norms. Understanding politeness dynamics is of paramount importance across various fields, including linguistics, psychology, sociology, and human-computer interaction (DeVito, 2019). Most individuals try to show respect for others by acting politely, which is one of the communication concepts that is most often applied. At the same time, courteous language may also offer individuals the room they need to contemplate other people's emotions, comprehend their requirements, and refrain from speaking for themselves. Enter a scenario that is insulting or humiliating (Cutting, 2008). The philosophy of politeness is crucial to pragmatic dialogue. Politeness theory is a subject of pragmatic discourse study from a linguistics theoretical standpoint. However, in everyday conversation, politeness theory is crucial in real life. I will first discuss some historical beliefs regarding politeness in this data analysis research. Then, based on various Polarity theories, I will examine and evaluate organically occurring and real discussions. Finally, based on the findings of the research that has been done on the politeness theories, I will also perform a thorough analysis of some of its implications for language training.

2. Literature review

2.1. Politeness Theory

2.1.1. Politeness Theory in Daily Life

Politeness theory, developed by Brown and Levinson in the 1970s, offers a framework for understanding how individuals manage face-saving and face-threatening acts through politeness strategies (Battezzato, 2020). This theory revolves around the concepts of a positive face (desire for social approval) and a negative face (desire for autonomy), which influence the use of politeness strategies (Mashrabovna & A'zamjonovna, 2022). Positive politeness emphasizes affiliative acts, while negative politeness emphasizes deference and respect (Holtgraves, 1997). Applying politeness theory to daily life interactions has yielded valuable insights into different cultural and linguistic contexts. For example, collectivistic cultures like Japan prioritize social harmony and indirect communication to mitigate face-threatening situations (Beom, K. (2010). In contrast, individualistic cultures like the United States emphasize individual rights and may exhibit more direct communication styles. Studies have explored politeness in specific contexts such as workplace interactions, customer service encounters, and online communication. In workplaces, politeness strategies are employed to maintain professional relationships and navigate organizational hierarchies. Customer service interactions require balancing politeness and efficiency (Hu et al., 2019). With the rise of online

communication, researchers have investigated how politeness norms adapt to digital spaces, considering factors like anonymity and reduced non-verbal cues.

2.1.2. Politeness Theory in Pragmatic Discourse

Politeness theory has found widespread application in pragmatic discourse analysis. It offers a valuable framework for understanding and analyzing politeness phenomena in various contexts (Blitvich & Sifianou, 2019). Studies have utilized this theory in conversational analysis, intercultural communication, conflict resolution, and persuasive discourse. The conversational analysis investigates how politeness strategies are employed to mitigate face threats, maintain turn-taking, and foster rapport (Park, 2008). Interactions between cultures have been examined to understand variations in communication styles and interpretations of politeness markers. Conflict resolution studies have used politeness theory to explore face-saving strategies during tense situations, such as indirect speech acts and apologies (Babel et al., 2022). In persuasive discourse, researchers have explored how positive politeness strategies like compliments and empathy influence attitude change and compliance. The application of politeness theory extends to computer-mediated communication and social media, where researchers have studied the adaptation and transformation of politeness norms online (Locher, 2010). Factors such as anonymity reduced non-verbal cues, and online community influence is considered.

2.2. Politeness Strategies in Pragmatic Discourse

2.2.1. Openly and Publicly Practice Face Threats

While politeness typically involves employing strategies to mitigate or avoid face threats, there are instances where individuals choose to openly and publicly practice face threats (Harris, 2001). This approach, rather than employing indirect or mitigating strategies, involves directly addressing or confronting potential face-threatening situations. Studies have investigated the reasons behind openly practicing face threats and the communicative dynamics associated with this strategy (Simmons, 1994). One explanation is that openly addressing face threats can foster transparency and honesty in communication. By openly expressing disagreement, criticism, or challenging social norms, individuals may prioritize authenticity and straightforwardness over the preservation of face. Openly practicing face threats can also serve as a strategy to establish dominance or assert power in certain contexts (Locher & Watts, 2005). In situations where individuals aim to assert their authority or challenge existing hierarchies, openly confronting face-threatening situations can be a deliberate choice. Moreover, the cultural and contextual factors influencing the adoption of openly practicing face threats have been explored (Ambady et al., 1996). Different cultures and social groups may exhibit varying norms regarding directness and confrontation, influencing the acceptability and effectiveness of this strategy.

2.2.2. Positive Politeness Strategy

Actively practicing civility Use corrective measures. The speech act of using corrective

techniques aims to provide the listener "face" in order to lessen the possibility of face injury. The goal of the positive politeness technique is to satisfy the listener's positive face demands such that the speaker's speech behavior and the personal image of the listener are congruent with one another (Grundy, 2008). Positive politeness is thus "approach-based," meaning that "approach-based" dialogues are often used.

2.2.3. Negative Politeness Strategy

Remedial tactics are used in negative politeness methods. The speaker's primary goal while using a negative politeness tactic is to appease the listener's unfavorable face to some extent. Protecting the listener's private space and the freedom to self-determination is a key need. Therefore, it is based on avoidance as opposed to the positive politeness method. The speaker meets the other's positive face requirements without limiting the listener's freedom of action by recognizing and respecting the other's negative face needs (Kadar & Haugh, 2013). A query with modal verbs is the traditional format of the negative politeness technique.

2.2.4. Non-public Politeness Strategy

The non-public politeness technique has a high degree of remediation. Given that the employment of this strategy language poses the most indirect threat, Brown and Levinson see it as the most diplomatic approach to threat reduction. In order to avoid being held accountable for the exact intentions of the speaker, speakers often utilize rather ambiguous language (Kadar & Mills, 2011). They help the listener avoid possible face-to-face confrontations and provide him a chance to demonstrate empathy for others.

2.2.5. Do not Perform Face-Threatening Behaviors

The most diplomatic approach is to avoid acting in a face-threatening manner. This indicates that the speaker refrains from using a certain face-threatening technique to avoid offending the audience (Chang & Haugh, 2011). The "non-practice of face-threatening behavior" is primarily defined as "implicit, suggestive" and often does not need vocal expression, thus it may not be effective, similar to the non-disclosure technique.

2.3. Advantages and Limitations of Politeness Strategy

2.3.1. Advantages of Politeness Strategy

Politeness theory has been described or discussed in great detail in the subject of linguistics, and five comprehensive politeness techniques have been proposed. The five tactics each gave instances from everyday life and examined them. The five tactics cover almost all of the scenarios that arise in regular discourse and communication, making them highly thorough and realistic (Paltridge, 2000). It would be very beneficial for communication in daily life to study the five theories and put them into practice.

But practically every theory has its flaws, limits, and even gaps. The author has outlined the drawbacks of the politeness approach based on the fundamental notions of the forerunners, and they are as follows.

2.3.2. Limitations of Politeness Strategy

The following three characteristics, namely the limits of various cultures, the limitations of different educational backgrounds, and the limitations of different ages, primarily highlight the limitations of the politeness method.

First of all, there are cultural distinctions between the East and the West that influence how politeness is understood in each region. As a result, not every cultural setting may benefit from the use of politeness techniques. Keszkes, a specialist in cross-cultural pragmatics, gave one case as an illustration. The student waited aside to show respect when Eastern pupils entered the office of a Western instructor (Scollon et al, 2012). Western academics thought this conduct was odd. Western teachers believed that pupils could locate a seat on their own. Down. However, in Eastern culture, students believe that their teachers forbid them from sitting down, thus they dare not do so.

Additionally, according to Taguchi (2015), one's ability to convey respect via implicit language is frequently limited to speaking with people from the same or comparable cultural backgrounds. Such a gulf would unavoidably impair the transmission of politeness methods when two persons have entirely different backgrounds and the meaning of one party is challenging for the other party to grasp (Taguchi & Roever, 2017). Additionally, research academics throughout many generations have been inspired by this subject. There are accounts of the generation gap in several publications and studies. Expressions and even the usage of polite language vary throughout generations, as do people's ways of speaking. This approach is plainly unworkable if conduct among individuals of various ages is evaluated using a single standard (Watts, 2003).

Overall, it is clear from the research above that the politeness theory is not only a crucial theory in linguistics but also has a huge impact on people's everyday lives. Politeness theory is no different from other theories in that it unavoidably has certain drawbacks. comprehending politeness theory and comprehending the five politeness methods will undoubtedly play a very essential role in everyday communication, despite the fact that politeness techniques and theory will surely have certain limits in various cultures (Leech, 2014). In the meanwhile, we anticipate that more academics will carry out specialized study in the pursuit of stronger polite theory arguments.

3. Methods

3.1. Type of the Research

The pragmatic component of the study has to do with language usage in social circumstances. As a result of the descriptive-qualitative study's suitability for describing any phenomena in social contexts that reflected a true reality of human existence, this research is classified as a descriptive-qualitative study. According to the participant's point of view, a qualitative study (Flick et al., 2004) portrayed the participant's life from an inside perspective. By learning about the social and material factors, such as the participants' experiences, viewpoints, and histories, a qualitative study strives to provide an in-depth and interpretive picture of the social world of the research participants. Instead of verifying a hypothesis deductively, as is the case with many quantitative research types, qualitative research is classified as an inductive study of a topic or issue (Macfarlane, 2010). Rasinger (2013) argues that since qualitative research is inherently inductive, the researcher must glean his or her hypotheses from the findings of the study. Inductive reasoning, which moves from individual observations to wider generalizations and hypotheses, is the research methodology used in this study. It is the reverse of deductive reasoning and is related to the approach. This method, which is also known as a "bottom-up" approach, entails three steps that lead to the inductive 47 methods of data collection: the researcher carefully observes the phenomena under investigation, looks for patterns or themes in the observations, and then creates a generalization from the analysis of those themes (Lodico, Spaulding, & Voegtler, 2010).

3.2. Form, Context, and Source of Data

The information was extracted from a senior high school coursebook. Look Ahead 2 An English Course for Senior High School Students, Year XI, is the name of the course book (Sudarwati & Grace, 2007). The texts studied in the coursebook itself served as the primary source for the data. The information was gathered in the form of words, phrases, and utterances that demonstrated an attempt at civility. In order to clarify the meanings and circumstances of the pragmatic utterances, the researcher employed conversation and paragraphs as context. In order to understand the context of the selected utterances, the researcher used the conversation and paragraph. A coursebook, which is a printed document that contains teaching and learning resources, served as the research's data source. Erlangga in Jakarta released the textbook in 2007. It has 204 pages and six chapters that primarily address five different text types: report, narrative, analytical exposition, spoof, and hortatory exposition.

4. Data analysis

4.1. Analysis of Social Media Data

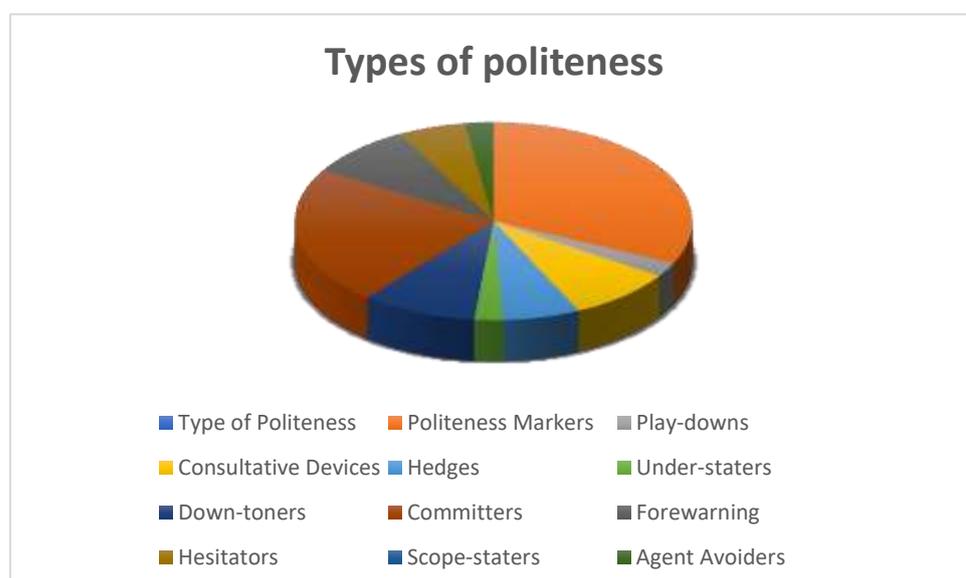
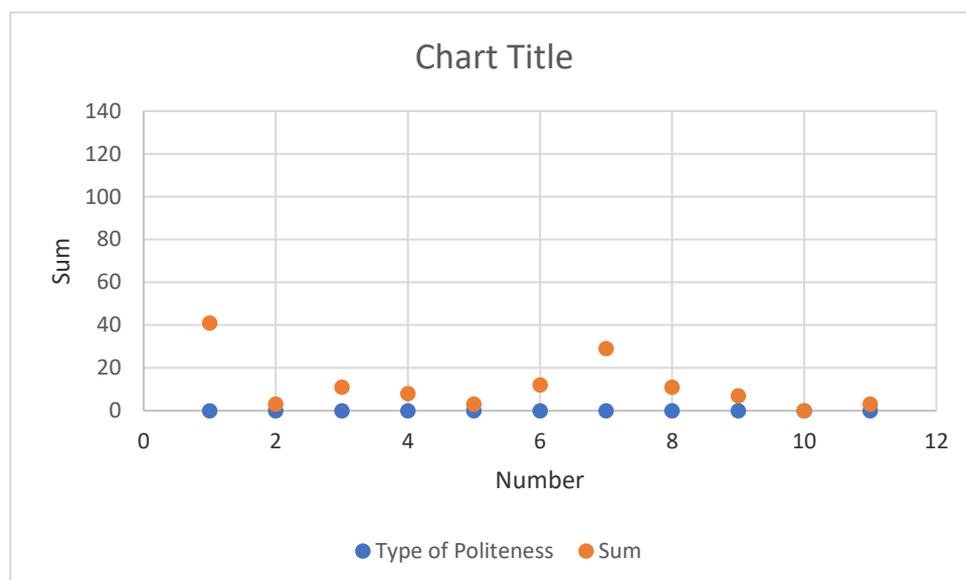
One cultural element that should be included while creating course materials is politeness. In Wardhaugh (2006), Brown and Levinson describe politeness as a face-threatening tactic. They base their definition of civility on how members of society ought to interact with one another's faces. Additionally, Leech's theory, which focuses on six principles that primarily address how

to treat others and oneself, may be used to assess politeness. The six maxims of politeness proposed by Leech (2007) are tact, generosity, approval, humility, agreement, and sympathy, which focus on one's own and other people's points of view rather than confrontational tactics. Saying please and thank you is not enough to be courteous (Holmes, 1995). Context should be taken into account while being courteous (Cutting, 2002). The research's findings indicate that the coursebook had the following forms of politeness: Politeness Markers, Play-downs, Consultative Devices, Hedges, Under-staters, Down-toners, Committers, Forewarning, Hesitators, and Agent Avoiders. The following table, provided by the researcher, displays the proportion of each kind of politeness in the coursebook.

No	Type of Politeness	Sum	Percentage
1	Politeness Markers	41	32.03 %
2	Play-downs	3	2.34 %
3	Consultative Devices	11	8.59 %
4	Hedges	8	6.25 %
5	Under-staters	3	2.34 %
6	Down-toners	12	9.38 %
7	Committers	29	22.66 %
8	Forewarning	11	8.59 %
9	Hesitators	7	5.47 %
10	Scope-staters	0	0.00 %
11	Agent Avoiders	3	2.34 %
	Total	128	100%

Table 1: Percentage of Types of Politeness in the Coursebook (Sudarwati & Grace, 2007).

Politeness markers are the most common occurrences in the coursebook, as can be seen from the Table above. Among the various sorts of politeness markers in the coursebook, those that involve adding an utterance to demonstrate respect for the addressee were used the most frequently (Van Mulken, 1996). There were 41 occurrences (32.03%). It suggests that rather than other forms of politeness, the use of politeness indicators in everyday discourse becomes the most common usage. It is quite okay that the most popular approach to express civility in everyday speech is via politeness markers (Kim & Strudler, 2012). The most popular and appropriate technique in a culture where individuals are fully clear and aware of the usage of polite conduct to show regard to others is to employ politeness markers to demonstrate respect to the addressee. In this situation, being respectful to the addressee takes center stage while acting politely. Additionally, politeness cues start to appear more often and are generally accepted in all contexts of the texts examined in the coursebook.



The study's findings revealed that committers appeared 29 times (22.66%). Committers deal with the utterance's concept or the propositional substance of the speaker. It is widely recognized in everyday life as the means to express and reply to thoughts or arguments. In this instance, it is crucial that the usage of committers be included in the coursebook since, per the curriculum, students should be able to appreciate the value of expressing and reacting to viewpoints. Students will finally learn how to express and reply to thoughts or agreements thanks to the coursebook's commitments. The pupils will finally be able to express their thoughts while reading a discussion book with the aid of this kind of politeness method. These factors, particularly from the standpoint of the curriculum, make the employment of committers a crucial component of all coursebooks at the same level.

I will concentrate on the following politeness analyses based on spontaneous and actual talks in order to better understand the politeness theory.

Since this scenario is based on my own internship experience, I'll go into more depth about it now. I took part in the talks between Nigeria Engineering Co., Ltd. (hence referred to as the foreign firm) and Johnson Plastics Machinery Co., Ltd. (hereafter referred to as the Chinese company) in the summer of 2015. A foreign firm is negotiating with a Chinese company to buy a number of plastic industrial items, which is the context of the conversation. A special representative went to the Chinese firm in December 2015 to talk about product acquisitions. In order to protect the privacy of commercial information, this article will exclude crucial details like price when analyzing the recording data. Before the negotiation began, the negotiators of the two parties agreed that the content of the negotiation could be recorded for upcoming teaching and research. Both parties dispatched six principal representatives to the discussion that day. General Manager S1, Foreign Trade Salesman S2, and Production Manager S3 are the Chinese representatives, while General Manager B1, Purchasing Department Representative S2, and Quality Inspection Department Manager S3 are the foreign representatives.

According to Graham and Herberger, international business negotiations can generally be divided into four stages: the first stage is relationship creation. The second stage is information exchange. In the third stage, persuade the other party. In the fourth stage, an agreement is reached on concessions. Similarly, I also divided the content of this negotiation (the written material formed after collating the content of the 75-minute recording of the negotiation) into four phases accordingly. One is the initial stage of establishing a good relationship (relationship-building) (about 10 minutes); the second is the information exchange stage (about 20 minutes) of the two parties; the third is the negotiation and persuasion stage of the two parties (negotiation and persuasion). About 35 minutes); the fourth is the conclusion (about 10 minutes). At different stages of the negotiation, the two parties have different expected goals, so the language strategies and skills used by the negotiators are also different.

Stage	Language Strategies
1	Creating a pleasant atmosphere with relaxing topics, exchanging greetings, and expressing honor and appreciation
2	The clear and complete expression of important information points, confirmation of specifications, packaging, and shipment
3	Negotiating, compromising, and resolving differences on prices, concessions, and favorable methods of payment
4	Polite language, summarizing the agreement, expressing satisfaction and confidence, and looking forward to future cooperation

Table 2: Language Strategies in Each Stage (Pienaar & Spoelstra, 1999).

Stage 1: Initial stage of negotiation; create a pleasant atmosphere with the help of relaxing topics

The first phase of the 10-minute dialogue was conducted in a pleasant and cordial setting since the parties were already acquainted with one another and regularly exchanged welcomes. On the basis of the recording's content, the following are some of the written elements from the first stage of the negotiation:

S1: It's so happy to meet you in our company. We Chinese have a saying: It is always a pleasure to greet a friend from afar.

B1: Oh, we feel much honored to have a chance to visit your company.

B2: Yes, thank you for your considerate arrangements. Just now the production manager showed us around your manufacturing plant and your new products.

S3: Hehe (smiles). It's my honor.

S2: I hope you will know our factory and products better after visiting our manufacturing plant.

B2: Absolutely. Your advanced production line and high-quality products impress us deeply

The Chinese general manager welcomed the foreign representatives at the start of the negotiation by quoting the proverb "It's a pleasure to have friends come from afar," which helped to create a relaxed and pleasant atmosphere. It also left the other party with a subliminal sense of cooperation, which helped pave the way for the next negotiation.

Stage 2: Information exchange phase, clear and complete expression of important information points of the project

In the information exchange stage, the two parties mainly clarify the important information points of the project under discussion, so clear and concise language expression is very important.

B3: How about the packing?

S2: We usually use the wooden tray and PE film. But if you have any special requirements, we will try to meet you.

B2: Emm Well, have you exported machines to Nigeria before?

S2: Yes. And according to our experience, there is no special requirement for packing.

B2: OK. So please packs machines as your usual practice. But for the mold of the extruder, you need to use a wooden case and pack it well.

S3: Sure. The mold is easily broken, so we will be careful of it and make more preparation. Anything about packing?

B1: That's all. You just make sure to use the film wrap all machines well as they will be transported for a long time by the sea. You know it's easy to get damped

S2: No problem. Please be assured. We will put your words in mind (gesture) and try our best to do a good job for you.

B2: Haha! (laughs)

B3: Great! (Thumbs up)

Both parties will now clarify the precise details of the items' functions, packing, shipping, port of destination, and port of shipment. The discussion on product packaging in this negotiation is represented by the extract above. One of the parties to the negotiation seeks information from the other side by asking open-ended questions, whereas the other party primarily communicates information clearly and concisely using short and simple words. The two sides actively expressed their desire to work together during communication by giving each other thumbs up at the same moment, which helped the discussion go along more easily.

Stage 3: Persuasion stage, negotiate with each other to resolve differences

The persuasion stage is the most crucial phase in commercial negotiations. During this phase, the negotiator employs a wide range of language techniques to persuade the other side, settle disagreements, and accomplish the desired outcome.

B1: Now let's talk about the prices

S2: Sure, our price for PVC pipeline is ... and washing line is ... At FOB Shanghai price.

B2: Your products are quite satisfactory. But I am a little worried about the prices you're asking.

S2: You think we should be asking for more? (Laughs)

B2:(Chuckles) That's not exactly what I have in mind.

S3: Our prices are actually quite reasonable. I would like to point out two facts. First, the prices of the raw materials are rapidly rising. And second the staff's wage increases. But our prices keep the same as the last year.

B1: We know the fact, but would you give us a 15% discount at the beginning of our long cooperation.

S1: Oh, that seems to be a little high. I don't think how we can make a profit with such a discount

B1: Then how much discount can you give us? S1: Maybe we can give you a discount because we really don't want to lose a good customer. But a 15% discount is absolutely impossible.

B1: How about a 10% discount? I am sure we will have a future business.

S2: I am glad to hear that, but a 10% discount is still out of our expectations.

B2: What if we give you a favorable method of payment?

S1: Haha! (laughs)It's a real temptation. I think we can discuss this further.

Price is often the point of contention between the two parties in international commodities deals. The substance of the product price negotiation can be seen in the excerpted text, which shows how the two sides have continued to make concessions and compromises based on the idea of politeness in order to come to an agreement on the price. This shows how they have each made an attempt to settle their disagreements.

Stage 4: Polite communication is essential to the negotiation's success throughout the final stages of coming to an agreement. Reaching a consensus or coming to an impasse are often the two outcomes of the negotiation after the third stage of mutual persuasion and compromises. In the case of the former outcome, the two parties will carefully study the consensus established in order to sign the contract. In the case of the latter outcome, they will often discuss their differences and look forward to future possibilities for collaboration.

S1: Finally, we reach an agreement on the prices and method of payment.

B1: Yes, I'm very glad that our first transaction comes to an agreement.

S1: Actually, we give you the lowest prices for those machines. But you may rest assured we will give you high-quality products on time because we want you to have a chance to try our products and establish long-term business relationship.

B1: I'm glad to hear that and thank you for your sincere cooperation. I'm full of confidence in this transaction. And I'm sure we will have further cooperation in the future.

Negotiator	Satisfaction Rating (out of 10)
S1	8
S2	9
S3	7
B1	9
B2	8
B3	7

Table 3: Satisfaction Ratings of Negotiators (Wang et al., 2010)

Finally, an agreement was made between the two parties in this case to buy two sets of machinery and equipment from the Chinese side. The senior representatives of both sides will provide a concise summary of the discussion in this truncated discourse, which represents the second half of the agreement phase. The cordial and amicable mood is maintained throughout the discussion via the use of courteous and grateful remarks.

5. Discussion of the Analysis

Based on the above cases, after analyzing the discourse of the negotiators in the four stages of actual business negotiations, some pragmatic strategies for effective communication in business negotiations can be summarized.

5.1. Politeness Strategy

In order to keep the listener's good attitude, the speaker should always employ courteous language that compliments and makes the other party feel glad, according to the praise criteria in the Leech politeness principle and the positive politeness strategy of Brown and Levinson. In business discussions, using courteous language helps to keep the relationships between the party's cordial and may sometimes have a multiplier impact with just half the effort.

Specifically, the Chinese general manager and the two parties involved in the discussion utilized the phrase "It's so happy to..." during the opening stages of the negotiation. The use of words that make the other party happy, such as "we feel much honored to," "considerate," and "impress us deeply," are all polite strategies. The goal is to show respect for the other party, to be polite, and to build a friendly relationship with one another. The buyer continuously stressed the need for the goods to be packaged properly throughout the second round of the negotiation. S2 politely said, "Please be assured," in response. We'll keep your instructions in mind (as indicated by the gesture) and do our best to fulfill your request. Packaging for the goods is guaranteed to the customer. Be certain, keep in mind your words, and try our best are examples of terms that represent the other party's needs and prioritize the interests of the buyer. In the fourth stage of the negotiation, the top leaders of both parties said, in a polite manner, "You may rest assured we will give you high-quality products on time," "full of confidence for this transaction," "I'm sure we will have further cooperation in the future," and other things expressing the two parties' positive attitude toward cooperation. The company reflects that both parties are confident in the successful completion of the transaction and are preparing for it.

5.2. Humor Strategy

The environment that develops and changes throughout a corporate negotiation process has a direct impact on the negotiation's outcome. According to Leech's politeness principle's compassion rule, the speaker should reduce emotional conflict with other people in order to create a positive and peaceful environment throughout the discourse. In order to accomplish a certain goal, individuals will purposefully break specific conversational rules as part of a humor strategy. This results in a discrepancy between the speaker's subjective intention and the speaker's intended impact. The use of humorous strategies in business negotiations can lessen the emotional conflict between the negotiating parties brought on by divergent interests and aid in the development of a cordial negotiation environment; it can convey feelings and covert plans; it can prevent the other side's sharpness, which serves as a buffer in tense situations; and at the same time, it can enhance the negotiator's reputation.

In this instance, the foreign party used the phrase "a little worried about the prices" in the third stage of the discussion to covertly indicate that the Chinese party's offer was too costly. The Chinese party reacted with a joke like "You think we should be asking for more?" to create a hilarious impact by purposefully misinterpreting the other party's meaning although genuinely understanding the foreign party's meaning via particular conditions. The anxiety caused by the "price war" was reduced by the employment of this funny tactic.

5.3. Euphemistic Strategy

Reducing the expression of thoughts that are hurtful to other people's faces is required by the appropriateness requirement in Leech's politeness principle. In order to avoid offending the audience, a speaker should use euphemisms and implicit language while expressing facts during a commercial transaction that may be construed as a threat. Avoiding offensive words during the discussion is necessary for the euphemistic approach. The negotiator helps to establish an agreement in the negotiation by utilizing euphemistic and implied language that respects the listener.

The third step of the product price discussion in this instance included a lot of euphemism tactics from the negotiator, including statements like "your products are quite satisfactory." However, I have certain concerns, and I'm relieved to hear that. Euphemisms like "but 10% discount is" and "etc." are common. The "but"s" actual meaning is what the negotiator wishes to convey. Directly declining might result in a negotiating standstill as well as embarrassing and threatening reactions for the other side. As a result, the negotiator will often endorse the proposal's substance first before revealing its real origins. S1 said, "I don't think how we can make a profit with such a discount" in response to the other party's request for a 15% reduction. The main point of this response is, in reality, "The discount you are asking for is unreasonable." However, S1's euphemistic response on the one hand reveals its own attitude: 15% off is unquestionably insufficient; on the other hand, it stays away from using the second person "you" to directly challenge the other party. The listener's face was rescued by the absurd request.

5.4. Fuzzy Strategy

An observable characteristic of human language is fuzziness. Language ambiguity mostly relates to doubt over the limit of the term range. It is not against the need of clear and succinct negotiation language that negotiators sometimes purposefully employ imprecise terminology throughout the course of international commercial discussions. With regard to linguistic communication, it is necessary to reduce the disparity in viewpoints between oneself and other people in accordance with the unanimity criteria of Leech's politeness principle. The fuzzy approach may reduce the inconsistency between the two parties and help them cooperate to achieve their shared objective since the nature of business negotiation is a game between the two parties and the interests of the two parties are inconsistent to some level. The major way

that fuzzy tactics are expressed is via the use of ambiguous phrases like "possibly," "probably," "possibly to some extent," etc.

When the Chinese side rejected the foreign side's offer of a 15% discount at the third round of the discussion, the foreign side attempted to ascertain the Chinese side's position by asking an open-ended inquiry, "How much discount can you give us?" S1, the Chinese general manager, said, "Maybe we can give you some discount," using the evasive terms "Maybe" and "some." On the one hand, this message is conveyed to the listener through the use of ambiguous strategies: Despite the current inconsistency between the prices of the two parties, there is still room for negotiation, and this inconsistency can be reduced; on the other hand, it withholds its own price bottom line to avoid negotiating. China is in a bad position.

5.5. Questioning Strategy

In business discussions, asking questions is the linguistic expression that is most often utilized. You may learn more and ascertain the objectives of the other person by asking inquiries. The outcomes of various questioning techniques may vary: This is crucial for international business negotiators who are non-native English speakers since open questions enable the reply to discuss their knowledge and rhetorical questions allow the opposing party to reinterpret their viewpoint. and situations The greatest approach to get to a shared understanding during consultations is via the most frequent kind of questioning—sexual.

In this instance, the foreign party promptly answered "How about a 10% discount" after the Chinese party said that a "15% discount is absolutely impossible" during the second half of the third stage of the price discussion. This foreign party should have been aware of this. The counter-offer is too exorbitant to prevent a solution that will bring about a negotiating impasse. "What if we give you a favorable method of payment?" is used to impress the other party with a payment option that is advantageous to the seller and serves the listener's interests. The exchange "I believe we can talk about this further," changes the course of the pricing discussion.

Strategy	Frequency	Ratings
Politeness	12	9
Humor	4	7
Euphemism	8	8
Fuzzy	6	6
Questioning	10	9

Table 4: Frequency and Ratings of Language Strategies Used in Business Negotiations (Kaur et al., 2022)

6. Implication

Based on the case study, it is proposed that the effective use of various language tactics may

aid in preventing conflict in the negotiation, upholding a cordial environment, and assisting in the accomplishment of the desired objectives.

In business negotiations, the following approaches may also be used to implement the politeness strategy: When conveying ideas, the negotiator should begin by considering the opposing party's perspective in order to avoid subjectivity. Appropriate use of past tense subjunctive tones, such as *should*, *could*, *would*, *may*, etc. In certain commercial discussions, the negotiator might use ambiguous language to provide a more flexible response in order to minimize discrepancy between the two sides if they run into intricate and unexpected scenarios and are unable to make an accurate decision right away. Come out so that the negotiation may progress smoothly and lead to a resolution; using ambiguous language can also prevent one from revealing one's objectives before it is time.

The appropriateness criteria in Leech's politeness principle states that while communicating via language, one should aim to cause as little suffering and as much good for others as feasible. When conditional inquiries are used correctly, they may help in business discussions to meet the required standards. The conditional question serves two purposes: first, it is a speaker's suggestion that specific circumstances be met, and those circumstances themselves are advantageous to the listener. Second, the listener has more discretion in replying to the conditional question, and the associated benefit is greater. The hearer may concur. You have two options: decline or make the situation even better. As an example, one side may suggest during the negotiation: What if we settle on a two-year contract? Would you provide us control of the lone agency in our nation? (What if we decide to sign a two-year agreement? Can you consent to provide me Party's exclusive agency rights in my nation? And the response from the other side was: "We would be ready to give you sole agency provided you agree to a three-year contract." For a one-year contract, we promise to provide you exclusive agency rights.) Such a response not only communicates the person's intention but also saves the other party the humiliation of hearing "No" in response to their demands. The particular terms are up for further discussion between the two parties. until a compromise was eventually achieved.

7. Conclusion

The report's analysis of real business talks between Nigeria Engineering Co., Ltd. and Johnson & Johnson Plastics Machinery Co., Ltd. has concluded. It has been determined that in face-to-face discussions for international commerce, negotiators combine courteous methods, humor strategies, euphemism strategies, imprecise strategies, and questioning strategies. In order to create trade contacts and sustain long-term commercial relationships, the pragmatic approach helps with the negotiation's ultimate aim. Different pragmatism methods were employed throughout the negotiating process, and they accurately represented the good signals sent by both parties asking for collaboration. Finally, the two sides were able to execute the contract and accomplish their intended objectives. The goal of successful commercial negotiation, as

highlighted by Kapoor et al., is to create a scenario where both parties profit. It is not to maximize one side's gain at the expense of the other, much less kill the other party. Therefore, in order to accomplish defined aims and produce win-win outcomes in international commercial discussions. Chinese foreign trade salespeople. This article's concise list of pragmatism-based tactics is something you should read and consider mastering.

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