



A PRAGMATIC ANALYSIS OF POLITENESS STRATEGIES USED BY PAKISTANI AND AMERICAN POLITICIANS IN INTERVIEWS

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Abstract: The present paper aims to study politeness strategies used by Pakistani and American politicians during their talk in an interview. It also focuses on how the politicians used language based on their geographical area's features of the English language. The present study follows Brown and Levinson's (1987) politeness strategies model to fulfill the objectives of the research. A qualitative approach has been used to find the politeness strategies used by politicians in their interviews. Total 5 interviews by Pakistani and American politicians are included in the study for the analysis. The interviews are recorded and transcribed. The talk of each politician is analyzed following the parameters given in the model adapted for the study. The study highlights that the politeness strategies are used differently by Pakistani and Americans politicians. The study reveals that these strategies have been employed by the politician diversely in order to make their speech more effective and argumentative. The conclusion of the analysis determines that both the American and Pakistanis politicians have demonstrate almost the same politeness strategies in their interviews.

Keywords: politeness strategies, politicians, interviews, geographical region

I. INTRODUCTION

The use of language leads us towards communication, when language is used some linguistic patterns are also performed which are done unconsciously. The use of language varies in a different situation as it is dependent on context. The use of language describes a person's culture and it also assumed that actions can be performed through utterances as speech acts. The selection of words is important as well as its structure while having social interaction. Words can threaten or save a person's public image or face as defined in pragmatics. Politeness is also a way used for communication which can create social distance or show social dominance.

Haugh (2004) suggests "politeness involves speakers' showing what they think about themselves and others, and addressees' perceptions of those evaluations" (p.127). There are three basic moods of language: imperative, interrogative, and declarative by such basic moods we can build different language structures. Through these language structures how politeness can be seen is another matter of discussion. Politeness is used to lessen social dominance or social distance. These are the basic face wants through which we can threaten or save anybody's face. When having an indirect speech to an addressee, he/she shows a negative face while direct speech towards the listener is a positive face.

By using political language in communication politicians show their power. Holtgrave (2008) observed the communication acts as social discourse kinds and defined status and power relationships. Politicians are the moods of social life. The researcher checks how politeness can be shown through words, with the change of context politeness strategies can change. The politeness feature also depends upon the geographical area, age, educational background, ethnicity, sex, and social environment. Some features which are being used as negative politeness terms can also be used as positive politeness terms with the change in region or some impolite features can be considered as polite features due to some area restrictions.

This research is based on Pakistani politicians who have some power or social dominance over others; show some type of influence on the public and their comparison with American politicians. Words are the core of language which can perform actions and it is said that words are very much important to perform something. Politeness strategies used by politicians are used to show intimacy but in fact, they are showing their social power. These strategies are also used to point out some issues, characters, and movements indirectly. Politicians may also use these strategies to fulfill their benefits regarding their power and status. What type of political terms used by Pakistani politicians and American politician's comparison is the main concern of this research? Examples will be from spoken material that has been broadcasted on television such as interviews. How different terms are used to show politeness while using the same language. In this context, the topic chosen for the research is completely new. Politeness is a vast term that covers a lot of things but this phenomenon "to compare different regional politician's polite terms" is a completely new aspect of politeness. The present paper aims to enhance how politicians use

language structures for social dominance, describe solidarity and intimacy through words' choice, and consider informal language and slangs' usage formally, To show the convenience of political agendas through politeness, figure out positive politeness strategies and negative politeness strategies used by politicians in their interviews and its comparison based on their different geographical areas.

Research questions

The questions that are going to be answered in this paper are as follows:

1. What type of politeness strategies used in different interviews?
2. What type of positive and negative strategies of politeness is used by Pakistani politicians in the interviews?
3. What kind of positive and negative strategies of politeness is used by American politicians in the interviews?

II. THEORETICAL FRAMEWORK

As a pragmatic paradigm Lakoff (1973) was one of the pioneers who tried to study politeness. Her work in this field prompted a lot of researchers that either disapproved or confirmed her conventions. According to her, the linguistic expression's choice underlies some pragmatic rules. These rules are just like the rules of grammar, semantic, and syntax as she describes:

"We should like to have some kind of pragmatic rules, dictating whether an utterance is pragmatically well-formed or not, and the extent to which it deviates if it does" (1973, p.296).

In this research, Brown and Levinson's (1987) model of politeness strategies is applied as a hypothetical framework. They classify politeness "as a complex system for softening face threats" (p. 1). Their premise is engaged by numerous researchers as the utmost critical exertion on using politeness strategies. They consider Goffman's (1967) notion of 'face', which indicates "the positive social value a person effectively claims for himself by the line others assume he has taken during a particular contact" (p. 213). Concurring to Brown and Levinson (1987) intended for the preservation of communal order politeness is primitive. Brown and Levinson's purposed their stance of a face as "the public self-image" which ought to be kept up by the participants involved in communication (1987: p. 61-2).

It is described that in negative politeness strategies questions are used or that type of questions in which permission is required, by this an opportunity is given to the other person, while lessening the effect of refusal, such as in direct and bald on record imperatives. In the solidarity strategy, the closeness and frankness of the participants or speaker and listener are emphasized. In linguistics, it's a type of strategy in which nicknames, personal information, sometimes abusive terms, and slang are used. Inclusive terms are also a part of solidarity strategy.

On the other hand, in the deference strategy, the listener has the freedom to give any answer which can be an acceptance or refusal. It is used in 'formal politeness' and impersonal and independent.

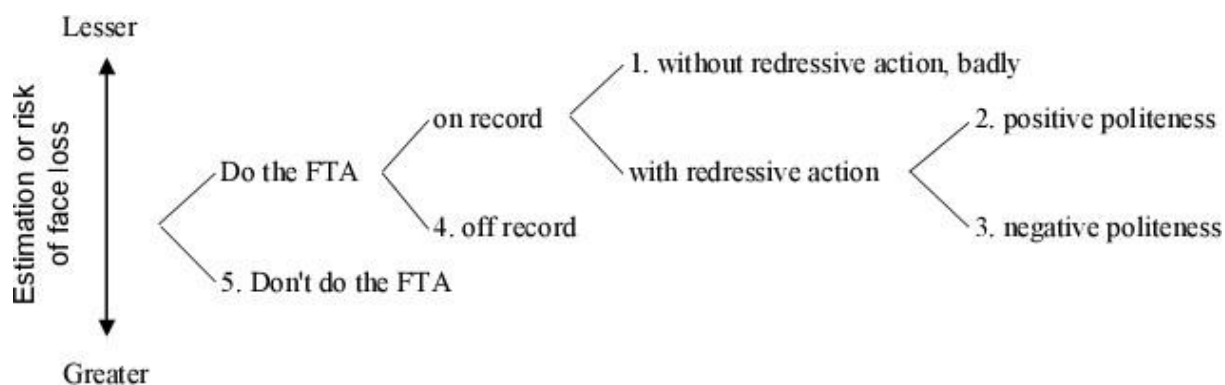


Figure 1.1 Politeness strategies: a model given by Brown and Lavinsons (1987)

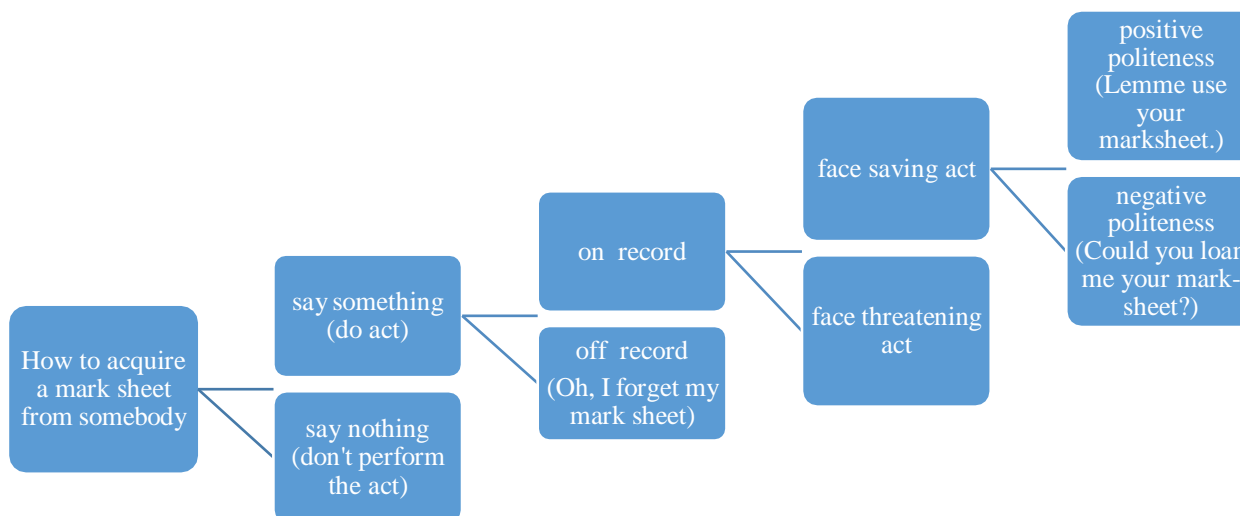


Figure 1.2: How to acquire a mark sheet from somebody (following Brown and Levinson 1987)
The choices can escort us in the direction of two kinds of politeness.

1. Positive politeness
2. Negative politeness

Positive politeness is a form of politeness which deals with the speaker and hearer have common goal and both wants the same thing. It includes direct speech acts. Speaker uses complementation, thanks and call each other by their first name, etc. The following example shows positive politeness according to Brown and Lavinson's politeness model:

Example 1

Ali: **Give me** that bottle!

Sarah: Want to drink it?

Ali: I am thirsty!

Ali who is the speaker A asks for giving a bottle from B (friend B). In positive politeness, the speaker is sometimes dependent on someone and tries to use that type of sentence structure which shows closeness and they can fulfill their goal.

Negative politeness, however, is a type of politeness in which the speaker tries to be independent as George Yule (1966;62) describes it as "emphasize the importance of other's time or concerns, and even include apology for the imposition or interruption". Brown and Levinsons point that in negative politeness the speaker can interrupt or talk inappropriately. The given example shows negative politeness.

Example 2

Pilot A: **Hey!** Come in.

Pilot B: **Please** wait I am just coming.

Pilot A: (unlocking the main door) go in.

Pilot B: After you **please**.

Pilot A: After you.

So, it can be summarized that power is an important social factor that involves its establishment and it can be noted through the context of the interaction that how the power is used. Sentence structures are important to because it reflects how we use language and language is used to exercise the power. Freedom of action as the participant is free to act in the situation or interaction to exercise the power.

The method used in the recent research is qualitative method as the researcher tries to test a phenomenon about the politicians used politeness strategies and only Pakistani and American renowned politicians (female and male) were taken. Data was collected from the different television programs which were broadcasted and used the broadcasts into transcript form for analysis purpose.

Gender	No. of interviews
Male	2
Female	2
Total	4

Table-1.1: Interviews taken as sample

The researcher tries to compare these strategies as Pakistani politicians' strategies with American politicians' strategies. Specifically, how repetition occur in their speeches which can be seen through transcription, adjacency pairs, and how the name is used by the politicians: is it full name, first name or last name. When it is talked about the adjacency pair the things which are observed are offers and refusals or acceptance, greetings, and question answers as interviews are also a part of the research.

These are related to conversational analysis: politeness strategies and adjacency pairs. These are used a lot of times by the politicians which shows how much polite they are and how much impolite or under politeness strategies are used but impoliteness or under politeness is not the part of our study. Researcher's concern is to highlight the politeness strategies used by the politicians even it is positive or negative and used by male and female politicians.

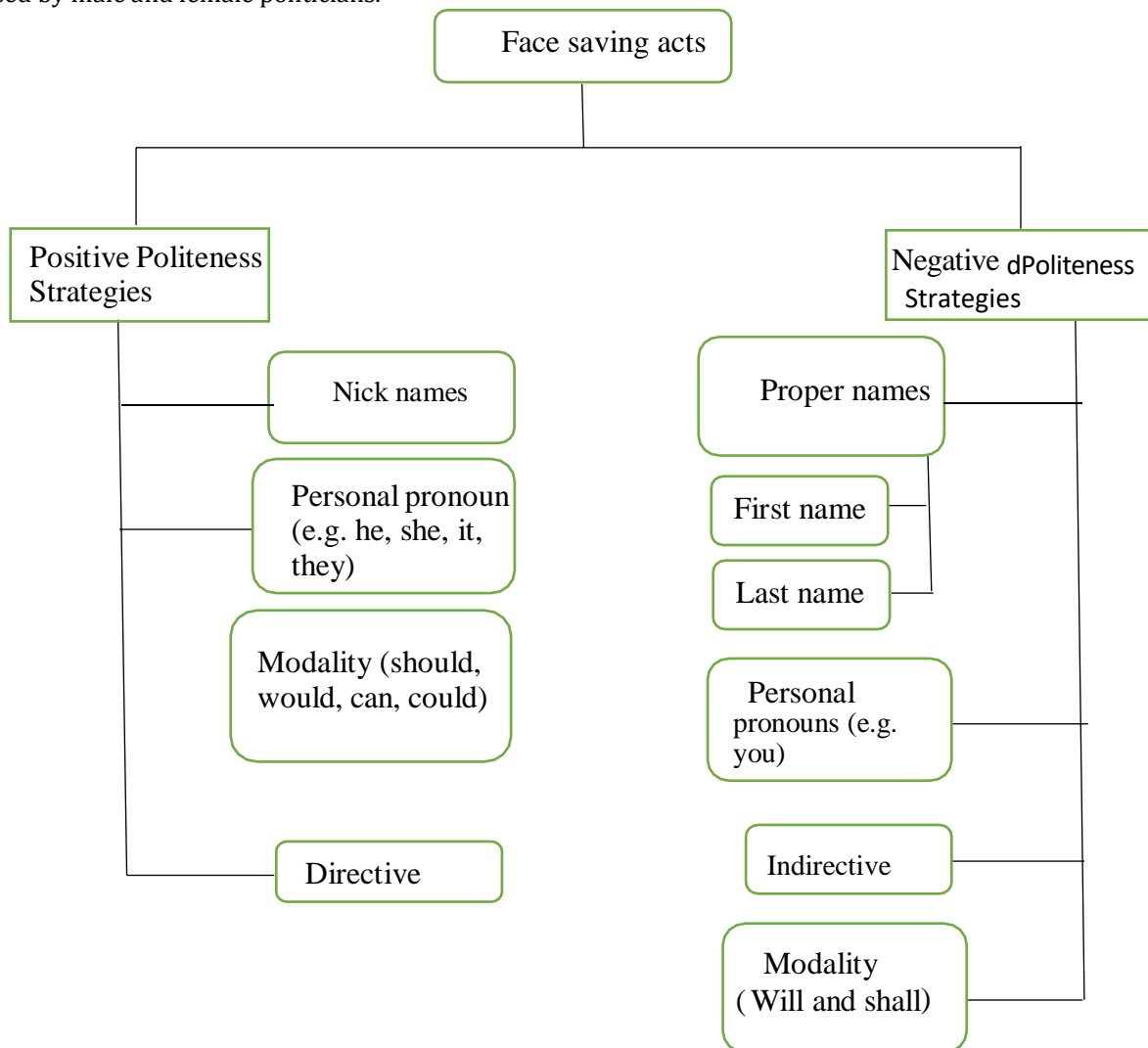


Figure-3.1: Politeness strategies used by the politicians in Interviews (following Brown and Levinson's model, 1987)

III. ANALYSIS AND DISCUSSION

Four interviews; two male and two female interviews are discussed in the following section. Chunks, pertaining to each strategy, have been selected for the analysis.

Analysis

Following section deals with Politeness strategies used by male and female politicians depending upon their geographical area. These interviews are analyzed individually by keeping in view Brown and Lavinson's (1987) politeness strategies.

Interview 1: Nawaz Sharif

He used in his talk to "Al Jazeera- 23 Aug 2007 and Frost over the world- 25 May 2007" used a lot of politeness strategies. i.e. Pronouns, use of full name and first name, modality, indirective, directives, and disagreement are pointed from his interviews. Directives, first name, and modality shows positive politeness while last name, modality, and indirective are negative politeness strategies.

Use of Pronouns:

- "I think **we** are gradually marching on the road to democracy..." (Nawaz Sharif: Al Jazeera - 23 Aug 2007)
- "I think **we** should be looking up to the people of Pakistan, **we** should draw strength from **them** and not any external force." (Nawaz Sharif: Al Jazeera - 23 Aug 2007)
- "I think **I**'m still the prime minister and the president; former president" (Frost over the world - amnesty Intl & Nawaz Sharif -25 may 2007)
- "If **you** and President Bush if **he**'s preaching democracy in Afghanistan if **he**'s preaching democracy in Iraq **he** will stop supporting a uniformed president in Pakistan this is absolute attention." (Frost over the world -amnesty Intl & Nawaz Sharif -25 may 2007)

Use of name (first name and last name)

- "We take the parliament into confidence United States of America must not support only one individual **Mister Musharraf**..." (Frost over the world -amnesty Intl & Nawaz Sharif -25 may 2007)
- "**Musharraf** should not prevent us from going back to Pakistan..." (Frost over the world -amnesty Intl & Nawaz Sharif -25 may 2007)
- "I think **Mr. Musharraf** should now pave way for the real democracy in Pakistan." (Nawaz Sharif: Al Jazeera - 23 Aug 2007)
- "There is no suspect a few individuals who've crossed over and they won now want to come back we will not accept it of course **President Musharraf** enjoys a lot of backing from the United States." (Nawaz Sharif: Al Jazeera - 23 Aug 2007)

Modality:

- "We **will** strengthen the institutions like judiciary which talks about good governance." (Frost over the world -amnesty Intl & Nawaz Sharif -25 may 2007)
- "160 million people of Pakistan **should should** support democracy and not dictatorship." (Frost over the world -amnesty Intl & Nawaz Sharif -25 may 2007)
- "I think we **should** be looking up to the people of Pakistan we **should** draw strength from them and not any external force." (Nawaz Sharif: Al Jazeera - 23 Aug 2007)
- "We **should** leave to the people of Pakistan to decide their future." (Nawaz Sharif: Al Jazeera - 23 Aug 2007)

Indirective:

- "Well, I think we have a very cordial relationship, and we are certainly supporters of eat at this point of view." (Frost over the world -amnesty Intl & Nawaz Sharif -25 may 2007)
- "To hold free and fair elections the country the two main leaders of the country have to be back in order to launch a campaign of the parties." (Frost over the world -amnesty Intl & Nawaz Sharif -25 may 2007)
- "It is a very good development I think we are gradually marching on the road to democracy and the judgment which came a few weeks earlier for the reinstatement of the Chester's. It was very encouraging for people who are struggling for the restoration of democracy." (Nawaz Sharif: AlJazeera - 23 Aug 2007)

Directives:

- "No, I haven't given any dates I haven't made any such announcement but I want to be back into Pakistan." (Frost over the world -amnesty Intl & Nawaz Sharif -25 may 2007).

- **“He has no legs to stand on, he has no legal** in the sanctity that the pollution that is holding **but he has the loyalty of the military** that's going to be quite hard for you to navigate around.” (Nawaz Sharif: Al Jazeera - 23 Aug 2007)

Interview 2: Barack Obama

He was the president of America. He was the first black president of United States of America. He has an effective personality and a leader. The interview included for sample by the researcher was published on Mar 16, 2015 on VICE. He also used the both “positive and negative politeness strategies”. Positive strategies as: directives, first name, and modality and last name, modality, and indirective are pointed as negative politeness strategies.

Use of Pronouns:

- **“We're** still going to have a heck of a problem...” (Barak Obama speaks with VICE news: Published on Mar 16,2015)
- **“I** guarantee **you** that the Republican Party will have to change **it's** approach...” (Barak Obama speaks with VICE news: Published on Mar 16,2015)
- **“They're** more concerned about gas prices.” (Barak Obama speaks with VICE news: Published on Mar 16,2015)
- **“Who** are often motivated, principally, by opposing whatever **it** is that **I** propose.” (Barak Obama speaks with VICE news: Published on Mar 16,2015)

Use of Names:

- “Is, you talk to **Malia and Sasha**, you know?” (Barak Obama speaks with VICE news: Published on Mar 16,2015)
- “For them to address a letter to the **Ayatollah**, the supreme leader of Iran, who they claim is our mortal enemy, and their basic argument to them is, don't deal with our president...” (Barak Obama speaks with VICE news: Published on Mar 16,2015)

Modality:

- “If you legalize marijuana, it **would** be the biggest part of your legacy.” (Barak Obama speaks with VICE news: Published on Mar 16,2015)
- “We **should** be thinking about making investments there that ultimately save us...” (Barak Obama speaks with VICE news: Published on Mar 16,2015)
- “We **will** slowly push back ISIL out of Iraq.” (Barak Obama speaks with VICE news: Published on Mar 16,2015)
- “The one way that he **can** get validation, power, respect as if he's a fighter.” (Barak Obama speaks with VICE news: Published on Mar 16,2015)

Indirective:

- “I get a **bird's eye view** on what's going on everywhere in the world.” (Barak Obama speaks with VICE news: Published on Mar 16,2015)
- **“I can have as much of an impact on the things that are important to people** as anybody on the planet?” (Barak Obama speaks with VICE news: Published on Mar 16,2015)
- **“If I'm able to double fuel efficiency standards**, and if I'm able to make appliances more efficient, and to double the production of clean energy.” (Barak Obama speaks with VICE news: Published on Mar 16,2015)
- **“If we do get a deal, it's going to be because I can verify that they won't have a weapon...”** (Barak Obama speaks with VICE news: Published on Mar 16,2015)

Directive:

- **“I'll tell you.** Climate change is an example of the hardest problems to solve, the hardest thing to do in politics and in government is to make sacrifices now for a long term payoff.(Barak Obama speaks with VICE news: Published on Mar 16,2015)
- **“The conference that will be taking this place this year in, in Paris.”** (Barak Obama speaks with VICE news: Published on Mar 16,2015)
- **“You know, I, I, let me tell you**, this is a fun job.” (Barak Obama speaks with VICE news: Published on Mar 16,2015)
- **“We're still going to have a heck of a problem**, but we will have made enough progress that, the next president and the next generations can start building on it, you start getting some momentum.” (Barak Obama speaks with VICE news: Published on Mar 16,2015)

Interview 3: Benazir Bhutto:

In her interview she also used different “negative and positive politeness strategies”. She also used modal verbs, self-identity markers, names, disagreement, directives and indirective. Like Mr. Nawaz Sharif

interview's analysis; indirective, last name are under negative strategies of politeness and positive strategies are: first name, and directive.

Use of Pronouns:

- "I have stayed out temporarily only because **I** think that **I** can better lead my party from outside than being silenced in a prison wall." (Benazir Bhutto: Reya Von Galen; Published on Jul 8, 2012)
- "I think religion is a personal matter and each person has interpreted for themselves so what **I'm** telling you is my interpretation." (Benazir Bhutto: Reya Von Galen; Published on Jul 8, 2012)
- "I had no intention of going into politics." (Benazir Bhutto: Reya Von Galen; Published on Jul 8, 2012)
- "**We** were fighting for **our** in pendants women used to come out on the street." (Benazir Bhutto: Reya Von Galen; Published on Jul 8, 2012)

Use of Names:

- "I was the one who was a threat to their base **Osama bin Laden** big ten million dollars to have me overthrown in 1989 this money was given to **Mr. Anniversary**." (Benazir Bhutto: Reya Von Galen; Published on Jul 8, 2012)
- "We devoted ourselves holy fully solely to getting rid of **Zia** and his military dictatorship." (Benazir Bhutto: Reya Von Galen; Published on Jul 8, 2012)
- "**Indira Gandhi** was prime minister of our neighbor India so my father would always say that if **Nahrow's daughter** can become Prime Minister of India my daughter is going to become Prime Minister of Pakistan." (Benazir Bhutto: Reya Von Galen; Published on Jul 8, 2012)

Directive:

- "**You're right** my father always wanted me to go into politics." (Benazir Bhutto: Reya Von Galen; Published on Jul 8, 2012)
- "**I don't know what I reminded him** of himself or what qualities he's sewing me." (Benazir Bhutto: Reya Von Galen; Published on Jul 8, 2012)
- "**Yes**, because I was physically photos daughter, I was given a great degree of respect, and a great degree of support." (Benazir Bhutto: Reya Von Galen; Published on Jul 8, 2012)
- "**This corruption claims are all bogus** and the people of Pakistan have one ready to rejected them." (Benazir Bhutto: Reya Von Galen; Published on Jul 8, 2012)

Indirective:

- "**I think religion is a personal matter and each person has interpreted** for themselves." (Benazir Bhutto: Reya Von Galen; Published on Jul 8, 2012)
- "**I'd be less concerned but it's the fate of Pakistan** this is really taking box not and throwing it to the fundamentalist." (Benazir Bhutto: Reya Von Galen; Published on Jul 8, 2012)
- "**I think it is not really is a religion of liberation** but that there is a mafia of driving towards patriarch thought." (Benazir Bhutto: Reya Von Galen; Published on Jul 8, 2012)

Modality:

- "**I will** return to Pakistan; Pakistan is my home." (Benazir Bhutto: Reya Von Galen; Published on Jul 8, 2012)
- "What is marriage in Islam? It's a contract where both parties Savior coming together to have a family and these are the terms by which **we will** live together." (Benazir Bhutto: Reya Von Galen; Published on Jul 8, 2012)

Interview 4: Hillary Clinton

She has a great name in the politics of United States of America. Politeness strategies are also used by her in her interview on One-on-One MSNBC. Like others she also used directive, pronouns, indirective, modality and names. Examples are included from her interview published on Sep 4, 2015.

Use of Pronouns:

- "I'm going to answer these questions..." (Hillary Clinton: One-on-One |Andrea Mitchell |MSNBC; Published on Sep 4,2015)
- "**We** renew the basic bargain of America so that if **you** work hard **you do your part you** can get ahead..." (Hillary Clinton's interview: One-on-One |Andrea Mitchell |MSNBC; Published on Sep 4,2015)
- "I think **you** know **they** will be coming out..." (Hillary Clinton: One-on-One |Andrea Mitchell |MSNBC; Published on Sep 4,2015)
- "I think that the American people are going to want a president **who** supports diplomacy..." (Hillary Clinton: One-on-One |Andrea Mitchell |MSNBC; Published on Sep 4,2015)

Use of Names:

- “I advocated for a more robust response when **Assad** began his onslaught on the Syrian people...” (Hillary Clinton: One-on-One |Andrea Mitchell |MSNBC; Published on Sep 4,2015)
- “Well let me tell you the process here because I’m glad you asked that **Andrea** because I think it is one of the questions...” (Hillary Clinton: One-on-One |Andrea Mitchell |MSNBC; Published on Sep 4, 2015)

Modality:

- “I **will** have a chance to do that in front of the entire world...” (Hillary Clinton: One-on-One |Andrea Mitchell |MSNBC; Published on Sep 4, 2015)
- “They **would** go through the same process so again it’s confusing...” (Hillary Clinton: One-on-One |Andrea Mitchell |MSNBC; Published on Sep 4, 2015)
- “I’ve been as transparent as I **could** asking that all 55,000 pages be released to the public...” (Hillary Clinton: One-on-One |Andrea Mitchell |MSNBC; Published on Sep 4, 2015)
- “I take responsibility I should have had two accounts one for personal and one for work-related...” (Hillary Clinton: One-on-One |Andrea Mitchell |MSNBC; Published on Sep 4, 2015)

Directive:

- “**I’m going to answer these questions and I’m also going to continue to talk about what’s important to the people...**” (Hillary Clinton: One-on-One |Andrea Mitchell |MSNBC; Published on Sep 4, 2015)
- “**Well the people I was emailing to on the dot-gov system certainly knew and they would respond to me on my personal email...**” (Hillary Clinton: One-on-One |Andrea Mitchell |MSNBC; Published on Sep 4, 2015)
- “**I have gone the extra step and gone through all of the emails...**” (Hillary Clinton: One-on-One |Andrea Mitchell |MSNBC; Published on Sep 4, 2015)
- “**The American people will believe that I do and will support me for president...**” (Hillary Clinton: One-on-One |Andrea Mitchell |MSNBC; Published on Sep 4, 2015)

Indirective:

- “**It would have been better if I’d** had two separate accounts to begin with...” (Hillary Clinton: One-on-One |Andrea Mitchell |MSNBC; Published on Sep 4, 2015)
- “I had a personal email, **I personally a mail when I was in the Senate...**” (Hillary Clinton: One-on-One |Andrea Mitchell |MSNBC; Published on Sep 4, 2015)
- “**I take classified material very very seriously and we followed all the rules on classified material...**” (Hillary Clinton: One-on-One |Andrea Mitchell |MSNBC; Published on Sep 4, 2015)
- “**In fact, if I’d had just a government account that was on the unclassified system they would go through the same process...**” (Hillary Clinton: One-on-One |Andrea Mitchell |MSNBC; Published on Sep 4, 2015)

This paper aims to explore the politeness strategies utilized by both American and Pakistani lawmakers. To investigate and make comparison between these two countries politicians the researcher used transcript form of data. Data was collected from both males and female politician’s interviews, who has a great name in politics. Model given by Brown and Levinsons (1987) used by the researcher. Levinsons and Brown’s model of “positive and negative politeness strategies” is further divided into sub categories and those sub categories were highlighted from the interviews of the politicians.

IV. DISCUSSION

In interviews different strategies which were commonly used by the politicians are pointed out. “Positive politeness” is politeness in which the speaker tries to be frank and build relationship with the listener and “negative politeness” strategies are used by the initiator to be independent but both are face saving acts.

The table given below summarizes the whole data analysis in the form of table.

No. of strategies	Strategies	Nawaz Sharif	Barak Obama	Benazir Bhutto	Hillary Clinton
1	First name (P. politeness)	2	2	2	2
2	Last name (N. politeness)	2	2	2	2

3	Directness (P. politeness)	?	?	?	?
5	Indirective (N. politeness)	?	?	?	?
4	Pronoun (P+N)	?	?	?	?
5	Modality (P+N)	?	?	?	?

Table 1.2: positive and negative strategies used in interviews

Description of table

In the above table (✓) sign is used to show that the politician has used the given strategy. Researcher analyzed two male interviews; one from Pakistan (Nawaz Sharif) and other from America (Barack Obama), and two female interviews; one from Pakistan (Benazir Bhutto) and other from America (Hillary Clinton). Pakistani and American politicians used the above given strategies in almost same way except use of name which is dependent on geographical region as features of Pakistani English are different from American English features. According to Pakistani English features first name is used as negative politeness and in American English last name is used as negative politeness.

V. CONCLUSION

This paper presents the comparison between “Pakistani” and “Americans” politicians’ used politeness strategies. These politeness strategies are used differently as negative politeness strategies used in interviews. The study includes Pakistani and Americans politicians who has power and exercised it on people. In political speeches which are public in nature, both countries’ politicians used “positive and negative politeness” strategies but in a different way, strategies used in interviews provide the answer of the second research question. First name, compliment, modality, thanks, and directives are some of the positive politeness strategies used in interviews while second or full name, indirective and modality are negative politeness strategies. Apologies and compliments are type of strategies which is not frequently used by the Pakistani politicians.

For Pakistanis the use of first name shows positive politeness while Americans used it as a “negative politeness” strategy. Pakistani politicians used modality as would, should, could, etc. while American politicians used “will” which is due to geographical region difference and more directives than Pakistanis. It is concluded that American politicians and Pakistani famous politicians used politeness strategies equally in their interviews.

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