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**A Pragmatic Study of Politeness in the Royal Family  
Speeches**

دراسة تداولية للتأدب في خطابات العائلة المالكة

By

M.A. Noor Hameed Jasim

نور حميد جاسم

University of Babylon-College of Education for Human Sciences/Iraq

Email: [noorjasim895@gmail.com](mailto:noorjasim895@gmail.com)

**Prof. Dr. Qasim Obayes Al-azzawi.**

الأستاذ الدكتور قاسم عبيس العزاوي

University of Babylon-College of Education for Human Sciences/Iraq

Email: [dr.qasim\\_tofel@uobabylon.edu.iq](mailto:dr.qasim_tofel@uobabylon.edu.iq)

**Abstract**

This paper focuses on a pragmatic perspective on politeness in the royal family speeches. From a pragmatic standpoint, too little emphasis has been placed on politeness in royal speech. Therefore, this study attempts to conduct a pragmatic analysis of politeness using the elected model. Therefore, the aim is to identify the most common politeness strategies and sub-strategies used by members of the royal family, and to find out the types of deixis most commonly used by members of the royal family. Then find out their useful functions. When the principle of cooperation is discovered, the code is violated. According to the aims listed above, it is hypothesized that: Members of the royal family use the positive politeness technique, personal deixis is the most frequently used type in the speeches of the royal family. Quantity maxim is the most frequently used type in the speeches of the royal family, the results of the analysis prove the first, second, and third hypotheses.

**Keywords:** politeness, Pragmatics, Speeches.

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### المخلص

يركز هذا البحث على منظور تداولي حول التأدب في خطابات العائلة المالكة. من وجهة نظر تداولية، تم التركيز قليلاً على التأدب في الخطاب الملكي. لذلك، تحاول هذه الدراسة إجراء تحليل تداولي للتأدب باستخدام النموذج التوليقي. لذلك، فإن الهدف هو تحديد استراتيجيات الأدب والاستراتيجيات الفرعية الأكثر شيوعاً التي يستخدمها أفراد العائلة المالكة، ومعرفة أنواع النداءات الأكثر شيوعاً التي يستخدمها أفراد العائلة المالكة. ثم اكتشف وظائف المفيدة. عندما يتم اكتشاف مبدأ التعاون، يتم انتهاك القانون. وفقاً للأهداف المذكورة أعلاه، يُفترض أن: يستخدم أفراد العائلة المالكة أسلوب الأدب الإيجابي، والنداء الشخصي هو النوع الأكثر استخداماً في خطابات العائلة المالكة. المبدأ الكمي هو النوع الأكثر استخداماً في خطابات العائلة المالكة، وتثبت نتائج التحليل الفرضيات الأولى والثانية والثالثة.

**الكلمات المفتاحية:** التأدب، التداولية، الخطابات.

### 1. Introduction

Lakoff (1975:45) describes politeness as "forms of behavior that have been created in cultures in order to avoid friction in human connection." Brown and Levinson (1987: 65), who define politeness as "a style of behavior that permits conversation to take place between potentially violent partners", support this perspective. A similar statement is made by Foley (1997: 270), who characterizes politeness as "a battery of social skills whose objective is to ensure that everyone feels validated in a social interaction."

According to Yule (1998: 60), politeness is "a means to exhibit awareness of another person's public self-image." In agreement with Yule,

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Cruse (2006: 131) asserts that being polite entails maximizing the positive effects of one's words and minimizing any negative ones on other people's sentiments. A similar argument is made by Watts (2003: 9), who claims that politeness is a phenomenon that does not come naturally to people. There have never been generations of fast instructors or books on "proper behavior" to support the development of politeness skills; people have to acquire it and be socialized with it. Despite its importance, the pragmatic strategies constituting the structure of this act have not been investigated, which means that the pragmatic aspects of politeness have not been given their due attention.

To bridge this gap, the present study makes its appeal to tackle Politeness from a pragmatic angle. Thus, the present study specifies itself in study politeness and finding answers to the following questions: What are the politeness super-strategies and sub-strategies that are mostly employed to show politeness by the members of the royal family, Figuring out the most frequently used types of deixis by the members of the royal family. Then, finding what pragmatic function they fulfill. How are the cooperative principle maxims breached. To achieve the aims of this study, the following procedures are followed: providing some theoretical framework for the concept of politeness and some related topics that are crucial to the aims of the study, collecting data, and applying an eclectic model for a pragmatic analysis.

### 1. Politeness strategies

As a key idea in pragmatics, politeness is concerned with how people regulate their social interactions in conversation, and more specifically, how utterances can be more or less polite.

As stated by Brown and Levinson (1978: 68), speakers can utilize one or more of the four PSs—bald on-record politeness, on-record positive politeness, on-record negative politeness, and off-record politeness—to prevent or lessen any negative effects that face-threatening behaviors might have. But, only the first three options are looked at in the present study.

#### 2.1 Bald On-Record Politeness

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Due to the fact, that there is just one clearly defined purpose, S adopts this super strategy, acting immediately and obviously without the use of any mitigating conditions. In the following situations, S could contextually apply this tactic: The first thing is that S and H covertly concur that, for the sake of expediency or time, face wants relevance may be suspended. Secondly, it is in H's best interests when there is a very slight threat to H's face (such as when asking, pleading, or providing). Lastly, if S can get backing from the crowd and H is physically significantly stronger than him or if S can destroy H's face without putting his own life in danger (Brown and Levinson, 1987: 68-9).

### 2.2 Positive politeness

Positive politeness (PP) focuses on H's positive attributes. It aims to reduce the Face Threatening act of both the positive self-face of S and the positive face of the H. It has three sub-strategies and fifteen results. PP asserts that S is concerned about H's desires, for instance by claiming group membership or by treating H as a friend or someone with approved or known qualities and desires.

### 2.3 Negative Politeness

Brown and Levinson (1987: 70) define negative politeness (NP from here on) as a group of tactics principally employed to satisfy or address "H's negative face, his fundamental desire to retain claims of territory and self-determination." NP is therefore fundamentally an avoidance-based strategy. The realizations of NP strategies imply that S has a negative attitude toward H's desires, acknowledges them, and will either not interfere with H's freedom of action or only minimally. In light of this, NP "is characterized by self-effacement, formality, and restraint, with attention to very restricted portions of H's self-image, focused on His desire to stay unencumbered.

## 3. Flouting the Conversational Maxims

### 3.1 Flouting the Maxim of Quality

The rule of quality is broken when someone deliberately states something that is untrue or for which there is insufficient support. Cutting (2002: 37) asserts that a speaker essentially states something that obviously does not refer to what they think when they are violating a quality standard.

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### 3.2 Flouting the Maxim of Quantity

The maxim of quantity is broken when a speaker purposely gives more information than is required during a debate or less information than the situation calls for (Thomas: 1995: 69-71).

### 3.3 Flouting the Maxim of Manner

When a speaker is not concise, uses cryptic language, is not deliberate, or uses unclear language, they are intentionally disregarding the maxim of manners. Cutting (2002:38) claims that speaking incoherently or using ambiguous language constitutes purposefully disobeying the rule of manner.

### 3. Dixies

Dixies is a concept used in linguistics to describe language components such as location adverbs like here and there, tenses, and personal pronouns. It focuses on context-dependent approaches to speech interpretation.

It is a phenomenon wherein lexical and/or grammatical processes in a language represent various aspects of the context of an utterance or speech event. Language expressions that are widely utilized as deictic expressions include demonstratives, first- and second-person pronouns, tense markers, adverbs of time and location, and motion verbs (Huang, 2007:132).

#### 3.1. Person Dixies

Personal dixies is a strategy that aids audience members in locating their position within a speech event. The speaker uses the first person (I, us) while referring to themselves, and the second person (you) when referring to the addressee. (Levinson, 1983:62).

#### 3.2. Social Dixies

Social deixis describes language components connected to the social identities of interlocutors, connections between them, or connections to other referents (Levinson, 1983: 63). Khalili (2017: 61) proposes two distinct social deixis types. Relational social deixis refers to some social characteristics of referents by referring to the social relationship between the intercalants, such as "my wife" and "my professor." As opposed to this,

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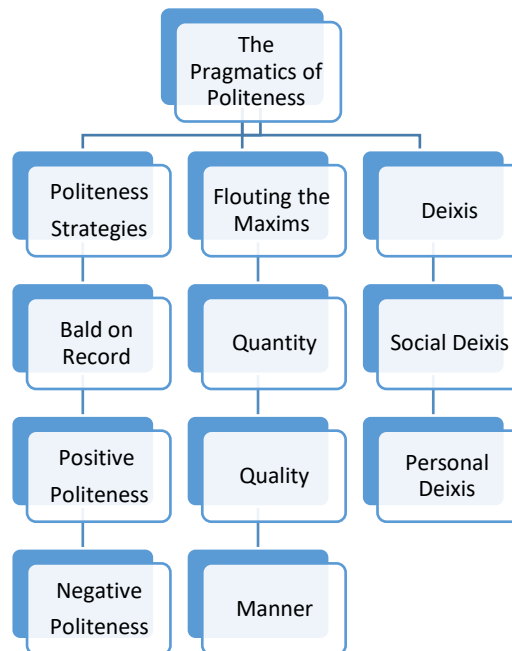
absolute social deixis refers to a deictic reference to the status of the interlocutors, such as "your highness" and "Mr. President."

### 4. Methods of the analysis

The speeches that are chosen as the study's data are examined from a pragmatic angle. These speeches are examined using an eclectic analysis paradigm. Without comparing them numerically, qualitative techniques describe various types of characteristics of people and events (Thomas, 2003:1). Following the collection of the data, a qualitative analysis is conducted by looking at the speeches using the eclectic model shown in figure 1.

#### 4.1 The Model of Analysis

The chosen speeches will be pragmatically examined using the study's eclectic approach (see Figure 1). The Politeness techniques are initially supplied for each sentence for the benefit of clarity. The same text is then evaluated using Levinson's deixis 1983. The third step is a cooperative principle analysis of the text.



#### Extract.1

*I was shocked to hear of the explosion at the port in Beirut and the surrounding area. I have fond memories of the people of Lebanon after visiting your country last year in June. My thoughts are with all those affected by this*

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*tragic incident, as well as everyone supporting them. My prayers go out to the victims and their families.*

### 1. Politeness Strategies

Sophie, Duchess of Edinburgh uses PPs bald on record as she directly expresses her sadness about hearing the news and her memories after her visiting to this country.

### 2. Flouting Grice's Maxims

No Flouting of maxims are found.

### 3. Dixies

Sophie uses personal deixis, first person pronoun "I" in "*I was shocked to hear of the explosion at the port in Beirut and the surrounding area. I have fond memories of the people of Lebanon after visiting your country last year in June*" to express her attitude about this tragic incident and to speak about her memories in that place. Also, She makes use of "second person pronoun" by using the possessive form "*your*" to refer to the people of Lebanon and their country.

#### Extract. 2

*He's left a giant-sized hole in our lives. I think, unfortunately, the pandemic has slightly slewed things and as much as, it's hard to spend as much time with the Queen than we would like to. We've been trying to, but of course it's still not that easy. And of course the normal way of things isn't normal yet. So we're not necessarily doing the things that we would normally have done with him. so I think they'll come and go, but you have to let them come, and let them go. But just talking to you now, it's a bit of an 'Oh my goodness' moment, which you don't necessarily expect, and you don't expect them to come. And I had the same when I lost my mother. You know, I'd be fine, absolutely fine, fine, fine. And then something happened, or you'd hear a piece of music, or you'd do something, and suddenly you would, you know, get taken off at the knees. So there'll be lots of moments like that. But it's good to remember.*

### 1. Politeness Strategies

In this extract, she only resorts to bald on record strategy as "*I think the whole grieving process is probably likely for us .....so I think they'll come and go.... And I had the same when I lost my mother. You know, I'd*

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*be fine, absolutely fine, fine, fine"*. To express directly her grief over the death of Prince Philip.

## 2. Flouting Grice's Maxims

Duchess of Edinburg ,Sophie flouts the maxims of quantity as she overstates about the death of her father in law prince Philip and the effect of his death on them as in "*.....He's left a giant-sized hole in our lives*" because she overstates that Prince Philip left in their life "giant" hole .

The maxim of quantity is also flouted by Sophie she repeats the word "*fine*" more than one time to indicate that the death of Prince Philip will not break them. Furthermore, she seems to flout the maxim of manner two times in "*So there'll be lots of moments like that*" and "*so I think they'll come and go, but you have to let them come, and let them go*" because she is not clear in her answer.

Moreover, she fails to observe the maxim of Quality because she uses the metaphorical expression "*get taken off at the knees*" to indicate that the prince's death was shock and a great tragedy for them.

## 3. Dixies

Sophie uses three types of personal deixis; first person pronoun "I" as in "*I think, unfortunately, the pandemic has slightly slewed things and as much as,it's hard to spend as much time with the Queen*" is used to express her attitude towards coronavirus and its effects on herself and her family. And "we" as in "*than we would like to*" to refer to herself and her family. Third person pronoun "He" is used to refer to Prince Philip as in "*He's left a giant-sized hole in our lives*"

In addition, she makes use of the second person pronoun, "you" to refer to the hearer as in "*you'd hear a piece of music, or you'd do something, and suddenly you would, you know, get taken off at the knees*".

Furthermore, she resorts to social dixies as in "*Queen*" to show respect towards the referent.

## Extract. 3

*On Thursday, the world lost an extraordinary leader, whose commitment to the country, the Realms and the Commonwealth was absolute. So much will*



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*be said in the days ahead about the meaning of her historic reign. I, however, have lost a grandmother. And while I will grieve her loss, I also feel incredibly grateful. I have had the benefit of The Queen's wisdom and reassurance into my fifth decade. My wife has had twenty years of her guidance and support. My three children have got to spend holidays with her and create memories that will last their whole lives. She was by my side at my happiest moments. And she was by my side during the saddest days of my life. I knew this day would come, but it will be some time before the reality of life without Grannie will truly feel real. I thank her for the kindness she showed my family and me. And I thank her on behalf of my generation for providing an example of service and dignity in public life that was from a different age, but always relevant to us all. My grandmother famously said that grief was the price we pay for love. All of the sadness we will feel in the coming weeks will be testament to the love we felt for our extraordinary Queen. I will honour her memory by supporting my father, The King, in every way I can.*

## 1. Politeness Strategies

In "*The Queen, The King, leader*" Prince William uses NPs of giving deference; he uses these words to express his respect to the referent which they are his grandmother and his father. Then, he shifts to use the PPs in-group identity markers by using the address form "*Grannie*" to express his kindness, love and solidarity between himself and his grandmother in spite of social status. Another PPs is made use of in this extract which is exaggerating strategy. He exaggerates his description of the death of his grandmother and he emphasizes this by saying "*the world lost an extraordinary leader*".

Also, prince William resorts to PPs of exaggeration; he exaggerates his thanks to the benefit that the queen taught him wisdom and reassurance. He exaggerates his thanks to his grandmother by saying "*I also feel incredibly grateful*". In "*She was by my side at my happiest moments. And she was by my side during the saddest days of my life*". He exaggerates how the queen was with him and supporting in every moment of his life.

In "*we will feel in the coming weeks will be testament to the love we felt for our extraordinary Queen*" Prince William uses the PPs of including both speaker and hearer throughout using the inclusive we at the middle of this utterance. In doing so, he creates feelings of closeness between himself

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and the hearers. In *"I will honour her memory by supporting my father, The King, in every way I can"* he resorts to the PPs of promising, he promises his grandmother, the late Queen, to support his father in leading the nation, to continue the march after her.

### 2. Flouting Grice's Maxims

The maxim of quantity is flouted because prince William uses tautologies at the end of this extract as in " my father, The King" are expressions which refer to the same person (the same thing is said twice in different words).

Likewise, He flouts the maxim of quantity, as he is more informative than is required; he overstates about his late grandmother by saying *"the world lost an extraordinary leader"*.

### 3. Deixis

Prince William uses personal deixis, first person pronoun "I" to express his sad feelings for his grandmother's death. Also, he makes use of the first person pronoun we by saying *"we will feel in the coming weeks will be testament to the love we felt for our extraordinary Queen"*. And, third person pronoun "she" which is shown in *"She was by my side at my happiest moments. And she was by my side during the saddest days of my life "*. To refer to his grandmother.

Added to that, he resorts to use social deixis as in *"The Queen, The King, leader"*.

### Extract. 4

*I was deeply saddened to hear of the death of His Majesty Sultan Qaboos bin Said al Said. I was truly honoured to spend time with His Majesty during my visit to Oman last month. It was clear from all those I met that he will be remembered with great affection. His Majesty was unwavering in his commitment to improve the lives of his people, and in his resolve to work towards regional stability. I am thankful for His Majesty's many years of friendship with my family and the UK. I offer my heartfelt condolences to the Omani people.*

### 1. Politeness Strategies

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To express his feeling directly, Prince William makes use of Ps bald on record strategy as in *"I was deeply saddened to hear of the death of His Majesty Sultan Qaboos bin Said al Said. I was truly honoured to spend time with His Majesty during my visit to Oman last month.... I am thankful for His Majesty's many years of friendship with my family and the UK"*.

Then, he shifts to use PPs of offering which occurs in *"I offer my heartfelt condolences to the Omani people"* to express his feelings about the late sultan and to show his respect for him. After that, he resorts to use Negative politeness strategy of giving deference *"His Majesty Sultan Qaboos bin Said al Said"*.

### 2. Flouting Grice's Maxims

Prince William overstates about the late sultan because he keeps repeating the noun phrase "His Majesty "so he flouts the maxim of quantity because he is being more informative than is required.

### 3. Dixies

In Prince William's speech, there are two types of dixies, personal deixis " First person Pronoun " he uses more than once as in *" I was deeply saddened to hear of the death....I was truly honoured to spend time ..... I met that he will be remembered with great..... I am thankful for His Majesty's many years.....I offer my heartfelt condolences to the Omani people"*, and social dixies as in *"His Majesty Sultan, Majesty "*to refer to the late sultan Qaboos bin Said al Said in a respectful way that suits his social status.

### Extract. 5

*Thank you Seyi, thank you James, and good evening to everyone.I am very pleased to be joining you this evening to mark Centrepoint's 50th Anniversary. This is an occasion to celebrate the achievements of this fantastic organisation and the young people it has supported over the past five decades.Centrepoint was one of the first charities of which I became Patron, back in 2005.I chose to do that because visiting Centrepoint's services with my mother made such a lasting impression on me as a child.And it still makes a lasting impression on me today. This morning I visited Centrepoint's first Apprenticeship House.The young people I met – some of whom are here tonight – are having their lives transformed.They will soon be living together in*

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*a cosy, shared home, supporting each other as they start new training courses as apprentices. This will help them on the way to a career in their chosen profession..It is this rounded support and care that has helped Centrepoint change the lives of so many young people over the past half century.*

### 1. Politeness Strategies

Prince William uses Ps bald on record strategy as he directly expresses his happiness about the CenterPoint's 50th Anniversary. He also uses PPs of noticing the achievements in, *"This is an occasion to celebrate the achievements of this fantastic organization and the young people it has supported over the past five decades"*. Then he uses another politeness strategy, which is negative politeness of "Be pessimistic" as in "It is upsetting that in 2019 we still have not managed to end youth homelessness".

### 2. Flouting Grice's Maxims

Prince William flouts the maxim of manner because he says something ambiguous because we do not know who James and Seyi are in this speech. The maxim of quantity is flouted because he is repeating the word "center point "eight times to emphasize on the achievements of this charity for 50 years. He flouts the maxim of quality for saying *"rounded support"* metaphorically to refer to the care and support that this charity does for all people who are in need.

### 3. Dixies

In this utterance, Prince William uses personal dixies, first person pronoun " I", "I am very pleased to be joining you this evening to mark CenterPoint's 50th Anniversary" to express his happiness about this organization. Then he uses the third person pronoun "they" to refer to those people that CenterPoint Charity helped them or will help them in the future.

Besides that, he uses social dixies, relational social dixies, as in "Seyi , James, my mother".

### 5. The Results

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Table (1) the Results of Politeness Strategies

		Prince William		Sophie		Total	
The Item		F	P	F	P	F	P
Politeness Strategies	Bald on Record	4	33.33%	4	80%	8	47.05%
	Positive Politeness	7	58.33%	0	0%	7	41.17%
	Negative Politeness	1	8.33%	1	20%	2	11.76%
Total		12	100%	5	100%	17	100%

As shown in the table (1) above, bald on record receives the higher percentage than the other strategies which is (47.05%) which means that they want to express their ideas directly as they are in the higher social states than the hearer. The second strategy in the table is the positive politeness strategy with a frequency of seven times and a percentage of (41.17%).while the third strategy in the table is negative politeness, which occurs only two times and (11.76%).

Table (2) the Results of Flouting of the Maxims

		Prince William		Sophie		Total	
The Item		F	P	F	P	F	P
Cooperative Principle Maxims	Quantity	3	75%	2	40%	5	62.5%
	Quality	0	0%	1	20%	1	12.5%
	Manner	1	25%	2	40%	2	25%
Total		4	100%	5	100%	8	100%

As the results shown in table (2), that Quantity is the most frequently flouted by the royal family, it makes (62.5%). This indicates that the royal family talks too much about the main goals in order to draw attention in a specific point. Flouting the maxim of manner has the second percentage, it amounts (25%). For the flouting of the maxim of quality, it receives (12.5%)

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**Table (3) the Results of Deixis**

The Item		Prince William		Sophie		Total	
		F	P	F	P	F	P
Dixies	Social Deixes	7	46.66%	1	12.5%	8	34.78%
	Personal Deixes	8	53.33%	7	87.5%	15	65.21%
Total		15	100%	8	100%	23	100%

As shown in the table (3) above, personal deixis is the most frequently used in the royal family speeches, it receives (65.21%) and this means that they want to express their views. The social deixis amounts (34.78%).

### 6. Conclusions

Depending on the analysis conducted in the section above of the present study, the researcher concludes the following:

1. The first hypothesis which reads "Positive politeness strategy is exploited by the member of the royal family" is partially verified because the royal family members also use the bold on record politeness strategy heavily.
2. The second hypothesis which reads 'quantity maxim is the most frequently used type in the speeches of the royal family' is verified because the royal family talks too much about the main goal in order to draw the attention to a specific point.
3. The third hypothesis which reads "Social deixis is the most frequently used type of deixis" is partially verified because they use both types of deixis namely personal and social.

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