



A Pragmatic Analysis of Apology in the Script Videos of British Council

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التحليل التداولي للاعتذار في مقاطع الفيديو النصية للمجلس الثقافي البريطاني

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الخلاصة

لقد أسهب الباحثون في شرح فعل الاعتذار، معتبرين إياه عنصرًا أساسيًا في التفاعل الاجتماعي الفعال الذي يُسهّل التواصل السلس بين الأفراد. تهدف هذه الدراسة إلى تحليل أشكال الاعتذار المختلفة في مقاطع الفيديو النصية التي يقدمها المجلس الثقافي البريطاني تحليلًا دقيقًا، لا سيما من منظور التحليل التداولي. وتسعى الدراسة إلى تحقيق هدفين رئيسيين: أولاً، استقصاء أنواع الاستراتيجيات المتنوعة المستخدمة للاعتذار في سياق مقاطع الفيديو النصية للمجلس الثقافي البريطاني؛ وثانياً، تحديد وظائف أنواع الاعتذار المختلفة الملاحظة في هذه المقاطع، خاصة فيما يتعلق بسياقات اجتماعية محددة. ولتحقيق هذه الأهداف بشكل شامل، تفترض الدراسة وجود استراتيجيات اعتذار متنوعة في مقاطع الفيديو النصية التي ينتجها المجلس الثقافي البريطاني، مما يُشير إلى مجال خصب للتحليل والفهم.

يستند نموذج التحليل المُختار لهذه الدراسة إلى إطار عمل انتقائي طرحه كوهين و أولشتاين (1981)، والذي يُوفر أساساً متيناً لدراسة استراتيجيات الاعتذار المستخدمة في مقاطع الفيديو النصية التي أنتجها المجلس الثقافي البريطاني، مع تسليط الضوء على الوظائف العملية التي تبرز من خلال هذه الاعتذارات. ولتحقيق أهداف الدراسة الحالية بفعالية واختبار فرضيتها بدقة، تم اعتماد عدة إجراءات منهجية، تشمل مراجعة شاملة للأدبيات الموجودة حول الاعتذارات، والتي أُجريت باستخدام أساليب البحث النوعي؛ وجمع البيانات بشكل منهجي من مقاطع الفيديو النصية المتنوعة للمجلس الثقافي البريطاني؛ وتحليل دقيق للاعتذارات الواردة في البيانات المُجمعة باستخدام النموذج المُستخدم في هذه الدراسة.

ومن المهم الإشارة إلى أن هذه الدراسة تقتصر على تحليل تداولي للاعتذارات الواردة في مقاطع الفيديو النصية للمجلس الثقافي البريطاني، مع التركيز بشكل واضح على دراسة كل من أنواع الاستراتيجيات المستخدمة والوظائف المختلفة للاعتذارات التي تم رصدها.

تكشف نتائج هذه الدراسة أن مؤشر القوة الاقتضائية للاعتذار (IFID) تبرز كأبرز استراتيجية مستخدمة في سياق الاعتذارات ضمن مقاطع الفيديو النصية للمجلس الثقافي البريطاني، وتوضح كذلك أن الوظيفة الأساسية للاعتذار هي التعبير عن الأسف تجاه الطرف المتضرر.

وبالنظر إلى السياق الاجتماعي ذي الصلة بهذه التفاعلات، تُظهر النتائج أيضاً أن البيئة التي تجري فيها هذه التفاعلات تخضع بشكل كبير لمعايير مؤسسية راسخة تُعزز الاحترام والكفاءة في جميع الأوقات. وهذا يُبرز الدور المحوري الذي يلعبه التعبير عن الأسف، ولا سيما من خلال كلمة "أسف"، في الحفاظ على اللياقة المتوقعة في هذه الأوساط الاجتماعية المتنوعة.

الكلمات الافتتاحية: الاعتذار و البراغماتية، مراجعة الأدبيات، وظيفة الاعتذار، الخاتمة

Abstract

Scholars have extensively expounded upon the act of apologising, deeming it a crucial element of effective social interplay that enables smooth communicate between people. The current study tries to meticulously examine various forms of apologies inside the script videos provided by way of the British Council, in particular from a pragmatic perspective. It strives to achieve great targets: first, investigating the numerous sorts of techniques which are employed for apologising within the context of the script videos of the British Council; and second, pinpointing the features served by the extraordinary types of apologies discovered in these script videos, especially in terms of precise social contexts. To achieve those targets comprehensively, it's far hypothesised that there exist numerous



strategies of apologies within the script videos produced with the aid of the British Council ; and that within the script videos of British Council, there are different functions of apologies every one of them has its own assignment.

The version of evaluation selected for this examine is based on an eclectic framework encouraged by means of Cohen and Olshtain (1981), which provides a sturdy basis for analysing the techniques which might be employed for apologising in the script videos taken from the British Council, whilst additionally highlighting the pragmatic functions surfaced thru these apologies.

To correctly accomplish the aims of the current research and carefully check its speculation, numerous methodological techniques had been adopted: these consist of a comprehensive assessment of the present literature concerning apologies, which has been conducted thru qualitative research strategies; systematic assemble of data from the assorted script videos of the British Council; and rigorous evaluation of the apologies that appear in the amassed information by the model utilised in this study.

It is essential to note that this study is restrained to a realistic analysis of the apologies present inside the script videos of the British Council, with a clear focus on analysing both the kinds of strategies employed and the diverse functions of apologies located. The outcomes stemming from the current study reveal that Illocutionary Force Indicating Device (IFID) emerges as the most prominent form of strategy employed inside the context of apologies within the script videos of the British Council, and similarly elucidates that the primary function of an apology is in general to express regret toward the insulted party .

Considering the relevant social context of these interactions, the outcomes also reveals that the surroundings within which those interactions are taking vicinity is deeply ruled by way of set up institutional norms that promote respect and performance at all times. This highlights the essential function that the expression of regret, in particular as conveyed thru the phrase "sorry," performs in preserving the decorum that is anticipated within these numerous social setting.

Keywords: apology and pragmatic, literature review, the functions of apology, conclusion

1. Introduction

Apology has long stood as a customary speech act in the realm of verbal interplay and usually emerges all through the flow of natural conversation. Throughout the years, people have repeated the process of making mistakes and inadvertently offending others, a practice that dates back over a hundred years (Jucker, 2024). This act is also prominently regarded as one of the key pragmatic acts that significantly shapes interpersonal interactions and nurtures mutual understanding within the context of narrative dialogue (Usmani and Almashham, 2024).

The distinct nature of the apology act is that its originator—be it a speaker—always harbors the hope of ameliorating any tension that may exist in their relationship with the hearer (Clara and Damanik, 2025). When it comes to apologies, it is particularly noteworthy that, unlike many other forms of speech acts, it does not stem from any single discipline but is rather universal, being common to all cultures and social contexts (Alhusban , 2025). Each and every individual certainly possesses their own experiences of



either being offended by someone's actions or having made some kind of mistake that required an apology (Cherry, 2023).

The frequency with which people specific apologies highlights the crucial social characteristic that such expressions serve, mainly in upholding interpersonal harmony and signalling a proper willingness to fix and restore relationships within the problematic fabric of normal communication, as evidenced within the script videos produced with the aid of the British Council (Nuessel, 2022).

According to the insights of Cohen and Olshtain (1981), an apology is comprehensively described as a speech act set that incorporates a combination of numerous semantic formulation utilised via a speaker aiming to restore social stability following an offence that negatively influences the hearer's enjoy.

The data of the current study is derived from a series of script videos created with the aid of the British Council. This material will be meticulously analysed to glean insights into the approaches wherein apology serves its cause within the context of those scripts and to intently study the various sorts of apology strategies which might be employed at some stage in.

The study will be approached from a practical attitude, utilising qualitative methodologies. The theoretical model referenced in this evaluation is that of Cohen and Olshtain (1981), and their analytical framework may be implemented cautiously to investigate how apologies characteristic correctly in the narrative shape of the script videos produced by using the British Council.

Furthermore, the current study will explore the numerous kinds of strategies that characters appoint with a purpose to mitigate offences at the same time as adeptly managing their communicative desires. Previous scholarly works close to apologies have not fully succeeded in shooting the complex pragmatic nuances inherent inside narrative scripts—specially inside the precise context of the script videos supplied with the aid of the British Council. This big gap in studies is noteworthy, as it restricts our comprehensive knowledge of apologies as main pragmatic tool for facilitating social consonance during the early improvement of interpersonal relationships.

By building upon the foundational model set forth by Cohen and Olshtain (1981)—which clearly outlines key components such as the expression of apology (for example, "I'm sorry"), the explanation or denial of intent, the offer of repair, and the commitment to future behaviour—this present study diligently seeks to delineate and clarify how apologies pragmatically function within the narrative context of the script videos offered by the British Council.

2. Apology and Pragmatic

Apologies have always garnered great interest in fields such as pragmatics, sociolinguistics, social psychology, discourse evaluation, and communication analysis (Wathiq & Shwaysh, 2023).

However, previous studies do not thoroughly capture the intricate pragmatic nuances of how apologies operate in the contexts of the scripts in British Council videos (Renkwitz, 2024).



Much of the present scholarship commonly emphasises exclusive interactional sorts, elicited statistics methodologies, or cross-cultural comparisons, consequently leaving the script videos underneath explored. These videos are regularly dealt with merely as passive reflections of broader narrative norms rather than being understood as lively sites of meaning-making and communication that warrant deeper disintegrating (Nopas & Ueangchokchai, 2025).

Consequently, previous researches generally tend to overlook the methods individuals interpret and perform apologies at some point of peer interactions, as well as the moral judgments and evolving societal expectancies that underlie those performances (Schelble et al.2024). Additionally, they didn't account for a way apologies dynamically function to manage face concerns, uphold duty, and facilitate social repair across numerous narrative contexts (Lahiri & Padmakumari, 2025).

Addressing this recognised gap is indeed important, precisely due to the fact that the script videos produced by means of the British Council endure a unique window into the methods participated in developing pragmatic competence. They additionally shed light on how the social norms of responsibility, empathy, and reconciliation are internalised, negotiated, and enacted for the duration of early formative expertise in lifestyles.

Grounded in the tenets of pragmatics, this current study adopts Cohen and Olshtain's (1981) complete model of apology techniques as a foundational analytical framework, focusing meticulously on vital components together with expressions of apology illocutionary force indicating devices, interpretations or accounts of the breach, offers of repair, and promises of forbearance.

By thoughtfully applying this decidable model to the script videos created with the aid of the British Council, the current study transcends the conventional method of merely identifying superficial apology formulation. Instead, it fastidiously examines how diverse strategies are adeptly deployed in relation to contextual variables which includes the underlying relational dynamics between interlocutors.

Consequently, the main targets of this studies endeavour are twofold: to systematically become aware of the forms of apology techniques utilised in the script videos of the British Council and to discover the multifaceted functions those strategies serve within the problematic techniques of restoring face and reframing responsibility. While this study is designed to be grounded and centred, it's far important to word that the scope is intentionally constrained to the analysis of the unique script videos retrieved from the British Council's series.

At the identical time, numerous important limitations must be acknowledged. The inherent reliance on scripted video interactions, in preference to certainly occurring spoken interactions in actual-lifestyles situations, undeniably restricts the research's capability to seize the total spectrum of communicative nuances and contextual subtleties which might be generally found in authentic interpersonal exchanges. This trouble raises vital questions concerning the generalisability of the findings and their applicability to real-international eventualities.

3. literature review



Apology has become one of the most considerable and frequently mentioned subjects throughout numerous disciplines, specially within the fields of pragmatics and its related areas. This phase presents an intensive review of a extensive variety of studies that systematically deal with the idea of apology from a couple of angles, which includes linguistic, social, and intercultural perspectives. Moreover, it also considers the diverse theories of face work, politeness, and duty that play a essential role in understanding why apologies are issued in the first location.

Throughout those scholarly works, researchers carefully study the specific situations under which apologies are presented, together with the complicated linguistic strategies which might be hired whilst handing over an apology, which includes specific apologies, mitigation techniques, and hedging. Additionally, they delve into the perceived sincerity or acceptability of apologies, exploring how these elements vary throughout unique contexts. These contexts can variety from everyday conversations amongst people to formal institutional settings and even scripted narrative conditions.

An awesome reference within the literature review is “A socio-pragmatic Analysis of appropriateness in a speech act of apology in English” authored by way of Saleem, T., & Azam, S. (2015). This study at critically examines the pragmatic aspects of apologies, in particular focusing on how those elements are prompted by means of Urdu cultural norms as well as the social popularity of the interlocutor concerned in the interaction. The researcher implements a qualitative methodology using Focus Group Discussions (FGD) to collect relevant facts. The facts became elicited from recorded responses provided by Urdu-speak me EFL college students analysing at universities in Pakistan.

The findings from this study reveal that maximum participants actively denied the exercise of directly translating L1 (Urdu) apology techniques into English. However, there has been one exceptional exception in which a participant candidly admitted to considering their first language's social norms while formulating apologies in English. Furthermore, the researcher has identified that the selection of apology strategies can appreciably vary depending at the severity of the offence: for example, intensifiers and indirect techniques tend to be favoured in more intense conditions, while explicit apologies are commonly employed for lesser offences.

Another extensive study is titled “A Cross-Cultural Pragmatic Analysis of Apology Strategies in British and American English,” carried out by way of Kaloi et al. (2025). This studies focuses on how apology strategies showcase sizable version throughout distinct English varieties, specially scrutinising the etiquette norms, intensity of apologies, and face-saving mechanisms that function inside British and American contexts. The examine undertakes a comparative analysis of direct as opposed to indirect techniques, explores institutionalised expressions, and considers the position of miscommunication that could arise in go-cultural interactions.

The findings recommend a noteworthy trend: British audio system are usually greater willing to utilise hedged, oblique apologies, using better politeness formulas, whereas American audio system generally tend to select sincere, express apologies that encompass clearer acknowledgments of fault. This vital distinction aligns nicely with broader literature on pragmatic politeness, specifically in intercultural communication, and affords a precious



foundation for assessing the pragmatic embodiment of apologies in diverse narrative scripts, together with those which can be toddler-focused and reflect wonderful nearby linguistic patterns.

Additionally, a study titled “Message patterns through discourse evaluation at the concept of apology and forgiveness at some stage in Ramadan amongst university college students practicing Islam” by Chavez et al. (2024) serves as yet another compelling instance of studies centred on apology. The goal of this investigation is to explore the function of apologies as communicative strategies that play a crucial function in preserving social harmony. It attracts upon Goffman's idea of "territories of the self" in everyday interactions and examines how politeness theory views apologies as a method of respecting the rights of others. The study additionally investigates topics of duty attractiveness, expressions of regret at some point of conflict decision, and the subculture-particular evaluation of apology taxonomies that change throughout languages.

Furthermore, it examines public apologies as acts of symbolic persuasion. The middle analytical model employed in this study is derived from Goffman's remedial interchange framework, which categorically includes apologies, bills, and responses meant to repair social equilibrium after offences arise. Overall, the outcomes elucidate how regret is conveyed thru various linguistic cues, social norms, and contextual triggers within the narratives offered through youngsters. The study illustrates that apologies feature efficaciously across unique cultures to mitigate offences via ritualistic, persuasive, and relational manner, demonstrating giant variant in each expression and choice as encouraged by cultural and contextual elements.

The current study , which gives a practical analysis of apologies inside the script videos produced by using the British Council, stands other than the aforementioned studies. Its cognisance is grounded in exploring the styles of strategic apologies employed by using individuals within the British Council's script videos even as supplying a proof of the various features that apologies serve inside social interaction.

This analysis is performed the use of a qualitative approach, and the version implemented is a framework adapted from the foundational work of Cohen and Olshtian (1981). Through this comprehensive inquiry, the current study seeks to make contributions treasured insights into the dynamics of apology as a complex speech act in contemporary verbal exchange contexts.

4. The Source of Data

The original source of information for this meticulous study is the script videos produced via the British Council. These scripts, which can be retrieved from: [<https://learnenglish.Britishcouncil.Org>], normally exemplify numerous instances where individuals apologise to one another, illustrating their feelings of guilt or remorse, which are sizeable emotional responses in human interactions.

An preliminary analysing of the script discovered a terrific presence of various apology expressions that are commonly utilised in normal verbal exchange. Upon in addition analysis of the script, it became obtrusive that the features of apology diagnosed in the textual content intently align with the categories outlined inside the decided on taxonomy for such expressions.



This complete evaluation targeting identifying the one of a kind sorts of techniques that individuals employ when making an apology, in addition to the broader capabilities that apologies serve in interpersonal communication. Such insights could be crucial for understanding the nuanced function of apology in social interactions.

5. Apology as Speech Act Theory

Kukla (2024) states that an apology constitutes a specific type of speech act that profoundly alters an individual's circumstances through the acknowledgment of a wrongdoing accompanied by feelings of regret. In other hand, Rusu (2024) define speech acts as verbal communications that inherently enact the actions they denote. An apology serves as a means to repair and restore a compromised social contract.

When a person conveys a heartfelt apology, the speaker engages in a framework of accountability. The wrongdoer expresses remorse for a transgression or violation of established normative standards that negatively affect another person, thus displaying contrasting behaviours: a sincere apology manifests contrition and regret while simultaneously embodying a non-threatening recognition of responsibility, which emphasises a commitment to avert future offences (McAlinden, 2024).

Nonetheless, the degree of remorse, contrition, or acknowledgment of wrongdoing within an apology may differ based on contextual factors and the individuals involved; alternatively, it may function to justify the wrongdoing, fulfil a perceived obligation, escalate resentment or animosity, or serve to provide reparations or mitigate harm (Bash & Percy, 2025).

An apology is characterised with the aid of an expression of remorse for an error, an popularity of duty for the wrongful act, or an acknowledgment of fault, frequently accompanied by way of a actual expression of remorse and a dedication to treatment the consequent harm, frequently coupled with an explanation or an offer for restitution. In a few times, apologies may be obligatory and formal, even if no actual infringement has happened (Derki, 2023).

Cohen and Olshtain (1981) outline an apology as a speech act that conveys remorse and popularity of wrongdoing, generally incorporating an expression of remorse, an acceptance of duty, and a request for forgiveness inside a communicative context. Various pupils in the area of linguistics have presented numerous definitions of speech acts.

Shan and Chu (2025) aptly describe a speech act because the utterance of a linguistic expression designed to achieve a selected intention, thereby exerting social influence on each the speaker and the listener.

Cohen and Olshtain (1981) similarly analyse speech acts inside the context of apologies as social moves that serve unique capabilities: to deal with a face-threatening incident, restore social equilibrium, and reaffirm normative values. They assert that the structural elements of an apology encompass the acknowledgment of fault, a show of regret, and a request for forgiveness, regularly more desirable by means of a proposal of restitution or corrective measures. Within their analytical framework, the act of apologising extends past easy verbal expression; it constitutes a proactive attempt that orchestrates responses among interlocutors and reaffirms social norms.



This is specially obvious in the scripted videos produced by the British Council, where individuals address misunderstandings through mediated expressions of remorse and duty. In those scripted contexts, apologies are acknowledged as pragmatic speech acts that denote acknowledgment of an offence, facilitate restore, and manage interpersonal expectations within the narrative structure.

In sum, apologies hold sizeable importance inside the realm of interpersonal interactions, as they're pivotal in fostering connections between individuals. They are regarded as essential components of human communication, normally employed inside the wake of mistakes or unintentional harm induced to others, aimed at restoring and sustaining interpersonal relationships. Therefore, it's far crucial for individuals to cultivate the potential to apologise accurately, which may range according with the contextual, cultural, and social norms in effect. Furthermore, the way in which an apology is rendered can vary markedly among formal and informal settings, taking into account whether or not the character is addressing a chum, a advanced, or acknowledging differing character backgrounds .

6. Cohen and Olshtain's (1981) framework

Cohen and Olshtain (1981) mounted a seminal categorisation of apology techniques via carrying out a comprehensive analysis of the execution of speech acts. They delineated five important strategies that people rent to explicit apologies across numerous linguistic and cultural settings. In application, those techniques can be intricately intertwined inside real apologies, with the Illocutionary Force Indicating Device (IFID) regularly functioning because the pivotal explicit factor within the shape of an apology.

Core Strategies

The table (1) below shows the five strategies of apology according to Cohen and Olshtain (1981) :

Name of the strategies	Explanation
1. Illocutionary Force Indicating Device (IFID)	This category delineates the most overt technique of expressing an apology, wherein the speaker articulates to remorse through conventional terms that encompass expressions regret or earnest solicitations for forgiveness. Illustrative examples encompass broadly time-honoured statements such as "I am truly sorry," "I honestly apologise," "Excuse me for my lapse," "Please forgive my error," or "Pardon my oversight." Such phrases unequivocally talk the speaker's intention to are searching reconciliation and often represent the initial segment of the id apology. The main feature of this approach is to facilitate deferential social interplay with the aid of acknowledging wrongdoing, indicating responsibility, and articulating remorse.



Name of the strategies	Explanation
2. Assumption of Responsibility	This method involves the speaker brazenly recognising their accountability for the wrongdoing, which may vary from easy acknowledgment of errors to profound self-criticism. Variations in this method can encompass the articulation of authentic remorse ("I definitely experience ashamed"), critical self-assessments ("It turned into notably unwise of me"), or asserting the listener's legitimate emotions ("You are entirely justified feeling disillusioned"). This strategy markedly increases the perceived authenticity and sincerity of the apology via illustrating a deep know-how of the transgression and its ramifications on the other party.
3. Offering Justification or Rationalisation	The character articulates an outside cause or reason for the inappropriate behaviour as a good way to lessen its perceived severity, while additionally acknowledging their responsibility to the point. Illustrative examples of this will encompass statements which include "Today, the site visitors conditions have been especially congested," "I unluckily have become distracted because of a phone call," or "There was an unexpected put off with the bus." This technique capabilities to contextualise the behaviour, potentially lessening its terrible effect on the target market and improving the credibility of the apology.
4. Proposal for Remediation	In this segment, the speaker takes the initiative to suggest numerous techniques to address the harm due to the offence or provide repayment to the aggrieved celebration. Illustrative phrases may consist of "I will directly address the damage," "Permit me to acquire a appropriate alternative," or "I will correct the issue right away and without hesitation." This proactive technique is intended to nearly repair the relationship and symbolise a dedication to rectifying the situation.
5. Assurance of Non-Repetition	In this context, the communicator guarantees to the recipient that the infraction will now not be replicated within the destination. Illustrative expressions may encompass statements inclusive of "This incident will no longer occur again in any instances" or "I will reveal heightened vigilance when confronted with a similar situation in the destiny." Such commitments are designed to offer reassurance to the recipient concerning the probability of changing conduct moving forward, thereby facilitating the recovery and belief.

The table (1)

The five strategies of apology according to Cohen and Olshtain (1981)

7. Text Analysis

This segment introduces a comprehensive and pragmatic evaluation of apologies found within the script videos of the British Council, outlining the numerous forms of strategies that are utilised inside the act of apology. Furthermore, it also examines the vital



functions and roles that apology performs in diverse social contexts and settings, highlighting how these factors engage with one another to create significant verbal exchange among individuals.

7.1 First Extract

The following extract is an in-intensity evaluation of an apology taken from a video script produced by using the British Council. Within the examine of Dialogue Analysis, the concept of “speech acts” encompasses numerous social functions, one in every of which is the act of giving an “apology.” This kind of speech act serves to specific regret or remorse, which could play a big role in interpersonal verbal exchange and dating dynamics.

Paul : “Noelia ! I am so sorry !

Are you OK ?”

Noelia : “I think so .

That was lucky .”

Paul : “I'm really sorry !

I didn't see you !”

Noelia : “That's all right .

I shouldn't have been running .”

Paul : “No , no .

I should have been paying attention . “

Noelia : “And they teach you not to run inside at school !”

Paul : “Still , it was my fault and I'm sorry .”

Noelia : “I'm sorry too .

It was both of us .

Honestly, it's fine . I'm fine .

Don't worry about it .

Hey , I saved the laptop though !”

Bob : “Yeah , I'll be there in . . .”

Noelia : “Oh no !”

Bob : “Uh oh !”

Paul : “Ahhhh . . . “

According to Cohen and Olshtain (1981), there are various styles of strategies utilised inside the act of apologising, as highlighted on this precise extract.

The first strategy identified is the Illocutionary Force Indicating Device (IFID), which is obvious whilst Paul exclaimed: “ **Noelia! I am so sorry! Are you OK ?** ”

This expression serves as a clear demonstration of regret and problem. Another example of the IFID occurs whilst he stated: “ **I'm really sorry ! I didn't see you !** ” Additionally, his easy yet heartfelt utterance of “ **I'm sorry** ” further emphasises this strategy. The primary function of using IFIDs is to convey actual remorse, permitting the speaker to talk their feelings of regret correctly.

The second approach present is referred to as Explanation/account. Paul utilised this when he stated: “ **I didn't see you !** ” This particular approach features to offer an explanation of the instances surrounding the event, aimed toward giving context to the apology. It allows the addressee recognise why the incident befell and offers a purpose for



the speaker's movements, illustrating that the apology is grounded in specific situations in preference to being simply a formality.

The third strategy utilised in this extract is Taking Responsibility, obtrusive in Paul's comments: " **I should have been paying attention .** " Another illustration of this approach is when he asserted: " **it was my fault .** " Through this approach, the speaker explicitly acknowledges his duty within the situation, that is a critical aspect of sincere apologies. This acknowledgment is massive as it shows that the speaker recognises their function inside the incident and is inclined to take possession of their movements. Overall, those techniques paintings collectively to craft a more complete and effective apology.

In this extract, the person called Paul systematically employs an in depth array of explicit Illocutionary Force Indicating Devices (IFIDs) alongside well-articulated statements of duty and succinct narratives that contextualise his behaviour.

This intentional technique is consistent with the sophisticated apology strategy articulated by Cohen and Olshtain (1981), indicating his cognisance of the tricky dynamics inherent in interpersonal communicate. Thus, the overarching framework they construct serves objectives that surpass the mere negotiation of substance compensation; its number one cognisance is at the recovery and enhancement of interpersonal concord amongst individuals of equal social fame within a comfortable and congenial environment. Through this endeavour, Paul not simplest seeks to deal with immediately troubles but additionally aims to domesticate a placing conducive to information and mutual respect. The following table shows the type of strategies and the functions of apology

Utterances	Strategies	Functions
I am so sorry!	Illocutionary Force Indicating device (IFID)	express regret.
"I'm really sorry!	Illocutionary Force Indicating device (IFID)	express regret.
"I'm sorry"	Illocutionary Force Indicating device (IFID)	express regret.
"I didn't see you!"	Explanation/account	Minimise intent by citing personal limitations
"I should have been paying attention"	Taking responsibility	Transfers blame to speaker, owing accountability
"it was my fault"	Taking responsibility	Transfers blame to speaker, owing accountability

Table :2

The strategies and the functions of apology in the first extract

7. 2. Second Extract

Bob: This isn't right. Hey! Excuse me, Paul, could you pass me the hammer?



Paul: Sorry, Bob, my ears are blocked. I can't hear you very well. Could you say that again, please?

Bob: The hammer. Please could you pass it to me?

Paul: The spanner?

Bob: No. The hammer!

Paul: Sorry, Bob, I don't understand. This is the spanner!

Bob: No, Paul, I need the hammer. It's in the toolbox, on the left, under the scissors.

Paul: Sorry, Bob. Could you repeat that more slowly, please?

Bob: The hammer ... in the toolbox ... on the left ... under the scissors.

Paul: On the left ... under the scissors ... Oh! Do you mean the hammer? Is this it?

Bob: Yes, that's right!

Paul: Ah! Why didn't you say so?

Bob: I did!

According to Cohen and Olshtain (1981), there are four distinct types of strategies of apology are employed by Paul. The first strategy is known as the Illocutionary Force Indicating Device (IFID), and it is followed by an explanation strategy when Paul stated, "Sorry, Bob, my ears are blocked." . The main function of this strategy is to explicit authentic remorse for his oversight. By expressing this regret, Paul tries to acknowledge the mistake and its effect on their interaction.

The second strategy utilised is an explanation or account, which gives a clearer know-how of the situations surrounding the apology. When Paul stated, "my ears are blocked," he aimed to carry the particular motive for his false impression. The function of this method is critical because it works to reduce the severity of the offence through mentioning an outside motive, particularly his blocked ears, while concurrently keeping Paul's face and preserving his dignity in the communique. This approach facilitates to relieve any negativity that could have arisen from his preceding reaction.

The third strategy also employs the Illocutionary Force Indicating Device (IFID), which expresses regret particularly for the misunderstanding, and it's far justified with an account to lessen any potential blame. When Paul said, "Sorry, Bob, I don't recognise," he indicates his authentic emotions of remorse approximately no longer comprehending the coaching. The aim behind this method is to construct sincerity and exhibit that he is constantly looking for know-how, as a consequence sustaining cooperation and fostering a better running relationship.

The fourth sort of strategy utilised within the manner of apology is likewise a proof or account. In this example, the speaker said, " I do not understand . " This statement serves a dual purpose. Firstly, it communicates a loss of comprehension, and secondly, it capabilities to minimise any perceived terrible rationale by citing personal boundaries that contributed to the misunderstanding.

In the context of this instructional DIY/work venture situation between colleagues—in which Bob takes on the directive role and Paul assumes the subordinate function—apologies serve as crucial equipment to mitigate the impact of repeated mistakes stemming from impairment or miscommunication. They help ensure that harmony is maintained



within a hierarchical, goal-oriented setting while also fostering an environment where both parties can work collaboratively toward the task at hand.

The following table shows the type of strategies and the functions of apology:

Utterances	Strategies	Functions
"Sorry, Bob	Illocutionary Force Indicating device (IFID)	express regret.
" my ears are blocked"	explanation/account	minimise intent by citing personal limitations
"Sorry, Bob	Illocutionary Force Indicating device (IFID)	express regret.
"I don't understand"	explanation/account	minimise intent by citing personal limitations

Table : 3

The strategies and the functions of apology in the second extract

7. 3. Third extract

Vanya: Yuna!

Yuna: Oh, morning!

Vanya: I've got a bit of a problem.

Yuna: What's wrong?

Vanya: Can we talk in private?

Yuna: Of course.

Yuna: Right, so, what's the matter?

Vanya: Well, I've made a mistake. A big mistake.

Yuna: OK. I'm sure we can work it out.

Vanya: It was such a silly thing to do!

Yuna: I'm getting worried now. What's going on here?

Vanya: OK. It was late last night and I was tired. I wasn't concentrating and I accidentally used my company credit card instead of my own to buy something!

Yuna: Don't worry, these things happen. There's a procedure to deal with this. How much did you spend?

Vanya: It was quite expensive.

Yuna: How expensive?

Vanya: It was very expensive.

Yuna: Vanya, how expensive?

Vanya: £3,782 ... and 56 pence.

Yuna: What? You spent £3,782?!

Vanya: ... and 56 pence.

Yuna: What was it? Vanya?

Vanya: Just a weekend break! I just like a really nice hotel!

Yuna: OK, I see. Thanks for letting me know.

Vanya: Ah! I feel so much better now I've told you. Please don't tell Noelia.



Yuna: Oh, I'm definitely going to tell her!

Noelia: Hi!

Vanya: Hi

According to Cohen and Olshtain (1981) , in this extract, there are three distinct types of strategies of apology that can be identified and analysed. The first strategy is known as the Illocutionary Force Indicating Device (IFID) employed when Vanya openly stated, “Well, I've made a mistake. A big mistake.” This particular phrase indicates that the speaker is explicitly acknowledging fault for a serious error or misjudgment. It demonstrates that the speaker expresses deep regret for the oversight and recognises the harm that has been caused to others without attempting to deliver excuses or justifications for their actions.

The feature of this strategy is genuinely to explicit sincere regret and to take complete responsibility for the offence in a sincere way, establishing an honest speak around the recounted mistake.

The second type of strategies utilised in this extract is Taking on Obligation, as discovered whilst the speaker remarked, “ It was such a silly thing to do .” This expression serves as a manner to acknowledge the fault whilst concurrently reducing the perceived weight of that obligation. It displays a somewhat lighter tone, allowing for acknowledgment of the mistake without heavily burdening oneself with its seriousness.

This strategy functions to create a stability between proudly owning as much as the error and softening the implication of accountability, thereby facilitating a smoother interplay for each events concerned.

The third type of strategies is presented via Explanations or Accounts. In this example, the speaker affords clarification about the occasions surrounding the incident by announcing, “ OK. It was late last night, and I was tired. I wasn't concentrating, and I accidentally used my company credit card instead of my own to buy something ! ”

This elaboration of the strategy serves to minimise the perceived purpose of the error by citing non-public barriers or extenuating occasions that contributed to the error. By contextualising the error within their personal experience, the speaker seeks to mitigate any poor judgment that would arise from the movement.

In relation to the social context of this alternate, it seems that the interaction is taking region in a place of work surroundings. The nature of the interplay is semi-formal, regarding individuals where certainly one of them doubtlessly holds some stage of duty over relevant approaches and applications. The nuances of these apology strategies replicate not just the choice to mend the relationship after an errors, but also the dynamics of power and camaraderie that exist among colleagues.

The table (4) effectively illustrates the types of strategies employed in apologies alongside the functions they serve within the scope of interpersonal communication, enhancing our understanding of how apologies functioned in a professional setting.

The table below shows the types of strategies employed in apology and the functions of them.

Utterances	Strategies	Functions
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Utterances	Strategies	Functions
“ Well, I've made a mistake. A g mistake”	Illocutionary Force Indicating Device (IFID)	show regret and take responsibility for the offence.
do” to thing silly a such was tl“	Taking on responsibility	reduce perceived responsibility while still acknowledging a fault.
“OK. It was late last night and was tired. I wasn't concentrating and I accidentally used my company credit card instead of my own to buy something! ”	Explanations/ Account	minimise intent by citing personal limitations .

Table : 4**The strategies and the functions of apology in the third extract****7. 4. Fourth Extract**

Noelia: Paul, have you got a minute? I need a favour.

Paul: I'm a bit busy, but sure, what can I help you with?

Noelia: So, you know the branding job for Active Arctic?

Paul: Of course. It was so good to finally finish that project. It went on and on and on ...

Noelia: Yeah, so ... look, I'm really sorry about this, but they want some more changes made.

Paul: Seriously? I've already rewritten that copy, I don't know, like, 20 times?

Noelia: I know. I'm so sorry. Would you be able to work on it this afternoon?

Paul: Well, I'm not really sure if I can, Noelia. I'm finishing the Moosh Monkey social media campaign and they're expecting it by the end of the day.

Noelia: I'd forgotten about that. Is there any chance you could work late tonight?

Paul: Sorry, Noelia. I would if I could, but I can't.

Noelia: Please?

Paul: I'm taking my niece to the cinema for her birthday. It's been planned for ages.

Noelia: OK. Well, then could you come in early tomorrow? I'll make it up to you!

Paul: OK. How?

Noelia: Name your price.

Paul: An extra day's holiday?

Noelia: Can you get in for 5 a.m.?

Paul: 7 a.m.

Noelia: 6 a.m.

Paul: Deal.

Noelia: Deal.

According to Cohen and Olshtain (1981) , in this extract, Noelia utilises an Illocutionary Force Indicating Device (IFID) to clearly express her acknowledgment, which is recognised as a part of the strategies employed in the context of making an apology when she said: “I'm really sorry about this.” The primary function of this strategy is to convey



her genuine regret for the situation. In order to reinforce her expression of regret, the speaker further justifies her feelings by stating: “but they want some more changes made,” employing the explanation strategy. The function of this particular strategy is to minimise perceived intent by citing personal limitations that hinder her ability to meet all expectations.

Subsequently, she intensifies the same strategy of using an Illocutionary Force Indicating Device (IFID) when she expresses it again by saying: “I’m so sorry.” Here once again, the function of this strategy remains the articulation of her regret.

The third strategy is illustrated through Paul’s response as he said: “Sorry, Noelia. I would if I could, but I can't.” This utterance also exemplifies the use of Illocutionary Force Indicating Device (IFID) to express acknowledgment; notably, the function of his statement is to convey regret similar to Noelia's. Furthermore, this strategy is complemented by explanations or an account explaining his unavailability, as Paul mentions having an appointment with his niece. The primary function of this explanation strategy is to minimise the intent by, once again, citing personal limitations that affect his decision.

In terms of the social context, it emerges clearly that the interaction is situated in a workplace environment, characterized by a semi-formal interaction between two individuals, where one holds certain responsibilities over particular procedures and decisions that may impact their professional relationship and duties. The following table shows the types of strategies employed in apology and the functions of them.

Utterances	Strategies	Functions
“I’m really sorry about this”	Illocutionary Force Indicating Device (IFID)	express regret
“ but they want some more changes made.”	Explanations/ Account	minimise intent by citing personal limitations .
“I’m so sorry”	Illocutionary Force Indicating Device (IFID)	express regret
Paul: Sorry, Noelia	Illocutionary Force Indicating Device (IFID)	express regret
I would if I could, but I can't.	Explanations/ Account	minimise intent by citing personal limitations .

Table : 5

The strategies and the functions of apology in the fourth extract

7. 5. Fifth Extract

Student: Hi. Excuse me.

Student B: Yes?

Student: Where's the library?

Student B: The library? It's next to the registration office.

Student: Ah ... sorry, I'm new. Where's the registration office?

Student B: No problem. See the big building over there?



Student: Yes.

Student B: OK, so that's the lecture theatre. Next to that, on the right, is the registration office. And next to that is the library.

Student: I see. Thanks!

Student: Hello?

Librarian: Hello.

Student: Is this the library?

Librarian: Yes, it is. Quiet, please.

Student: Oh, sorry. Thank you.

Librarian: Can I help you?

Student: Er, yes, please. I want to borrow some books. What do I need?

Librarian: You need a library card. Here's the application form. You can take up to six books maximum today.

Student: OK. Six books.

Librarian: Yes. You have two weeks to read the books. Then you bring them back.

Student: And if I'm late?

Librarian: Every day you are late there is a fee of fifty pence.

Student: OK, 50p a day. Er, anything else?

Librarian: Mobile phones must be switched off in the library. You can bring your laptop, but please use headphones to watch videos or listen to music.

Student: OK, great.

Librarian: And you can't bring food or drink.

Student: No food, no drink. And ...?

Librarian: And please speak quietly! People are working here.

Student: Oh! Oh, OK. Thank you.

Librarian: You're welcome.

According to Cohen and Olshtain (1981), there is a particular type of strategies employed in the context of apologies in this script of a video. A clear example of this strategy when the student stated: "Ah ... sorry, I'm new. Where's the registration office?" In this instance, the word "sorry" is categorised as an Illocutionary Force Indicating Device (IFID). The word "sorry" signals an expression of regret, even if it does not carry full blame. This indicates that it is recognised as an apology strategy, even though the context surrounding the situation plays a significant role in influencing its full realisation and meaning.

The basic function of the word "sorry" is to explicitly make an apology and to admit what's perceived as a minor social infraction while the speaker interacts with others. The strategy is utilised again at another time at some point of the interplay while the pupil remarked: "Oh, sorry. Thank you." Here, the phrase "sorry" continues to be considered as an Illocutionary Force Indicating Device (IFID), and its function remains constant. It serves to really express regret and additionally to admit that a minor social infraction has occurred.

Considering the social context anymore, it turns into clear that the surroundings within which this interaction is occurred—a library—additionally holds importance. The dynamics of interplay between a pupil and a librarian are commonly formal and are



governed by using mounted institutional norms of admire and efficiency. In such environments, the expression of regret conveyed through the phrase "sorry" performs a significant role in maintaining the decorum expected inside these formal social settings. The table below shows the types of strategies employed in apology and the functions of them.

Utterances	Strategies	Functions
Ah ... sorry, I'm new	Illocutionary Force Indicating device (IFID)	express regret
Oh, sorry	Illocutionary Force Indicating device (IFID)	express regret

Table : 6

The strategies and the functions of apology in the fifth extract

7. 6. Sixth Extract

Charles: Hello, Julian.

Julian: Hello, Charles. How are you?

Charles: I'm fine. Fine. Julian, do you remember Alyssa?

Julian: No, I don't.

Charles: She's Ben's sister. Do you remember? We were all at Ben's wedding together.

Julian: Ah, yes, I do – in that old castle. Was it in January?

Charles: Yes, it was! Alyssa was there.

Alyssa: Hello. Nice to meet you ... again.

Julian: Hello, nice to meet you too, Alison.

Alyssa: I'm not Alison.

Julian: What?

Alyssa: My name isn't Alison. It's Alyssa.

Julian: I'm sorry. Nice to meet you, Alyssa.

Charles: Good. Would you like a drink?

Julian: Good idea.

Alyssa: Yes, please.

Charles: Here you are.

Alyssa and Julian: Thanks!

According to Cohen and Olshtain (1981), there exists a crucial type of strategies that are commonly employed in the act of apology. This particular strategy is known as the Illocutionary Force Indicating Device (IFID).

An example of this can be visible while Julian expressed himself by way of announcing: "Julian: I'm sorry. Nice to meet you, Alyssa." This unique method is especially utilised to successfully explicit genuine feelings of regret and to formally renowned an apology. Thus, the main function of this strategy is to express regret.

When considering the social context of the interplay, it appears that the communication is taking place among buddies. This putting fosters open conversation,



that is built upon mutual believe and shared reports. In essence, the social dynamics between the individuals enhance the effectiveness of the apology, taking into consideration a more meaningful exchange. The following table below presents a complete assessment of the various kinds of strategies that are utilised inside the act of apology, along side the capabilities related to each of them. This precise breakdown serves to higher recognise how apologies are constructed and functioned in social interactions.

Table (7) presents the types of techniques used in apology and the functions of them.

Utterances	Strategies	Functions
Julian: I'm sorry. Nice to meet you, Alyssa.	Illocutionary Force Indicating Device (IFID)	express regret

Table : 7

The strategies and the functions of apology in the sixth extract

8. Conclusion

The researcher has reached the following important conclusions:

1. In accordance with the first speculation suggested inside the current study , it's been noticed that in the script videos produced by using the British Council, there exists lots of strategies employed for making apologies; the researcher has accurately tested those strategies and has determined that there are certainly numerous kinds of strategies used in the manner of apologising. These strategies considerably consist of Illocutionary Force Indicating Device (IFID), in addition to explanations or accounts that elaborate at the situations leading to the need for an apology, and the act of taking responsibility for one's moves. Among these diverse strategies , the researcher has virtually identified that the most distinguished strategy utilised inside the context of these scripted videos is communicatively the Illocutionary Force Indicating Device (IFID).

2. In the same way , according to the second one hypothesis placed forth within the current study , it has been observed that the script videos from the British Council display that there are distinct functions connected with the act of apologising, with each feature serving its particular cause inside social interactions. The researcher has diligently also diagnosed that there are various functions of apology, along with expressing remorse, minimising the obvious cause by way of bringing up personal boundaries even as attempting to contextualise the scenario, and also shifting blame to oneself, and finally displaying accountability. However, the most distinguished and regularly found function of apology, as revealed via the current study, is that of expressing real regret.

3. Moreover, when it comes to the social context wherein these apologies are situated, the researcher has additionally determined that across all social conditions, whether or not involving interactions among college students or within a place of business surroundings, people consistently utilise apologies as a way to maintain familiarisation and strengthen fantastic relations in their social interactions.

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