A Pragmatics Analysis of Positive Politeness Strategies on Nwal Hadaki Speech in TED TALKS

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Abstract: Every individual aims to convey their ideas in a polite manner to positively impact their audience. The effective use of positive politeness strategies is crucial in speech, as it helps to create a positive and engaging interaction with the audience. The one of the fascinating objects to be analyzed in terms of positive politeness strategies is the speech on TED Talk video by Nwal Hadaki entitled "How Long it Takes to Change Your Life?". This research aims at discovering and analyzing the positive politeness strategies in the speech on TED Talk video by Nwal Hadaki entitled "How Long it Takes to Change Your Life?". The method used in this study is descriptive qualitative research. The data consisted of statements and sentences spoken by Nwal Hadaki. The primary tool used to collect the data was a data sheet. The data were analyzed using a referential method, which examines the data in relation to the theoretical framework employed in this study. The findings indicate that all 15 positive politeness strategies were present, The most frequently used strategies are: Intensifying the listener's interest in the speaker's contribution (3 occurrences) and Seeking agreement on safe topics (3 occurrences). The second most common strategies include: Exaggerating interest, approval, or sympathy, Being optimistic that the listener wants what the speaker wants, and Giving or asking for reasons. The third most common strategies are: Avoiding disagreement, Joking to put the hearer at ease (each occurring once), These strategies demonstrate Nwal Hadaki's use of positive politeness to engage and persuade the audience effectively.

Keywords: *Positive Politeness Strategies, TED Talks, Pragmatics*

Introduction

Humans as social creatures linked to the fundamental human need to communicate with others. Language is used to achieve a meaning or purpose of communication. In everyday life humans use language to achieve something they want, for instance asking for help, exchanging information, doing work that involves communication and so on. Language is important to fulfill human needs such as to convey their thoughts or feelings. Weiten (in (Archia, 2014) states that in any language there are symbols to convey meaning. Therefore, these symbols really help language users in conveying messages through their speech. Sometimes in interaction there is a misunderstanding between the speaker and the listener in interpreting the meaning of the purpose of the communication. There are many things that may trigger misunderstandings. One of them is the attitude of people when communicating with each other. Before starting a conversation, people should decide on the most appropriate way to conduct the conversation to prevent misunderstandings. Politeness plays an important role in this matter.

Being polite involves adhering to societal norms and considering the social self-image, also known as "face," of others. According to Brown and Levinson's politeness theory, individuals employ various strategies to protect others' self-image when interacting with them (Brown and Levinson (1987, p. 66) in (Saragih et al., 2019). The choice of politeness strategy depends on the closeness of the relationship between the speaker and listener, ensuring that the listener feels comfortable with the communication. In essence, politeness is about considering the feelings and comfort of others when speaking to them.

On the other hand, difficulties can arise when individuals use language, particularly when selecting polite language that is appropriate for the context and social aspects of communication. This can lead to the use of language being perceived as impolite or improper due to a lack of understanding about politeness. (Suryani et al., 2019). Moreover, politeness varies across cultures and regions, meaning that an action deemed polite in one area might be considered rude in another. Therefore, someone learning a new language must also learn to use it according to the cultural norms of the target language. Brown and Levinson's politeness theory, which encompasses four key strategies (Balad on Record, Negative Politeness, Positive Politeness, and Off Record), was selected for its profound impact and practicality in helping individuals refine their speech and behavior. This theory, introduced by Brown and Levinson in 1987, posits that politeness is a cross-cultural concept, making it a robust framework for enhancing communication and interpersonal interactions.

In this context, understanding and respecting others' feelings is a fundamental aspect of politeness. Positive politeness can be studied through various forms of discourse, including books, films, real conversations, and even TED Talks videos. TED Talks, being a highly popular platform on YouTube, provides a valuable medium for analyzing positive politeness. The researcher's goal is to explore the principles of positive politeness based on the previous description. Conducting such research is crucial to comprehend the speech used in different contexts and to interpret it appropriately based on the situation.

The researchers chose to investigate the application of politeness strategies by observing and analyzing the use of these strategies in the TED Talks video by Nwal Hadaki entitled *"How Long it Takes to Change Your Life?"*. The study focused on identifying and examining the politeness strategies employed by speech, utilizing the theoretical framework

proposed by Brown and Levinson (1987). The study relied on official documentation in the form of videos and the direct involvement of researchers as the primary tools to gather and analyze data. The TED Talks video was selected because it is a platform featuring renowned and experienced speakers, which allows for inspiring and informative content that can positively influence audiences. The statements made by the speakers in the video have had a significant and widespread positive impact on their audiences, transcending age groups and resonating with people from all walks of life.

Similar studies have been conducted by various researchers. For instance, Saragih et al. (2019) analyzed the use of positive politeness strategies in the TED Talk video by Eddy Zhong titled "How School Makes Kids Less Intelligent." This research employed Brown and Levinson's politeness strategies and ethnographic speaking. The findings indicate that the four politeness strategies proposed by Brown and Levinson are utilized in the TED Talk video by Eddy Zhong.

In 2017, Aryani conducted a study titled "The Politeness Strategies Used by the Film Mulan." The research employed Brown and Levinson's theory of politeness. The analysis of the film Mulan showed that all politeness strategies proposed by Brown and Levinson were utilized by the characters. The most frequently used strategy was positive politeness, which occurred four times. Bald-on record and negative politeness were used three times each, while off-record and don't do FTA strategies were less common, appearing twice and once, respectively. The study found that the use of these politeness strategies was influenced by the cultural backgrounds of the characters in the film. The key difference between this research and previous ones is the research object and the theory used by the researcher. In this case, the research object was the film Mulan.

Thus, this research tends to analyze the politeness in the Nwal Hadaki's TED Talk video titled "How Long does it Take to Change Your Life?" Therefore, the goal of the study are a) to describe the use of address terms that reflect positive politeness which are used in Nwal Hadaki's TED Talk video titled *"How Long does it Take to Change Your Life?"* and b) to find out the frequency of discovery which are used in Nwal Hadaki's speech in TED Talk video titled *"How Long does it Take to Change Your Life?"*

Methodology

This study employs a descriptive qualitative approach to examine positive politeness strategies employed in Nwal Hadaki's TED Talk video titled *"How Long does it Take to Change Your Life?"* The primary data source is the official video documentation from TED Talks, which was accessed through YouTube. The researchers utilized a data sheet to record and analyze the video, focusing on the sentences and statements spoken by Nwal Hadaki that exhibit positive politeness strategies. The data source is crucial in ensuring the accuracy and the quality of the collected data, which in this case includes the speech video and the statements made by Nwal Hadaki. The video was chosen due to its sufficient and varied content, making it suitable for the research purposes.

Result and Discussion

The findings of this study are presented in two sections. The first part provides a

detailed description of the data collected from Nwal Hadaki's TED Talk video titled *"How Long Does its Take to Change Your Life?"* and presents the effectiveness of positive politeness strategies based on Brown and Levinson's (1987) theory. The second part delves deeper into the analysis of the data, providing an in-depth explanation of the positive politeness strategies proposed by Brown and Levinson (1987). The research yielded a total of 15 data points, which are summarized in Table 1 below. This table illustrates frequencies and percentages of each positive politeness strategy utilised in the speech, offering a comprehensive overview of the findings.

No.	Kinds of Positive Politeness Strategies	Frequency
1.	Consciousness and noticing to the hearer's attentiveness, needs, and wants	0
2.	Blow up interest, acceptance, or encouragement	2
3.	Intensifying the hearer's interest in the speaker's benefaction	3
4.	Utilize in-group specification markers in speech	0
5.	Seek agreement on secure topics	3
6.	Escaping disputes	1
7.	Presupposes the existence of commonality	0
8.	Joke to make the listener feel comfortable	1
9.	Acknowledges or presumes cognition of the listener's wishes	0
10.	Courtesy or make promises of something	1
11.	Be positive that the listener wants what the speaker wants	2
12.	Together with the speaker and hearer in the activity	0
13.	Providing or requesting reasons	2
14.	Affirming mutual exchange	0
15.	Rewarding the listener (gifts, support, sympathy, understanding, co-operation)	0
Total		15

Table 1. The Data Discovery of Positive Politeness Strategies on Nwal Hadaki Speech in TED TALKS entitled "How Long Does It Take to Change Your Life?"

In Table 1, there are 15 occurrences of positive politeness strategies in the speeches from the TED Talk video by Nwal Hadaki titled "How Long Does It Take to Change Your Life?" The analysis reveals that the speaker, Nwal Hadaki, employs numerous positive politeness strategies. However, a few strategies are not utilized, including noticing and attending to the hearer's interests, needs, and wants; using in-group identity markers in speech; presupposing common ground; asserting or presupposing knowledge of the hearer's wants; offering or promising something; including both the speaker and listener in the activity; asserting reciprocal exchange or tit for tat; and giving gifts to the listener (goods, sympathy, understanding, cooperation). The speaker engages the audience by sharing personal experiences, inspiring and persuading them, and subtly inviting them to reflect on the topic through indirect questioning. This approach helps to build a connection with the listeners and encourages them to think critically about the subject matter.

The most common type of positive politeness strategy in the oration in the TED Talk video by Nwal Hadaki named *"How Long Does it Take to Change Your Life?"* found in Optimize the listener's interest in the speaker's share. which gets a frequency of 3 and Seeking agreement on safe topics which gets a frequency of 3. Followed by the strategy Exaggerating interest,

approval, or sympathy, Being optimistic that the listener wants what the speaker wants, and Giving or require for cause, the secondary most with 2 discovery. The third most common are the Avoiding disagreement and Make a joke to put the hearer feel enjoyable strategies which occur in 1 data each. In this discussion part, the researcher addresses the research question by providing a detailed explanation, grounded in theories discussed in the literature review. Additionally, this section presents concrete examples from Nwal Hadaki's TED Talk video titled "How Long Does it Take to Change Your Life?" to support the explanation of positive politeness strategies. Each positive politeness strategy is elaborated upon with examples, providing a comprehensive understanding of the findings.

1. Exaggerating interest, approval, or sympathy
   a) *"Have you ever thought to yourself before going to sleep"*
   b) *"Well, how long will it take you to form a new habit or get rid of an old one?"*

   From the above findings, the speaker wants to increase interest in her interlocutor by starting with a question about something the interlocutor has done. This is to show interest and sympathy.

2. Intensifying the hearer's interest in the speaker's benefaction
   a) *"Let's dive a little into our theory to understand where the number 21 came from and the reasons for its spread in self-developmental books and courses."*
   b) *"I remember once in high school, when my teachers told me: "It takes exactly 21 days for me to form a new habit."*
   c) *"I know that sounds very exciting, but there are actually a few factors you'd have to consider to be able to estimate the time and it will take you to form a new habit or to get rid of an old toxic one."*

   From the findings above, the speaker wanted to be more consistent in his topic by telling the audience about the things he had experienced and all the information he had found to give to the audience.

3. Seeking agreement on safe topics
   a) *"Whatever, I do not exaggerate, if I say that this 21-day theory is the most famous myth in the world of self-development."*
   b) *"The difference in time it took to form a habit was largely due to the task itself, the person, and their circumstances, as some were able to form the habit within 18 days while other is took 254 days."*
   c) *"If I want to become a better person, I will have to commit to the system and embrace the process."*

   From the examples above, the speaker wants to seek agreement from the listener. For example from (a) the speaker wants to seek agreement that the 21 theories of self-development that are the most famous in the world are just myths. In example (b) the speaker wants to say that the time it takes for someone to form a habit is different. The speaker wants to seek agreement from the statement. And in

example (c) he wants to seek agreement that if you want to form a good habit, the most important thing is that we must commit to our decision for a new habit.

4. Avoiding disagreement
    a) *"Whatever, I do not exaggerate, if I say that this 21-day theory is the most famous myth in the world of self-development."*

In the above invention the speaker wants to avoid disagreeing with an idea but it is still conveyed in a polite and positive way.

5. Make a joke to put the hearer at ease
    a) *"Wouldn't you love to start drinking weird smoothies?"*

The above shows that the speaker wanted to break the ice by mentioning a strange smoothie that he used to drink.

6. Offering or promising something
    a) *"So, if you really want it, becoming the best version of yourself, get up today and start working on it, I promise you all get there."*

In the section above the speaker wants to convey a promise to the listener that if you are really determined to become a better person, you have to start from now because it will happen if you mean it.

7. Be positive that the listener wants what the speaker wants
    a) *"Guys, whether it is two months, three months, a year, two years, it doesn't actually matter how long it takes as much as it matters that you have to begin with today.*
    b) *Change is not always easy and it is not always simple, but with enough dedication, any habit can be reshaped."*

In the sentences above, the speaker wants to be positive by giving things that the viewers want or deserve to hear by saying useful motivational things.

8. Giving or asking for cause
    a) *"Well, how long will it take you to form a new habit or get rid of an old one?*
    b) *"Can we really change our lives within 21 days?"*

The findings above are findings about the questions raised by the speaker to further explore the thoughts of the listeners.

Conclusion

Regarding the implementation of positive politeness strategies in the speech in Nwal Hadaki's TED Talks video "How Long Will It Take to Change Your Life?", research The findings indicate that all positive politeness strategies are present, except for the tactics of paying attention to and paying attention to the listener's interests, needs and desires, using identity markers within the group in the speech, assuming similarities, affirming or assuming knowledge of the interlocutor's wishes, offering or promising something, being good speaker

and listener in this activity, confirming the existence of reciprocal exchange, and giving gifts to the speech partner. Researchers establish that there were 15 pieces of data in the TED Talk video of Nwal Hadaki's speech that contained positive politeness strategies. The greater common type of positive politeness strategy is found in the speech in Nwal Hadaki's TED Talk video entitled "How Long Will It Take to Change Your Life?" found in Intensifying the listener's interest and Seeking agreement on a safe topic. Followed by the strategies of exaggerating interest, agreement, or sympathy, being of good cheer that the findings show that the speaker's strategies include expressing what they want and giving or asking for reasons for listener. The third is the strategy of avoiding disputes and joking to calm the listener.

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