## CONTENTS

Original Literary Work Declaration ii
Abstract iii
Abstrak iv
Contents v

### CHAPTER 1: INTRODUCTION

1.0 Background of the Study 1
1.1 Statement of the Problem 3
1.2 Objectives of the Study and Research Questions 5
1.3 Significance of the Study 5
1.4 Limitation of the Study 6
1.5 Summary 6

### CHAPTER 2: LITERATURE REVIEW

2.0 Introduction 7
2.1 Pragmatics, Semantics and Sociolinguistics 7
2.2 Negotiation Language 9
2.3 Grice’s Pragmatics Theory (1967) 11
2.4 Politeness and Conversation Theories 13
2.4.1 Fraser’s Conversational Contract (1990) 13
2.4.2 Leech’s Politeness Principle (1983) 14
2.4.3 Lakoff’s Politeness Principles (1975) 15
2.4.4 Brown & Levinson’s Politeness Strategies (1987) 18
2.5 Speech Act 20
2.6 Conversation and Interaction in the Malay Community

2.7 Previous Research on Cooperative Principles and Politeness Principles

2.8 Theoretical Framework

2.9 Summary

CHAPTER 3 : RESEARCH METHODOLOGY

3.0 Introduction

3.1 Respondents

3.2 Data Gathering Procedure

3.2.1 Recording

3.2.2 Non-participant Observation

3.3 Data Analysis Procedure

3.4 Summary

CHAPTER 4 : ANALYSIS OF THE DATA

4.0 Introduction

4.1 Selling-buying Strategies

4.1.1 Comparison Strategy

4.1.2 Tricking Strategy

4.1.3 Confidence Strategy

4.1.4 Origin Strategy

4.1.5 Local Strategy

4.1.6 Intimate Strategy
4.1.7 Lucky Strategy 56
4.1.8 Strength or Long Lasting Strategy 57
4.1.9 Coaxing Strategy 58
4.1.10 Evaluation Strategy 59

4.2 The New Strategies 61
4.2.1 Confirmation Strategy 61
4.2.2 Affirmation Strategy 62
4.2.3 Matching Strategy 63
4.2.4 Praising Strategy 64
4.2.5 Concerned Strategy 65

4.3 Semantic and Pragmatic Features 66
4.3.1 Comparison Strategy 67
   a) Implicature Exactness 67
   b) Semantic and Pragmatic Analysis 68
4.3.2 Tricking Strategy 69
   a) Implicature Exactness 69
   b) Semantic and Pragmatic Analysis 70
4.3.3 Confidence Strategy 71
   a) Implicature Exactness 71
   b) Semantic and Pragmatic Analysis 72
4.3.4 Origin Strategy 73
   a) Implicature Exactness 74
   b) Semantic and Pragmatic Analysis 74
4.3.5 Local Strategy 76
4.3.6 Intimate Strategy
   a) Implicature Exactness  77
   b) Semantic and Pragmatic Analysis  78

4.3.7 Lucky Strategy
   a) Implicature Exactness  79
   b) Semantic and Pragmatic Analysis  80

4.3.8 Strength or Long Lasting Strategy
   a) Implicature Exactness  81
   b) Semantic and Pragmatic Analysis  82

4.3.9 Coaxing Strategy
   a) Implicature Exactness  83
   b) Semantic and Pragmatic Analysis  84

4.3.10 Evaluation Strategy
   a) Implicature Exactness  85
   b) Semantic and Pragmatic Analysis  86

4.3.11 Confirmation Strategy
   a) Implicature Exactness  87
   b) Semantic and Pragmatic Analysis  88

4.3.12 Affirmation Strategy
   a) Implicature Exactness  89
   b) Semantic and Pragmatic Analysis  90

4.3.13 Matching Strategy  91
CHAPTER 5: CONCLUSION

A) Factors of Using Politeness Language 100

B) Language Politeness and Its Relation to Malays’ Attitude 102

REFERENCES 104

APPENDIX: TRANSCRIPT OF CASES

Case 1 107
Case 2 108
Case 3 109
Case 4 111
Case 5 115
Case 6 117
Case 7 119
Case 8 120