

THE VIOLATION OF GRICE'S MAXIMS IN GOTCHA CALLS

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UNIVERSITY OF MALAYA
KUALA LUMPUR**

2012

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**SUBMITTED TO THE FACULTY OF LANGUAGES AND
LINGUISTICS UNIVERSITY OF MALAYA, IN PARTIAL
FULFILLMENT OF THE REQUIREMENT FOR THE DEGREE OF
MASTER OF ENGLISH AS A SECOND LANGUAGE**

2012

UNIVERSITY MALAYA
ORIGINAL LITERARY WORK DECLARATION

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THE VIOLATION OF GRICE’S MAXIMS IN GOTCHA CALLS

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ABSTRACT

This study investigates prank calls in *Gotcha Calls*. It aims to find the framing of *Gotcha Calls*, how they are structured in relation to Grice's maxim of quality and the victims' reactions to the deceptive behavior in these calls. Second, it aims to find how politeness shifts at the different stages in the call: before the fabrication, during the fabrication and after the fabrication is shifted to reality. Third, the role of knowledge schemata in relation to identity and power distribution is examined. A content analysis, politeness relational work and Grice's maxims were used to answer the three research questions. Twenty seven *Gotcha Calls* were downloaded from the Malaysian radio station web site *Hitz Dot FM*. Findings show that all calls followed the same structure and the violation of the maxim of quality played a major role in these calls. Second, even though the maxim of quality was violated most people accepted this deceptive behavior as acceptable behavior for the specific context (*Gotcha Calls*) in which it occurs. Third, the maxim of quality played a significant role in politeness where participants were found to shift their strategies from being polite before the violation of the maxim of quality to being impolite after the violation of the maxim of quality. Fourth, the knowledge schemata was found to play a role in these calls especially in constructing the call, the establishment of identities and power distribution during the interaction.

ABSTRAK

Kajian ini menyiasat panggilan palsu dalam Panggilan Gotcha. Ia bertujuan untuk mencari rangka Panggilan Gotcha, bagaimana ia distrukturkan berhubung dengan maksim kualiti Grice dan reaksi mangsa terhadap tingkah laku penipuan dalam panggilan ini. Kedua, ia bertujuan untuk meneliti bagaimana kesopanan beralih pada peringkat yang berbeza dalam panggilan ini, iaitu sebelum fabrikasi, semasa fabrikasi dan selepas fabrikasi beralih kepada realiti. Ketiga, peranan dari aspek skema pengetahuan berhubung dengan identiti dan pengagihan kuasa turut diperiksa. Analisis kandungan, hubungan kerja kesopanan dan maksim Grice telah digunakan untuk menjawab ketiga-tiga persoalan kajian. Dua puluh tujuh panggilan Gotcha telah dimuat turun dari laman web stesen radio Malaysia Hitz.FM. Hasil penyelidikan ini menunjukkan bahawa semua panggilan mengikuti struktur yang sama dan pelanggaran maksim kualiti di mana ia memainkan peranan yang penting dalam panggilan ini. Kedua, walaupun maksim kualiti telah dilanggar, kebanyakan orang masih menerima keadaan ini di mana kelakuan menipu diterima dalam konteks tertentu (Panggilan Gotcha). Ketiga, maksim kualiti memainkan peranan yang penting dalam kesopanan di mana peserta didapati mengalihkan strategi mereka daripada menjadi sopan sebelum melanggar maksim kualiti kepada tidak sopan selepas melanggar maksim kualiti. Keempat, skema pengetahuan memainkan peranan dalam panggilan terutamanya dalam pembinaan panggilan, penubuhan identiti dan pengagihan kuasa semasa interaksi.

ACKNOWLEDGEMENT

First of all, I would like to express my sincere thanks to my supportive parents and husband who encouraged and supported me throughout my study. Second, I would like to thank my supportive and cooperative supervisor Dr. Thilagavathi Shanmuganathan for her continuous support, encouragement and helpful advice. Third, I would like to thank my friend Yasotha Kanesan for her help in revising the transcripts of the data and translating the abstract into Bahasa Melayu.

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Chapter 1.0

Introduction

1.1 Background of the study

Prank calls are telephone calls made to selected people for the purpose of having fun. They started in America where it gained more interest and cassettes of these calls were sold among celebrities. Prank calls are usually done for the purpose of humor and they are usually accessible to the public on the internet. The earliest prank call was posted online in 1995(Wikipedia Contributors, 2012). Nowadays prank calls can be easily accessed and downloaded from the internet. The main purpose for prank calls is to make humor and fun. However this purpose can be achieved differently in different cultures. In some prank calls the prankster used simple issues which are un-expected by the hearer (Seilhamer, 2010). On the contrary, in *Gotcha Calls* the issues are usually very sensitive which cause a range of feelings of anger, uneasiness, discomfort and embarrassment on the victims. These issues can vary from money, relationships, time or credit cards.

Research on Prank calls has been given little attention in literature. This study aims to investigate prank calls particularly the radio program “*Gotcha calls*” broadcast on Hitz dot FM which is a Malaysian radio station. The word “*Gotcha*” is a short form for “I got you” which means that the prank call is successful. This notion of *Gotcha* is widely established in the Malaysian society (Y. Kanesan, personal communication, October 15, 2011).

1.2 The Objectives of the Study

The objectives of this study are first; to learn more about prank calls in the Malaysian context by examining the importance of Grice's (1975) maxims to the framing of these calls and which of these maxims has a major role in these calls. Moreover, it is also concerned with understanding how Malaysians behave and react to the deceptive behavior in these calls which is achieved by examining the politeness strategies and shifts throughout the calls. Furthermore, the role of the knowledge schemata in the development of interaction is explored in relation to the establishment of the identity and the power and control of the interaction throughout the calls.

1.3 The Research Questions

This study aims to answer four main research questions which are listed below.

1. How are *Gotcha* Calls structured?

It was noticed in the previous studies on prank calls that pranksters plan their prank calls differently. Therefore, the structure of prank calls may differ accordingly. However, in the current study, data of *Gotcha* Calls follow a similar structure.

2. How do victims react to the prank calls?

It was argued by Grice (1975) that the interaction cannot be a cooperative one as the speaker did not fulfill the maxim of quality. Thus, Grice's (1975) maxim of quality is observed and victim's reaction to such behavior is described in terms of the politeness strategies described in the Relational Work (Locher & Watts, 2005).

3. How do participants in these calls shift their politeness strategies?

It is interesting to find how participants in a conversation shift their politeness strategies and what factors affected this change. These calls provide an interesting context to test politeness in relation to the fulfillment and non- fulfillment of the maxim of quality (Grice, 1975). The shift is observed at three stages: before the violation of the maxim of quality, after the violation, and after shifting the frame by the fulfillment of the maxim of quality.

4. What is the role of the knowledge schemata in identity construction and power distribution during the interaction in *Gotcha* Calls?

The role of the knowledge schemata of the victims is seen to play a major role in the identification of the pranksters' identity before and after the fabricated frame and the distribution of power throughout the interaction. However, previously power was seen as the distribution of turns and space each speaker has in a conversation where the knowledge of the participants was not taken into account (Haworth, 2006). In this study the role of the knowledge schemata is categorized in two categories. The knowledge schemata can either be strong or weak depending on the victims' reaction to the identity of the speaker and his/ her knowledge on the specific issue of the call and the general knowledge of the world. This knowledge is found to play an important role in the distribution of turns or the length of the turns each participant has.

1.4 The Significance of the Study

This study is significant for the following reasons: first, there is very little published research on the area of prank calls. Second, the prank calls in this data is

based on the Malaysian context. Third, previous research did not examine victims' reactions to the deceptive behavior in prank calls. However, in this data victims were informed at the end that it was a *Gotcha* call and given time to express their feelings towards the prank.

1.5 Scope and Limitations

This study only focuses on the violation of the maxim of quality based on a pilot study. Moreover, the role of the knowledge schemata of the victims would only focus on the significance of their knowledge in the interaction. Furthermore, the scenario given before starting the actual call is not considered in the analysis. It is because not all calls include a scenario.

1.6 Summary

This chapter is an introduction to the study to give a brief idea about it. More information and details are discussed in the following chapters. The second chapter is the literature review where relevant literature is reviewed to provide a link to the present study. The third chapter is the methodology where the procedures for the data collection and analysis is described and justified. The findings and discussions are illustrated in the fourth chapter. The conclusion is the fifth chapter where a summary of the study and the major findings are emphasized.

Chapter 2.0

Literature Review

In this section, literature relevant to this study will be reviewed to provide the theoretical background and framework needed in the study. Thus, literature on Grice's maxims especially the maxim of quality, deception, fabricated frame, prank calls, politeness theory and the acceptable behavior will be reviewed respectively.

2.1 Grice's Maxims - the maxim of quality

Grice (1975) proposes four maxims for the fulfillment of which a comprehensible, cooperative conversation would occur as he claimed. Those maxims are: quantity, quality, relation and manner. The maxim of quantity is to respond briefly and sufficiently. The maxim of quality requires the speaker to tell the truth only. The maxim of relation requires the speaker to be relevant to the other participants' contributions. Finally, the maxim of manner is to be clear and brief in your contributions. However, the operation of these four maxims requires the fulfillment of the maxim of quality which suggests that the speakers' contributions should be true: otherwise no cooperative interaction would occur in any conversation.

In the present study, the violation of the maxim of quality is found to be used to frame the *Gotcha Calls*. Although, the other maxims of quantity, relation and manner constitute somewhat to the construction of the prank calls but these maxims are not the focus of the study. In addition, according to Grice (1975) other maxims are not going to be operationalized unless the maxim of quality is fulfilled in a given context. Thus, the maxim of quality is examined in more detail.

Grice (1975) claimed that the speakers' contributions should be truthful. However, there is a question that might arise which is how can we measure this truthfulness to achieve the maxim of quality. According to his theory the speakers' belief is the measure of the fulfillment or non-fulfillment of the maxim of quality. Therefore, this measure depends on the speaker's and the hearer's background knowledge which is described as encyclopedic which is the chunks of knowledge existing in the speaker's and hearer's minds (Kleinke, 2010, p. 3354). On the other hand, the speaker's belief or intentions in the interaction cannot be seen in the text itself because intentions are not usually uttered in the conversation (Douglas, 1994, p. 242; cf. Mooney, 2004).

Gricean maxims have also been criticized for not including politeness as a maxim in rational conversation (Pfister, 2010). Even though being truthful may contribute to politeness, there are still cases where the speaker maintains a polite interaction while lying, for instance *Gotcha Calls* are one example where lying is made public. Pfister (2010) criticized the maxim of quality, where Grice had only made a distinction between what is information and what is not. Thus, Grice believed that a lie or false information is not information and does not contribute to the conversation. However, if the speaker lies he is still making a contribution because the hearer has a reaction. On the other hand, "a lie presupposes the maxim of quality" (Pfister, 2010, p. 1275). Therefore, the hearer would react to the lie as if it is reality or contains the truth, so s/he would cooperate in the interaction anyway.

Thus, the speaker should only contribute information that s/he believes to be true and if s/he lies (said something that s/he believed to be untrue), that would lead to the non-fulfillment of the maxim of quality which will also affect the operation of the other maxims. Lee and Wilks (1997) criticized the maxim of quality because it does not take into account the possibility of a deceptive behavior. They believe that some communication might encounter conflicting beliefs of the speaker and the hearer. The

speaker may intend to communicate a lie with the purpose of making the hearer believe it. Therefore, there would be conflicting issues between the speaker's belief that what he communicates is not true and the hearer's belief of the truthfulness of the message.

Grice's maxims have been largely criticized for the assumption that "not everybody is willing, able or obliged to cooperate", (Mey, 2001, p. 269). Moreover, Grice's cooperative principles cannot be universal because sometimes the fulfillment of a maxim may depend on the cultural background of the speakers as well as the context in which the conversation would occur (Mey, 2001). For example, when the speakers are fighting, they would not think of fulfilling the maxims or even being polite as their goal is to defend themselves.

According to Mey (1993, as quoted in Dilmon, 2009, p. 1154), "a person may ignore the cooperative principles, if by thus ignoring it he attains results that benefit him". Therefore, the benefit of ignoring the maxim of quality is to deceive the hearer. Mooney (2004), explored the non-fulfillment of Grice's maxims based on implicatures. He examined the maxim of quality and he believes that this maxim can be successfully violated. According to this view, the maxim of quality can be successfully violated if it cannot be detected by the hearers. He further discussed the violation in relation to humor and he suggested that humor cannot be detected in successful violation because the hearer does not know about it. Thus, violating the maxim of quality would result in deceiving the hearer.

2.2 Fabrication

"A deceit is a speakers' intentional attempt to manipulate the listener's mental state in order to induce him to believe something untrue about the reality", (Perner,

1991, cf; Bosco & Bucciarelli, 2008, p. 588). In simple words, a simple form of deceit is telling a lie. It can be seen in our natural world that lies, liars and pranksters do exist, which is very evident in the intentional violation of Grice's Maxim of Quality.

Deceit can be also described as misrepresentation of information by telling something which is not true. However some conversations may include a number of misrepresentations which would form a frame. This frame of misrepresentations is called fabrication. However, Fraser (1994) described a fabrication as a part of a large system of misrepresentations in communication (cf; Dilmon, 2009).

Dilmon (2009) found in his examination of the fabricated frame in story narration that there are certain processes that affect these narratives. He identified two different categories of these processes and described them as voluntary and involuntary processes. The voluntary processes are: "concealment, vagueness, persuasion and distancing of responsibility" (Dilmon, 2009, p. 1167). Concealment is identified as the process when the deceiver is trying not to say anything that might lead the hearer to discover or feel the unreality of the information. On the other hand, vagueness is saying very general words that can suggest different meanings. However, distancing of responsibility is a need for the speaker where s/he expresses their dissatisfaction for being in that situation.

The involuntary processes are: "declaration of cognitive activity and negative attitude" (Dilmon, 2009, p. 1167). These involuntary processes are relevant to cognitive processes where the speaker lives in stress and fear; feeling that his/her fabrication is going to be discovered. Therefore, unconsciously the speaker uses negative words which reflect his/her insecurity.

However, in the context of prank calls especially *Gotcha Calls* the context and purpose is different from the narrative context. Therefore, it would be expected that not

all of these processes could be observed in *Gotcha Calls*. One process that can be considered as very important in the deceptive behavior is persuasion which is because the speaker's aim is to persuade the hearer to believe the truth of the message delivered.

2.3 Frames and Prank Calls

This study would look into fabricated frames of prank calls. Prank calls are defined by Seilhamer (2010), as a communicative act where the pranksters approach it as an act while the interlocutor who cooperates in this communication approaches it as “reality”. Thus cooperation takes place in two sets of communicative acts.

The notion of frame is very essential in the study of prank calls. Seilhamer (2011) and Dornelles & Garcez(2001) cited Goffman (1986), Gumperz (1982), and Tannen and Wallats' (1993) definitions of the notion of frame in their studies. According to Goffman(1986,p. 6 in O'Malley ,2009) the frame of any situation is a description of what is happening in that situation. Moreover, there are two other definitions of the term frame: first Gumperz (1982) described contextualization cues as the main elements that constitute a frame. They are crucial for the understanding of indirect messages in relation to the participants' expectations and background knowledge in an ongoing interaction (cf; Dornelles & Garcez, 2001, p. 1709).

The second definition by Tannen and Wallat (1993) describes this notion as an “interactive structure of interpretation” in an ongoing interaction (cf; Dornelles & Garcez, 2001, p. 1709). According to the latter definition, mismatches of knowledge between the participants will cause shifting of frames which has been proved to be untrue. Frames are all the elements which construct a certain interaction based on the participants' knowledge. In Goffman's notion of frame, contextual cues are the main

elements for constructing any frame. Therefore, the main elements that constitute the interaction in *Gotcha Calls* are examined through the development of the interactions where it is found that the interactions in these calls are based on two different frames: the fabricated frame and the reality frame.

2.4 Review of Studies in Prank calls

Seilhamer (2010), examined the prank calls in the community of practice particularly communities who are on online websites where members of these communities upload their calls to be available for the public. Strategies on how to start a prank call and what strategies you can use to maintain the frame are the usual issues discussed by members of prank call communities.

Seilhamer (2010) used Gofman's notion of fabricated frame to describe and analyze the prank calls. He only selected one prank call for his study which was done by a proficient member of the prank call community who is an active member in the community who makes the most successful prank calls. Matching and mismatching the victims' knowledge schemata are strategies used by those pranksters in order to maintain the conversation with the victim within the fabricated frame. Those calls are described to be similar to Garfinkel's (1997) breaching experiments. They are similar because these pranksters in the crank call communities try to breach the victim's knowledge schemata in order to get a funny but successful prank call (cf; Seilhamer, 2010, p. 681). Furthermore, these calls are more of experiments than natural data as it is argued that they do not occur naturally. Instead these calls are planned calls. However, it can still be argued that these prank calls are natural to some extent since the victims would react naturally and the pranksters cannot predict the victim's responses so the conversation cannot be fully planned in advance.

Generally, getting access to a fully natural data on fabricated frame is described to be very difficult if not impossible. Only one study of naturally occurring fabricated frame was published in the Journal of Pragmatics: Dornelles&Garcez (2001) analyzed a naturally occurring fabricated frame which occurred accidentally when the victim dialed the wrong number to order beer. The prankster here knows the victim because she is his sister's friend and he overheard their conversation just before the call which provided the information needed to match the knowledge schemata of the victim. In this study, the researchers found that although the prankster's information mismatched the knowledge schemata of the victim, she did not shift from the frame of reality to the fabricated frame of the prank call. This finding was justified as the victim's intention to be ordinary and acted normally as if the situation was real. Therefore, they concluded that, if the prankster can meet the knowledge schemata of the victim that would make a possibility for the creation of a fabricated frame. However, they also found that mismatches between the victim's and the prankster's knowledge will not necessarily lead the victim to shift to the pranksters frame of communication.

In this present study of *Gotcha calls*, both matching and mismatching knowledge schemata of the victim and the pranksters is going to be seen as very important for the construction of *Gotcha calls*. Knowledge schemata and contextualization cues provide basic strategies for the maintenance of the fabricated frame, (Seilhamer, 2010). Seilhamer (2010) analyzed prank calls done by an established member in the community of prank calls. This member calls himself Pranky. He worked to mismatch the knowledge schemata of the victim as the main strategy in order to achieve a successful and a funny fabricated frame that cannot be detected by the victim. Moreover, unlike the *Gotcha calls*, in the present study, no sensitive or painful issues were used in these prank calls which makes *Gotcha calls* different from other prank calls.

Seilhamer (2011; 2010), found from his analysis that mismatching the knowledge schemata of the victim can lead to a successful prank call. According to him there is no mention on how the prankster can access information about the victim. However, it seems that they do not really know much about the victim. From the example analyzed, it can be assumed that the prankster based his call on a job vacancy advertisement. Furthermore, the victim was not told about the nature of the call or that he had been pranked or deceived. Therefore, the reaction of the victim towards such a deceptive behavior cannot be seen in this data.

On the contrary, in *Gotcha Calls*, the victims are always informed that they have been “*Gotcha*” at the end of the call and the victim is allowed to express his/ her reaction to this behavior. Therefore, this study is significant because it discovers the victim’s reactions to deceptive behavior in prank calls which could not be seen in previous researches.

2.5 Politeness

It is interesting to learn how the victims react to the call, and whether they react to this behavior as an acceptable or unacceptable kind of behavior. In this section some politeness approaches will be reviewed.

Brown and Levinson (1987) based their model of politeness on the notion of face which is as they claimed a very “abstract notion”. In this model they described two types of face:

1. The negative face which is “the desire to be unimpeded in one’s actions” and
2. The positive face which is “the desire to be approved of” (Brown & Levinson, 1987: 62, cf. Locher & Langlotz, 2008)

Therefore, politeness is also described at two levels to fulfill these two needs: negative politeness and positive politeness. Moreover these two types of face are described as independence and involvement aspects respectively as described by (Scollon & Scollon, 2001: 48, cf: Locher & Langlotz, 2008). This model was described by Locher & Langlotz (2008) as a very popular model. However, it was argued that the politeness theory by Brown and Levinson (1987) is based mainly on face work which is found to be different from politeness (Locher & Watts, 2005). This theory described the polite behavior based on a specific set of strategies and made generalizations about the polite behavior e.g., the indirect utterances were seen to be very polite while the direct utterances were considered to be impolite which is proved by the recent approaches like the relational theory to be untrue. Furthermore, impolite behavior was not given that much of importance as it rightfully deserves, instead any behavior that does not fit into the polite behavior is considered impolite (Locher & Langlotz, 2008).

Locher & Langlotz (2008) reviewed Lakoff's (1973), Brown & Levinson's (1978, 1987), and Leech's (1983) approaches of politeness. They argued that all these approaches are second order approaches to politeness. First order approaches are the theoretical approaches which are not based on investigation so they do not provide a frame work for analysis while second order approaches are based on investigation and can be used as frame work for analysis. They further argued that even though these approaches used natural data, it was used to reach a universal understanding of politeness. Thus, this kind of understanding is theoretical. Therefore, they argued that relational work is a more universal approach than the previous approaches.

Politeness, according to Locher & Watts (2005), has a very subjective notion which cannot be predicted by analysts. However, the context and the participants' judgments of certain utterances in an ongoing interaction should be taken into consideration. Thus, Locher & Watts (2005) described politeness as discursive in

nature so the proposed relational work is more convenient to analyze utterances or behaviors in a continuum of “relational work” as it is presented in figure 2.1 below.

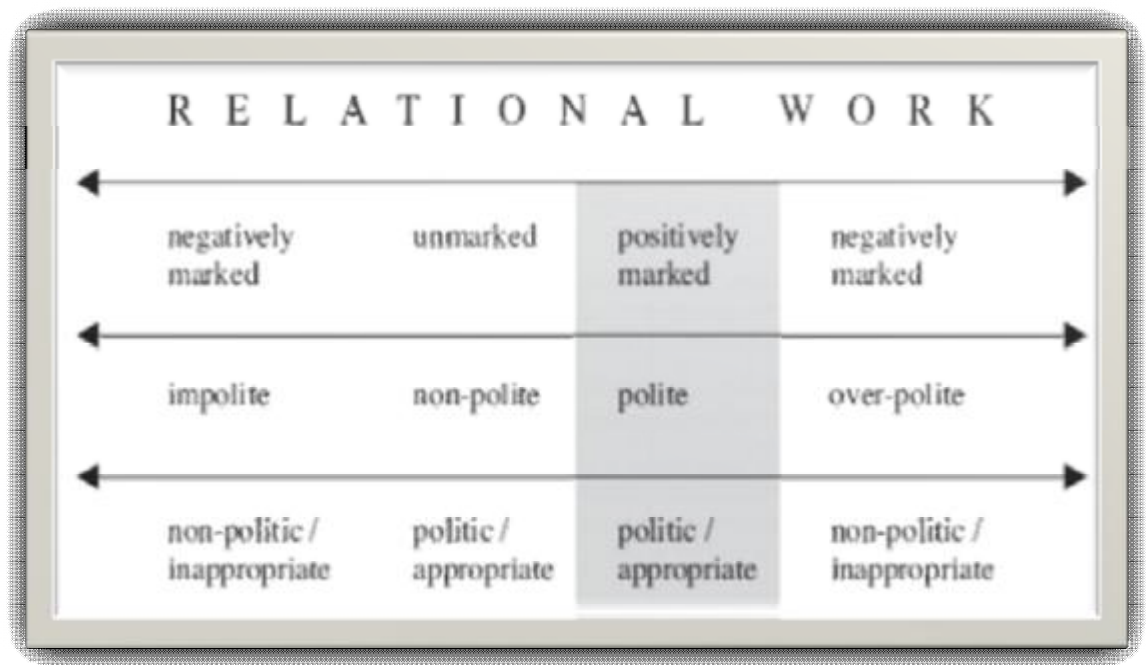


Figure 2.1: Relational Work (Locher & Watts, 2005)

The figure above shows that an utterance is not only polite or impolite, but it also needs to be appropriate. The researcher’s own view of what is appropriate is illustrated in the following example:

S1: How many cats do you have?

S2: Two cats

In this example, the speakers’ behavior cannot be judged as polite or impolite. Instead we can say it is just appropriate. In the second column in figure 2.1 above appropriate behavior at the bottom is equivalent to politic, non-polite, and unmarked behavior. The behavior is considered appropriate and politic if it fits the context and matches the expectations of the participants. When the behavior cannot be described as polite or impolite because it only fits the context then it is described as non-polite. Since the behavior is non-polite, no negative or positive attitudes are associated to it. Therefore, the behavior is considered unmarked.

This notion was further developed by describing two different behaviors: appropriate and inappropriate behavior. The appropriate behavior can either be polite or non-polite (which does not mean that the behavior is impolite) which are positively marked or unmarked respectively as they are illustrated in columns two and three in figure 2.1. The researcher's interpretation of the appropriate behavior that is politic, polite and positively marked is illustrated in the following example:

S1: Enjoyed your holidays?

S2: Yes, thank you so much.

In this example, S1's utterance shows concern and friendship to S2, so S2 replies by thanking S1 and intensified his thanks with "so much". This behavior is considered positively marked, polite, politic, and appropriate behavior in this study. This behavior is positively marked because it is associated to positive emotions as it is clear in the response of S2. Since it is positively marked, it is considered as polite behavior. Furthermore, the behavior is considered politic and appropriate because it fits the context and matched the hearer's expectations.

On the other hand, the inappropriate behavior can either be over-polite or impolite behaviors which are both negatively marked as can be seen in figure 2.1 in columns 1 and 3. The researcher's interpretation of impolite behavior which is negatively marked inappropriate behavior is illustrated in S1's speech in the following example:

S1: Do you have any brains left in your head?

S2: You ought to share some

In this example, S1's sentence carries connotations of the hearer being stupid. S2's response showed dissatisfaction, but he replied sarcastically. Therefore, this sort of behavior is considered a negatively marked, impolite, and inappropriate behavior in this

study. However, over polite behavior is not used in the study because it is not significantly evident in the data.

Haugh (2007), argued that although these three levels of relational work are proposed, there was no further explanation for each level. Thus, whether this approach is meant to be a first order framework of analysis or a second order theoretical approach is unclear. Therefore, researchers trying to use this continuum to describe or analyze data for politeness issues would find it difficult to decide what makes an utterance marked or unmarked, or positively or negatively marked. However, politic behavior was defined by Locher & Watts (2005, p.17) as “linguistic behavior which is perceived to be appropriate to the social constraints of the ongoing interaction”, (cf; Haugh, 2007, p. 3) which means that any behavior which is acceptable by the social group in the specific context where it occurs. For example, the greeting “Salamualaikum” is considered as a politic behavior even if the speaker who utters it is not from the same religious group (Muslims) in the Omani culture. On the other hand, this social behavior is not acceptable in the Malaysian Culture where only the Muslims can use it as a greeting (Y. Kanesan, personal communication, October 15, 2011)

Haugh (2007) cited some research to discuss how people from different cultures construct the notion of politeness. It was found that British English speakers, Australian English speakers and American English speakers conceptualize the notion of politeness differently (Sifianou 1992, Obana and Tomoda 1994 & Ide, Hill, Carnes, Ogino and Kawasaki 1992). Therefore, these findings would support the discursive notion of politeness. However, in categorizing the three levels of behavior, Locher & Watts (2005) categorized over polite behavior as a negatively marked impolite behavior e.g., “if you don’t mind can you please be so kind to lend me your pen for a moment?” Thus, this categorization is criticized because different cultures do not consider over politeness as impolite behavior as argued by Haugh (2007). For example in some

Middle Eastern cultures it is ok for strangers to address each other as “honey” e.g., Iraqi and Lebanon cultures. However, in other cultures in the Middle East e.g., Omani and Yamani cultures, this behavior is considered impolite (K. Ahmed, personal communication, October 20, 2010)

Here are some examples from Locher & Watts (2005) to illustrate the discursive notion of politeness:

1. “Lend me a pen”
2. “Could you lend me your pen?”

People may perceive the first utterance as an unmarked non-polite appropriate utterance if it occurs among very close friends or maybe a husband and a wife. However, if the first utterance was uttered by a student to a teacher it might be perceived as negatively marked impolite inappropriate behavior. In this situation the second example might be perceived as unmarked, non-polite appropriate utterance. Thus, these two examples highlight the discursive nature of the relational work which makes significant use of the contextual clues, and interlocutors’ judgments. These judgments are described by Bousfield & Locher (2008), as very difficult judgments, because what makes a behavior appropriate or inappropriate is not explicit. Instead it requires deep thinking and interpretation of contextualization cues. Furthermore, although these examples show the discursive nature of impoliteness, there are no clear definitions of what constitutes the negatively or positively marked and unmarked behavior which is left to the researchers’ own interpretations of these terms (Haugh, 2007).

In this present study, this approach to politeness is used in two ways. First, it is used to see the victims’ judgments of the sources and pranksters’ deceptive behavior through their reaction at the end of the call. Those victims’ reaction reflected whether they have accepted this behavior or not. Some victims laugh at the end of the call which

shows their acceptance of the prank, while others reply in a serious tone which shows that they did not accept the prank. Therefore, the sources' and the pranksters' behavior is judged by the victims as appropriate or inappropriate. If the victims accepted the prank as having the purpose of creating humor, this means that they have considered this prank as appropriate. On the other hand, if the victims expressed their dissatisfaction by reacting to this prank, this means they consider it as inappropriate behavior. Furthermore, appropriate behavior can be only appropriate when the victims accepted it, and it can also be positively marked when the victims expressed appreciation of this prank by thanking the pranksters. However, inappropriate behavior can only be negatively marked behavior where it is associated with dissatisfaction aroused from initial fear and anger.

Second, this approach is used to evaluate the politeness strategies used by participants in these calls (victims and pranksters) throughout the interaction. Two main strategies are described for this purpose to see how participants shifted their politeness strategies in the same interaction. The two strategies are appropriate and inappropriate behaviors. The participants' behavior is considered appropriate if it is produced in a socially acceptable way for the hearers. On the other hand, the inappropriate behavior of a participant is seen when the participant's behavior is produced in a socially unacceptable way for the hearers e.g., threatening, shouting, or making fun (sarcasm).

Cooperation is constructed based on the lie and politeness is maintained with impoliteness as the conversation progresses. However, according to Locher and Watts (2005) the judgments on any message whether polite, impolite, appropriate or inappropriate depends on the participants' judgments of the ongoing interaction. Figure 2.2 illustrates the researcher's conceptualization of the relationship between the Grice's (1975) maxim of quality and the appropriate behavior in real life and how it is different in the context of *Gotcha calls*.

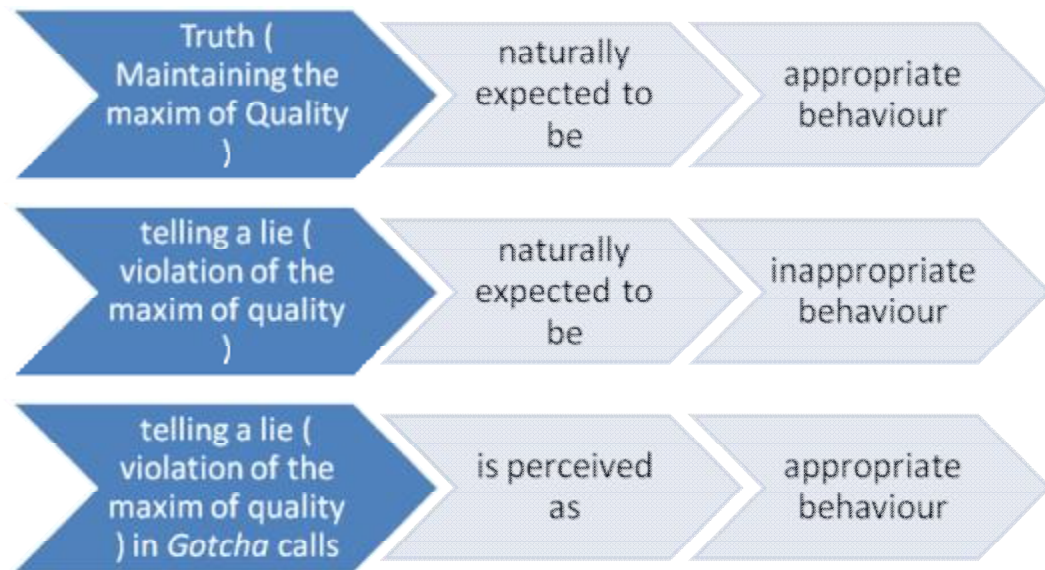


Figure 2.2: Grice's maxim of quality in relation to the appropriate behavior

In order to see whether the speaker is polite or not, we might first need to see whether he is being cooperative or not. Telling the truth (fulfilling the maxim of quality in Grice's maxims) information is a very important aspect of being cooperative and polite as well. Although, it is natural for people not to describe a lie as an appropriate behavior, in this present study a context where a deceptive behavior is considered appropriate behavior is examined via the reactions of the victims in *Gotcha calls*.

Therefore, in this study, a context in which the speaker would deliberately violate the maxim of quality would be explored by highlighting the deceptive behavior (violation of the maxim of quality) and exploring the victims' reactions in *Gotcha calls*.

2.6 Knowledge Schemata

Knowledge schemata plays a major role in all human interactions. "The only way we can make sense of the world is to see the connections between present things and things we have experienced before or heard about" (Tannen, 1993, p. 15, cf;

O'Malley, 2009, p. 347). People participating in conversation link the new information they get with their existing knowledge. The information delivered in the interaction provides contextual cues which helps the hearer to make connection between what he already knows and what he receives at the present time (Gumperz, 1982, p.131, cf; Seilhamer, 2010, p. 678). In the context of *Gotcha Calls*, the knowledge schemata of the prankster is established before the interaction where a source for the call (the person who requested the call) gave the pranksters information about the victim either through an email or a phone call. This prior knowledge is essential for the pranksters to conduct the call.

Therefore, in prank calls the victims would expect the information they receive to be relevant to their knowledge schemata. However, if this information mismatches the victims' knowledge, s/he would get confused and hesitant. In the study by Seilhamer (2010), the prankster intentionally mismatches the knowledge schemata of the victim for the purpose of going beyond what is expected in the real world for the sake of making fun. This behavior resulted in repeated pauses on the part of the victim before he responded. Therefore, sharing common knowledge about the world is essential for a successful cooperative interaction.

In this study, the role of knowledge schemata is found to be very significant in the construction of *Gotcha Calls*. Therefore, the role of the knowledge schemata is discussed in relation to identities and power and control in the interaction which are discussed in the following sections.

2.6.1 Identity

“Identity work is a consonant activity in which interlocutors are engaged over the course of interaction” (Ferenčík, n.d, p. 135). According to Ferenčík (n.d), identity

is expressed progressively throughout the interaction. There is no way that a speaker can say anything without being assigned to a certain social group. All the speakers are believed to be members of different social group. He also claimed that a participant can be a member of different member categorization along the course of the interaction. He analyzed radio talk shows to see how identity is constructed through the interaction and what politeness strategies are used. He used Brown and Levinson's approach to analyze the politeness aspects in the interaction. He found that identity is expressed in association to different variables e.g., topic-related identity, relational identity and program/ institutional-related identity. Furthermore, he discussed the different membership categorization in terms of politeness. He found that different politeness strategies had been used in association with different membership categorization. That might be due to the different power relations that a speaker may have in playing a certain layer of identity.

In this present study identities of the victims and pranksters are discussed in relation to knowledge schemata. In this study, identity is seen as the identification of the pranksters' identity before and after the fabricated frame. Figure 2.3 below illustrates the two identities (I 1 and I 2) for the prankster and one real identity for the victim in their interaction in *Gotcha Calls*.

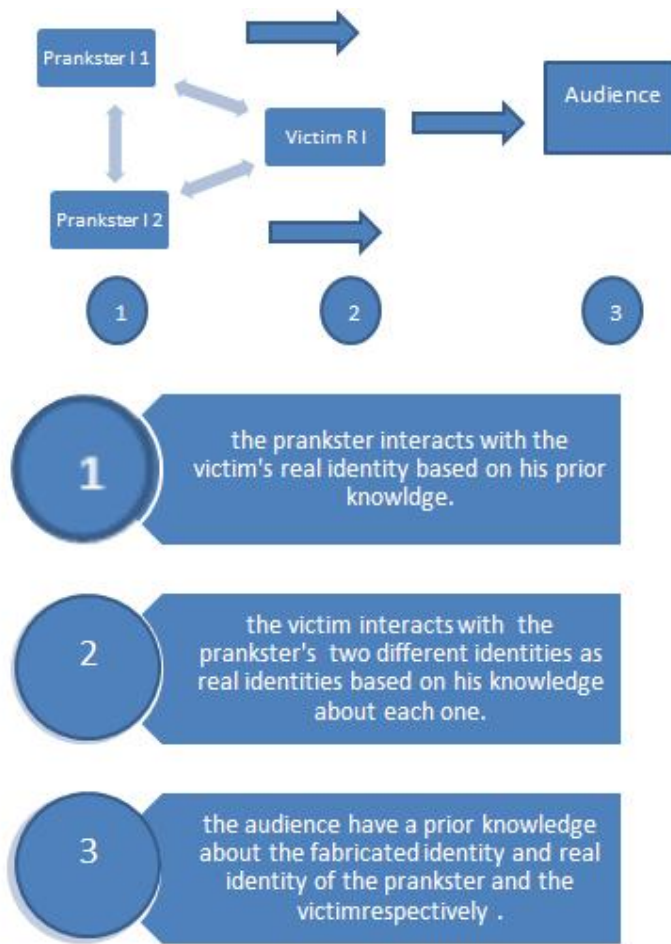


Figure 2.3: Identities in Gotcha Calls

Therefore, the three identities illustrated in figure 2.3 are to be discussed in relation to the institutional identity described by Ferencík (n.d) in the interaction with the victims. The role of knowledge schemata in building up these identities through the interaction is discussed. However, different identities carry different levels of power which are also established in the knowledge schemata of the victims. Therefore, in the following section power and control is discussed.

2.6.2 Power Relations

Leezenberg (2002, p. 895) argued that “communication can be seen as a social action” and social action is represented in terms of power. Therefore, a theory of

communication should include how power is used in the language and how it is related to meaning. He quoted Foucault (1975) where he described power as recognizing one's intentions. He also quoted Searle (1995) who emphasized that power is not necessarily negative or has any negative connotations when describing power relations in social life. He further cited Wolf (1990, 1999) who described four levels of power which are "individual attribute", "the capacity of an actor to impose his will on other actors in social relations", "organizational power" and "structural power". The two last levels of power were given a further explanation which reflects their importance compared to the first two levels. The organizational power is seen to keep certain social organization i.e., the power used to maintain certain cultural and social norms within a community. On the other hand, structural power is seen to be acted in political and economic settings. These two levels of power reflect the political power in the society. The first and second levels of power, on the other hand, are more general which can be enacted by different people in different contexts, e.g., a mother has the power to impose her will on her kids.

Haworth (2006), used Thornborrow's (2002) description of power in his analysis of power in police interviews. She described two levels of power in discourse which are the structural level and the interactional level. The structural level is seen through turns and space a speaker has in the conversation. The interactional level, on the other hand, is concerned with the effectiveness of the speaker's use of that space. He found that power which is reflected in the control of the interaction has a very discursive nature where in that institutional context the victim was allowed to interrupt the police officer and control the floor. He did not give the information requested by the police officer. However, the police officer achieved his purpose and gained the information he needed by giving the floor to the victim and to let him talk freely.

In this present study, the power construction is discussed by considering only the interactional level of power, because the interactional level is not significant in this data

where both participants have equal turns. (Thornborrow, 2002, p. 8, cf; Haworth, 2006, p. 742) and the role of the knowledge schemata is examined in relation to power.

2.7 Summary

Grice (1975) described four maxims for a successful cooperative interaction. These maxims are the maxims of quality, quantity, relation and manner. He put more emphasis on the maxim of quality as the most important one in any cooperative interaction. However, later these maxims were criticized widely for being unrealistic and very idealistic. Mey (2001) argued that different cultures, different contexts, and different purposes may lead the speaker to ignore some of these principles and maintain cooperation.

Prank calls illustrate one context in which the violation of the maxim of quality is very essential. The pranksters aim cannot be achieved without this violation. There is some research done on the area of prank calls where the notion of frame and fabricated frame were used for the analysis (Dornelles & Garcez, 2001; Seilhamer, 2010).

Prank calls are one example of a deceptive behavior. The pranksters misrepresent the information to the victim to make the victim believe it. This misrepresentation is in fact a violation of the maxim of quality. Although, Mooney (2004) argued that this violation cannot result in humor, in the context of prank calls it is different where the maxim of quality is violated for the purpose of humor.

Locher & Watts (2005) believe that politeness is very discursive in nature and cannot be simply judged though a set of principles, instead it is seen more as a continuum of behavior ranging from polite, appropriate, impolite and over- polite. The judgments based on their approach are based on participants in ongoing interaction.

Although, Pfister (2010) argued that there is a need to add one more maxim of politeness to Grice's maxims. It is interesting to find the relation between the fulfillment and non-fulfillment of the maxim of quality and politeness in *Gotcha Calls*.

Identity is constructed throughout the interaction (Ferenčík, n.d). He described a number of different identities. The one relevant in this study is the institutional- related identity. In this study the identity construction is examined in relation to the knowledge schemata of the victim. Furthermore, power is constructed differently in different contexts. In the context of *Gotcha calls* it is examined through examining the role of the knowledge schemata throughout the interaction.

Chapter 3.0

Methodology

In this chapter, the background information about *Gotcha Calls*, data collection and data analysis are the main headings. The research questions analyzed are: (a) how are *Gotcha Calls* structured? (b) How do victims react to the prank calls? (c) How does politeness shift in *Gotcha Calls*? (d) What is the role of the knowledge schemata in the identity establishment and power in *Gotcha Calls*? Each of these four questions is addressed respectively.

3.1 Background

Gotcha Calls are a kind of prank calls which are done for the purpose of humor. It is a Malaysian radio program on the station Hitz Dot FM. People set up their friends or family members for a *Gotcha* by contacting the hosts of the program and give them the information they need about the victim. In this study, these people are referred to as the source of the call and the hosts are the pranksters who conduct the calls. The victims are the people who receive these *Gotcha Calls* and the listeners who tune into the radio station are the audience. All four have different levels of information that provide different levels of contribution to the prank calls. The source has provided the information about the one who would be the victim but does not know how the prank will be conducted. The prankster plans the prank call using the information provided by the source. The victim does not know about the prank but the audience knows that it is a prank call.

3.2 Data Collection

There are twenty seven *Gotcha* calls in the data for this study. Seventeen calls were downloaded from the Malaysian radio station website <http://hitz.podcast.amp-media.net/?p=archive>. Ten transcripts were taken from an unpublished work titled “The Relevance of Questions and Responses in *Gotcha* Calls” by Kanesan (2012).

All the calls are in mp3 format with an average duration of 4.2 minutes each. The total time for the 27 calls is 112 minutes and 8 seconds. This sample size is expected to give more reliable findings. There are three pranksters in these calls (P1, P2, and P3) and twenty seven victims (V1- V27).

These audio calls were transcribed following broad transcription notations of Jefferson (1987). Since the author is an outsider to the social group, the transcripts were reviewed by a Malaysian to ensure the analysis of the scripts would be more valid.

3.3 Data Analysis

The data analysis is described to answer the four research questions. Therefore, there are three¹ main headings under the data analysis. The data in this study used both the qualitative approach which is the main approach in the study and the quantitative approach to show the significance of the findings.

3.3.1 The structure of *Gotcha* Calls and victims’ reaction

In the twenty seven calls the structure was almost the same. *Gotcha* Calls developed in four main stages: the opening, violation, body, and closing. The following table illustrates the analytical approaches adapted for the analysis of each stage.

¹ The first and second questions are discussed under the same heading because the reaction to the prank calls is the last part of the call.

Table 3.1: Analytical approaches for the analysis of the structure of the Gotcha Calls

Stages of the Gotcha Call	Analytical approaches
Opening	Content Analysis
Violation of the Maxim of Quality	<ol style="list-style-type: none"> 1. Grice's cooperative principles: non- fulfillment of the maxim of Quality 2. Content analysis: <ol style="list-style-type: none"> a. three categories of violation: name, authority , issue b. contextual issues for the maintenance of the fabricated frame
contextual issues	
Closing (Victims' reaction to the deceptive behavior)	<p>Politeness and the relational work by Locher and Watts (2005)</p> <p>Victims' reaction to the source of the call and to the prankster categorized in four categories:</p> <ol style="list-style-type: none"> 1. Appropriate: the victim reacted to the behavior as appropriate if s/he accepted the behavior for its purpose which is seen through their tone and utterance's in each call. This reaction can only be appropriate or positively marked appropriate. It is considered as positively marked when the victim shows appreciation of the behavior not only acceptance. 2. Inappropriate: the victim's reaction as inappropriate when s/he expresses their dissatisfaction of this behavior, so they do not accept the behavior for its humorous purpose. This reaction always considered the behavior as negatively marked. Sometimes it is described by the victim as painful or not funny. 3. No comment: if the victim did not say anything in reaction to the behavior it is categorized as "no comment". This is usually seen after the source's name is uncovered by the prankster. Therefore, this reaction is only seen to the source's behavior. 4. Not mentioned: is also related to the source's behavior, because in some calls the source is not mentioned at the end. Therefore, no reaction to his/her behavior can be detected in the calls. <p>In order to reduce the subjectivity of the researcher, the analysis is given to another person who is Malaysian and a competent user of English to validate the findings.</p>

Table 3.1: Continued

3.3.2 Politeness strategies shift in Gotcha Calls

The participants' (victims and pranksters) in these calls shifted their use of politeness strategies during the interaction in these calls. This behavior is examined in three stages as they appear in figure 3.1 below.

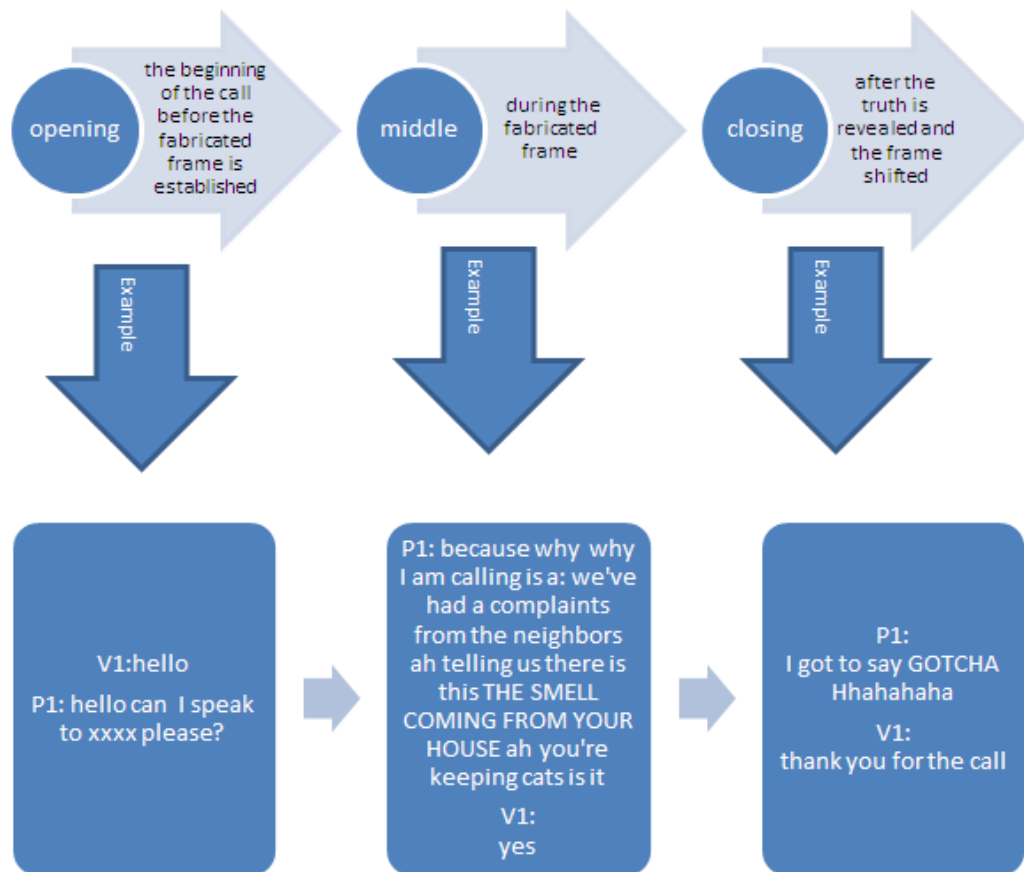


Figure 3.1: The three stages based on which politeness shift is examined

There are two main politeness strategies identified in the stages illustrated above. These strategies are appropriate and inappropriate behavior based on Locher and Watts' (2005) relational work. These two notions are illustrated in the following figure.

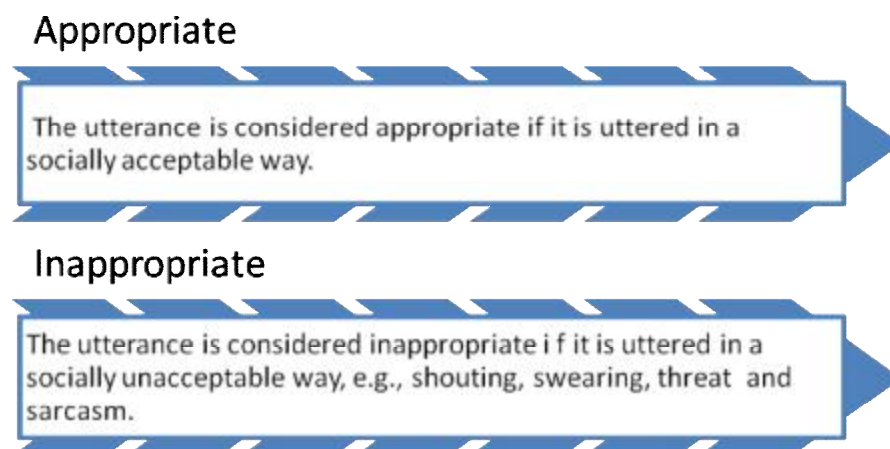


Figure 3.2: politeness strategies

3.3.3. Role of the knowledge schemata in identity and power in *Gotcha Calls*

Knowledge schemata is the network of information about the world around us. Therefore, this notion is described in relation to the establishment of the identities of the prankster in the victims' knowledge schemata and how does that affect the interaction. The pranksters in each call play the role of two identities: one is fabricated and the other one is real. Therefore, the connections of these two identities are described as weak or strong in the knowledge schemata of the victims. The identity is said to have a strong connection in the knowledge schemata if the victims recognized the identity (after the fabricated frame) which is previously established in their knowledge schemata and were able to link this identity to some other information which is the purpose of the call in the context of *Gotcha Calls*. On the other hand, the victims were said to have weak knowledge schemata if the establishment of the character in their knowledge schemata did not make any sense or just made little sense to them. This analysis is qualitative illustrated with examples, where this judgment on the knowledge schemata is based on their reaction to the established character.

Second, knowledge schemata has a significant role in the power distribution in *Gotcha* calls. There are two levels of knowledge schemata identified: weak knowledge schemata and strong knowledge schemata. This judgment is based on the victims' illustration of their knowledge at two levels: the level of the present context in each call and the level of general knowledge about the organization of events in the real world.

3.4 Summary

To sum up, Grice's (1975) maxim of quality is examined since the other maxims are not seen as contributing significantly towards this data. The deceptive behavior is

examined in relation to politeness where the discursive approach by Locher and Watts (2005) is used for examining the reaction of the victims and in politeness shift in *Gotcha calls*. Furthermore, the notion of knowledge schemata is used to describe the relation to power and identity in the context of prank calls which is found to be more convenient than the previously reviewed approaches to power.

Chapter 4.0

Findings and discussions

There are three main research questions which are addressed and discussed throughout this section. The first research question is how *Gotcha calls* are structured? There are four stages identified for the development of a *Gotcha Call*. These stages are: the opening, the violation of the maxim of quality and the maintenance of the frame. The second research question is how do victims react to the prank calls? The third research question is how politeness shifts throughout the call? Three stages are identified in relation to the frame to examine politeness in each call: before establishing the fabricated frame, after establishing the fabricated frame, and after the frame shifts. The fourth research question is how do the knowledge schemata affect the different identities and the distribution of power and control in *Gotcha Calls*? This question is answered in two main stages: knowledge schemata in the construction of identities and knowledge schemata in power and control of the interaction.

4.1 The structure of *Gotcha Calls*

4.1.1 *The opening of the call*

It is usual for calls to start with greetings especially in formal settings. Therefore, since the caller in these calls does not have a close relationship with the speaker, then it is expected that the call will start with greetings. It is found that 100% of the calls started with greetings. The following is one example taken from call 22.

Example 1 (PC 22):

22 V22: hello
23 P2: hello a: a:: Mohamad XXXX lar
24 V22: oh yah yeah yeah

After the greetings, the prankster immediately confirms the speaker's name. In twenty two calls, it was found that the name of the receiver of the call is confirmed immediately after the greetings as shown in example 1 above. However, in five of these calls, the pranksters confirmed the name of the receiver later after they had already established their fabricated character. Example 2 illustrates this confirmation.

Example 2 (PC 17):

12 V17: Hello
13 P2: <Hello this is Chu Wei calling from XXX credit card department may I speak to mister
14 Riduan please?>
15 V17: Hmm yes

In this call V17 is the victim who has a new credit card. P2 is the prankster who told him that he had made an online purchase for a computer and he is required to confirm the purchase which in fact he did not purchase.

In this example the, prankster established his character immediately after greetings before he confirmed the receiver's name.

The most occurring pattern is where the pranksters confirmed the victim's name immediately after the greeting before they establish the fabricated frame. This is essential as the pranksters wanted to make sure that they have reached the intended

victims, since these calls are pre-planned based on information provided by a source who is close to the victim.

However, in this sense *Gotcha Calls* are quite different from the prank calls analyzed by Seilhamer (2010). In those calls the prankster would not even know the victim's name. The call analyzed was based on a job advertisement. The victim in this call asked about the caller's identity who only identified himself by giving his first name aiming at causing mismatches with the victims' knowledge schemata, because the victim would expect the caller to be someone he knows. Furthermore, in Dornelles & Garcez's (2001) study of a naturally-occurring fabricated frame, the opposite occurred, where the victim was the caller, so she is the one who confirmed about the speaker at the beginning of the call.

The confirmation in the previous studies occurred as a result of mismatching the knowledge schemata of the victim in the presupposed frame (Dornelles & Garcez, 2001). However, in these *Gotcha calls* the confirmation was produced by the pranksters who pre-planned the call based on information provided by the source. Thus, the confirmation was to make sure that they have reached their target in order to match the victims' knowledge schemata in their fabricated frame which supports Gumperz (1982) (cf; Seilhamer, 2010).

4.1.2 Establishing the fabricated frame

Establishing the fabricated frame in *Gotcha calls* requires the violation of Grice's maxim of quality. This violation was produced by the pranksters whose aim is to deceive people for the sake of humor. It was noticed in these calls that this violation occurred in similar patterns. Three levels of violation were described. First, the violation of the maxim of quality was established when the pranksters introduced themselves by

telling a name which is not their real name. Second, they associate the name to a certain authority which is not theirs. Third, they established a problem which conflicts with the reality.

However, only 74% of the calls included all the three categories of violation, while 18.5% of the calls have only two categories of violation when the name was not introduced. Furthermore, 7.4% of the calls have only one category of violation where neither name nor authority, to show the identity of the speaker, was violated at the beginning of the frame. This is illustrated in the following table:

	Categories	Number of calls	%
Violation of the maxim of quality	Name + Authority+ Issue	20 calls (Calls 1, 2,4,5,6, 7, 8, 9, 10, 11, 15, 17, 19, 20, 21, 22, 23, 25, 26& 27)	74%
	Authority + issue	5 calls(Calls 13, 14, 16, 18& 24)	18.5%
	Only issue	2 calls(Calls 3 & 12)	7.4%
	Total: 27		100%

Table 4.1: The categories of violation of the maxim of quality in Gotcha Calls

Each category of violation will be illustrated and discussed through the following examples.

In Example 3 (PC 17) P2 (the prankster) called the victim who had a new credit card as someone from the credit card center. He asked the victim for confirmation for a

purchase of a computer which cost more than seven thousand ringgit and which the victim had no idea about.

Example 3 (PC 17):

12 V17: Hello

13 P2: <Hello this is Chu Wei calling from XXX credit card department may I speak to mister
14 Riduan please?>

15 V17: Hmm yes

16 P2: <Ok just want to confirm you're your purchase of a XXX pro ah? seven thousand four
17 hundred on your credit card ah? > [this one have

18 V17: [What?]

19 P2: [To be made in two payments] ah just wanna
20 confirm you just made an online order ah? for XXX pro seven thousand four hundred
21 ringgit? [this one has

22 V17: [No no no]

In line 13 in this call, two categories of violation occurred. The first one is the name the prankster gave himself “Chu Wei” which is not his real name. The second one is the authority: “calling from xxx credit card department”. Here the identity of the speaker was well established, so that it would not allow suspicion on the part of the victim. The identity established here is institutionally relevant according to different layers of identity establishment described by Ferenčík (n.d). Moreover, this identity is built in a way to match the knowledge schemata of the victim in the fabricated frame (Goffman, 1974, cf; Seilhamer, 2010). Then, the institutional identity established is connected to the knowledge schemata of the victim to be confidential. This strong establishment of identity lead to the third category of violation which established the issue of the call in lines 16-22 where the victim has made a purchase online which needs to be confirmed. This issue conflicted with the knowledge schemata of the victim which can be seen clearly in his denial in line 22.

The following example is taken from the *Gotcha Call* titled “Gym Membership Expired”. In this call V 14 (the victim) is a member in a gym and was using her boyfriend’s credit card to pay for her membership. P2 (the prankster) called her as someone working in the Gym asking her for the payment of three months which the victim had already paid.

Example 4: (CP 14)

14 P1: >Hallo good morning Miss Aizura I’m calling from fitness XXX in regards
15 of your payment for your membership yeah<
16 V14: Yeah ah ha
17 P1: Ok ah when can we expect payment ah because three months already you
18 didn’t pay?
19 V14: THREE MONTHS↑

This example illustrates how the frame is established through two categories of violation. The first level of violation occurred in line 14. Only the authority of the caller is given without a name because the name is not of importance like the authority since they are strangers. This identity established in this call is institutionally relevant (Ferenčík, n.d), where the caller identified himself as working for a fitness center where the victim is a member. This identification is set to match the victim’s knowledge schemata, so it gives a cue to the frame of the call and the issue, which supports Gumperz’s (1982) definition of a frame where he identified it as contextualization cues (cf; Seilhamer, 2010). Furthermore, this identity carries power to establish an issue which might conflict with what the victim already knows. This issue is the second level of violation: in this example the victim was told that she did not pay for her gym membership for three months.

The following example is taken from a *Gotcha Call* titled Flight to Wedding. In this call, the victim had booked a ticket to attend her sisters’ wedding where she

planned her arrival to be one day before the wedding. The prankster acted as someone calling from the airline to inform her that all the flights are pushed two days.

Example 5: (PC 3):

- 10 P2: this call XXXX in regard of flight 88 ah I think you
11 book the same time as Erik Richard correct ah
12 V3: yes
13 P2: so we
14 V3: yeah
15 P2: ok this one we have a problem with flights coming into Malaysia so sixteen
16 a:h all the flight from today ah is pushed two days ah
17 V3: PUsHed two days what do you mean

In this call, although the prankster did not mention any thing about his identity, in line 10 he provided contextualization cues to help the victim relate it to her knowledge schemata. Therefore, the victim would assume the caller's identity. After that, the violation in line 16 is where the victim is told that her flight was pushed to two days later. The victim could relate this to her knowledge schemata even though the information provided is new, unexpected and creates a problem to the victim, but they were still relevant to the contextualization cues provided in line 10. Therefore, it can be concluded that even though the violation occurred only at one level which created the conflict, the fabricated frame could still be established. However, this establishment of the frame can be considered to be insignificant since it occurs in only two calls.

In conclusion, the three categories of violation met Grice's description of the violation of the maxim of quality. The victim did not know about the caller's intentions, so s/he approached the frame as a reality while the prankster approached it as an act

which meets Goffman’s description of the fabricated frame (cf; Dornelles & Garcez, 2001). The speaker’s intentions were very clear to the audience and the analysts of the texts since these calls are conventionally established in the Malaysian society. Therefore, there is no need for the intentions to be textualized in the text as what Mooney (2004) suggested. Furthermore, the violation in these calls are successful violations since the victims do not know about the callers intentions (Mooney, 2004).

4.1.3 Maintenance of the fabricated frame

Issue	Money	time	Relationship	Job	Car	No.of seats	No. of rooms	Color	Clearance	gender	distance	total
Total no.	21	15	10	1	2	2	1	1	1	1	1	56
%	37.5%	26.8%	17.8%	1.8%	3.6%	3.6%	1.8%	1.8%	1.8%	1.8%	1.8%	100%

Table 4.2: contextual issues used to maintain the fabricated frame

In *Gotcha* calls it was noticed that the pranksters used or selected very sensitive issues which created stress and pressure to the victim. Moreover, the victims were not given enough time to reconstruct the events in their knowledge schemata. In this section, the strategies used for frame maintenance will be explored.

It was noticed that the pranksters selected the issues of the call in terms of their importance to the context of the call. Therefore, those issues varied from one call to another depending on the information the source provides as seen in table 4.2 above. However, some issues were used quite frequently in the calls which were: money, time, and relationship because these issues have stronger connections to the knowledge schemata of the victim. These three issues are very general issues which can fit into different contexts in different ways. Please refer to Appendix C for the distribution of the contextual issues in the twenty seven calls.

In the following examples, it is discussed how these issues play a role in the maintenance of the fabricated frame.

The victim in the following example is a university student who has to pay some fees for her registration. The prankster acted as someone calling from the university asking her to pay the fees earlier than she expected otherwise she cannot attend the class.

Example 6 (PC 8):

- 17 P1: This one regarding the fee ha=
18 V8: Ahe
19 P1: = the Three thousand six hundred a before first
20 of February ah so
21 V8: it's because all of them is ah pay on march right?
22 P1: ah No actually because the date has been changed
23 back to first of February that's what I have in my record
24 V8: That day I already asked Miss XX

In this example, there are two sensitive issues used in this call: money in line 19 and time in lines 19, 20 and 23. These contextual issues are made very relevant to the context of the call. In line 22, the victim showed that she was not ready to pay three thousand six hundred at that time. She expected the payment to be on March. On one hand, the amount of money matched the knowledge schemata of the victim. On the other hand, the time did not match the victim's expectations. Therefore, it resulted in a feeling of pressure, anxiety, loss, and not knowing how to solve this problem.

These strategies used by the pranksters to maintain the frame are described as "operations that one would perform ... to produce socially structured effects of anxiety, shame, guilt and indignation (Garfinkel, 1967, 37-38, cf;Seilhamer, 2010).

In the following example, the victim was paying for her Gym membership through her boyfriend's credit who cancelled it later. The prankster used money and the relationship with her boyfriend as contextual issues to make trouble.

Example 7, (PC14):

54 P1: >[Oh my god] I'm so sorry I'm so sorry I didn't know the situation was like that your
55 friend is stealing from you<=
56 V14: No
57 P1: =So sorry
58 V14: It's not stealing from me=
59 P1: Then
60 V14: = Its just last week he
61 cancelled the XXX credit card
62 P1: Oh but when can we expect the cash?

In this call, the victim was told that she did not pay for her gym membership for three months and it is expired. Therefore, she was asked to pay for the three months in addition to pay in order to renew her membership. However, the victim claimed that she was paying all the money to her boyfriend because she was using his credit card. The prankster used this point to create suspicion about the victim's boyfriend in line 54, and he described the boyfriend as stealing money from the girl. In fact, all the contextual cues and issues (money and time) were constructed to create the feeling of suspicion about the boyfriend, thus, creating a very difficult situation for the girl. However, the victim defended her boyfriend in lines 58, 60, and 61. This relationship issue is very sensitive and serious that makes the victim feel uneasy. The prankster here was making trouble and that is how the prank call frame operates which was described as "what can be done to make trouble" (Garfinkel, 1967, p 37-38, cf; Seilhamer, 2010).

In the following example, the victim is a mother who was told by the prankster that her daughter had used her credit card to buy something which cost over five thousand ringgit.

Example 8a, (PC 18): (Credit Card Mummy)

30 P2: Ok so the orders already gone thru we just want to ahm we just wanted to
31 confirm with you that you know that she that's your daughter that's fine okay so we're gonna
32 put the order thru

33 V18: Yeah but using which card which card she's using?

34 P2: Ahm this one we only got the name ah the
35 credit card company has your details we're not allowed to have that details ahm thay called us
36 and said for us to check on it=

37 V18: Yeah yeah

38 P2: =So ahm the name that the order was made was under
39 ah Noramira but=

40 V18: Ah ha

41 P2: =The credit card company called us and said that the card is under
42 your name rosini XXX

43 V18: Ya ya yes ah ha

44 P2: Ok so what ahm once converting it to Malaysian ringgit after all the ah
45 the amount has been put thru posting and it's gonna come up to five thousand nine hundred
46 ringgit okay?

In this call, the victim is a mother who was told that her daughter had purchased some stuff using her credit card. The prankster emphasize this relationship in line 31 where he said “that’s your daughter that’s fine”, implying that since she is her daughter, then she must know about this purchase. Therefore, there would be no problem if the purchase has gone through. However, the victim’s reaction was still very calm: she did not show any emotions. For that reason, the prankster used his second weapon which is money in line 44 to tell the amount of money spent. The amount of money used is five thousand nine hundred ringgit which is very high amount, in order to be sufficient to shock the victim and make trouble.

Later in this call, the prankster went on to create more trouble and create more pressure to the victim. He tested the strength of the mother daughter relationship by suggesting pressing charges against the daughter. That is illustrated in the following extract:

Example 8b, (PC 18):

76 P2: Oh dear ah do you want us to press charges against your daughter?
77 V18: ↑No no not not press charges against my daughter
78 P2: Oh ok ahm
79 V18: Ah I would ahm have a discussion with her first=
80 P2: Okay

The mother's reaction was very motherly where she preferred to talk to her daughter instead of press charges against her. It is clear that this issue does not satisfy the mother. In fact it creates suspicion on the mother about her daughter which makes the issue very sensitive and problematic.

The topic of the following example is very peculiar in nature. It does not fit into all contexts. It is very specifically contextualized to fit this context. The victim in this call is told that his neighbors had raised complaints about him keeping cats at home which are very smelly.

Example 9a, (PC 1):

31 P1: because why why I am calling is a: we've had a complaints from the neighbors ah telling us
32 there is this THE SMELL COMING FROM YOUR HOUSE ah you're keeping cats is it
33 V1: yes
34 P1: you'r keeping cats
35 inside your house ok your neighbors have actually sent in a formal complaint to us do you
36 keeping how many cats
37 V1: two two

The contextual issue of this call even though it is funny, is also very sensitive. The prankster enjoyed this issue and made fun of it. On the other hand, the victim was taking it in a sensitive way. He did not cooperate in the prankster's behavior, but he only provided the required information. The main issue is highlighted in the call title which is "cat poo poo". The issue made the victim feel very embarrassed as it is seen from his very short responses in lines 33 and 37. The prankster's tone is very sarcastic as it is highlighted in the shouting tone when he talked about the issue in line 32. The prankster's tone increased the embarrassment of the victim.

Furthermore, the prankster related the contextual issue to another one which is also very sensitive. The second issue is the relationship between the victim and his neighbors. Look at the following excerpt from the same call.

Example 9b, (PC 1):

55 P1: so they want to complain about that that's one that's
56 one the other thing I have because I don't know did you upset your neighbor or something
57 because its sh he he they've sent in a double complaint ah
58 V1: xxxxxx
59 P1: this one is outside your house your rubbish ah the
60 plastic bag is the garbage is before the garbage men come and collect your garbage yah
61 V1: yeah

In this part, the prankster made more trouble using his sarcastic tone in lines 55-57. Moreover, he emphasized the neighbors' role in this issue which made the victim both embarrassed and frustrated about his neighbors. This feeling was expressed in later in the call as it is illustrated in the following script:

Example 9c: (PC 1),

161 V1: I got very
162 concerned about my neighbors you know
163 P1: yeah yeah I know I am sure hey but bro

In lines 161-162, after the victim knew that it was a prank call, he expressed how he felt about his neighbors which makes him very concerned. Furthermore, the prankster's awareness of the victim's feelings is proof that he meant to make trouble which is clear in line 163.

In this call the neighbors and the cleanliness issue are two sensitive issues, but they are much related contextually. It is because when the clearance issue about the victim's house is raised as a complaint, then there must be someone around the victim who complained.

The cleanliness issue was very sarcastic issue for the prankster while it was a very embarrassing issue for the victim. However, in call 22 the issue was the victim's new car which he wanted to show it off on his birthday. The victim here had already selected the model and color of the car and the time he wanted to receive it. Then, the prankster called as someone who had the authority to tell that the guy was not going to get the car he wanted in the time line he expected. The identity of the prankster here is institutional-related which made him very powerful to initiate the issue (Ferenčík, n.d). Therefore, it was very clear how the two contextual issues were relevant in this call and how did they cause the trouble and pressure to the victim. The following excerpt illustrates this. In the call, in the following example, the victim booked a new car in order to show it off during his birthday. However, the prankster called as someone from that company and told him that they cannot meet the date they had promised.

Example 10: (PC 22)

52 V22: so what is the exact problem again xxxxx
53 P2: is the time line that I promise you I
54 cannot deliver around that time line
55 V22: we::
56 P2: because of the car so you see the model you
57 want is the problem
58 V22: WE ALREADY DISCUSSED during THE FUNDING
59 AND YOU TOLD ME you told me THAT you got the stock so that why I
60 CANNOT THINK YOU TOLD ME I HAVE TO PICK THE WHITE COLOR I
61 WANT THE BLACK COLOR AND NOW YOU TOLD ME THAT YOU CANNOT
62 DELIVER DURING THE TIME LINE
63 P2: no

In line 53, in this example, the prankster's identity gave him the power to confess that he was not keeping his promise with the client. The two issues the new car and time were contextually connected to cause the trouble. As the prankster had the information of the importance of the timeline for the victim which is his birthday, they found it to be the successful way to achieve their deceptive behavior. It is successful since it matched the victim's knowledge schemata. The victim's reaction to the issue was clear in his tone in lines 58- 62. The victim was very angry and raised his voice and shouted at the prankster which proves that the victim was talking for the prank. It created that feeling of losing what he planned and dreamt about.

Losing the plans was also the feeling of the women who bought a new sofa and expected it to be delivered before the Chinese New Year. However, the prankster told her that they cannot meet the time line for that specific item. Similar contextual issues were used in this call where the time and the item bought with the specific color were the issues that were utilized by the victim to create the trouble. This is illustrated in the following example:

Example 11a: (PC 9) (Sofa Delivery)

- 22 P1: ok the earlier the best ah because right now am checking the schedule ah and because
23 all of our vehicle are very full everybody wants before Chinese New Year but it looks now it
24 might only arrive on the fifth or sixth of February
- 25 V9: cannot be ah because its already Chinese new Year
- 26 because that day they already promised me that's why I made the payment
- 27 P1: They promised
28 you! Ah they shouldn't better

In lines 23-24, the prankster used the time as the main contextual issue around which the problem was created. He provided a reason for not being able to deliver at the time the victim expected as shown in line 23, in order to persuade the victim. The time issue was very important for the victim because based on their promise to deliver the sofa on the time she wanted, she made the payment as shown in lines 25-26. In lines 27-38, the prankster distanced himself from the problem, showing that he is not the one responsible for it (Dilmon, 2009).

Later in the same call, the prankster used the color of the sofa to make trouble. The victim was told that she has to select a different color:

Example 11b (PC 9):

- 42 V9: ah because we want that color it's the darker we want
- 43 P1: maybe you just hear for me I 've got this one is beige color its off beige it looks like
44 yellow beige you know the teeth yellow the yellow on your teeth ah when someone drink a
45 lot of coffee the
- 46 V9: no no no no I don't want that one
- 47 P1: ok

The prankster P1 in lines 43- 44 is giving other color choices for the sofa in order to make her change her mind about the color she wanted. However, in line 46, she

responded with repetitive negation. That shows how this contextual issue used by the pranksters is very successful to make trouble.

To sum up, it is found that all these sensitive issues are in fact contextual issues built around the main issue being pranked. Those contextual issues are basic element to describe and build the frame in which it occurs. They are built in a way that resembles how real life events occur (Goffman, 1974, p10, cf; Seilhamer, 2010).

In these *Gotcha Calls* contextual issues can either match or mismatch the knowledge schemata of the victim. Usually, both strategies are used in *Gotcha Calls*. However, there is one case where the entire frame was built up on mismatching the knowledge schemata of the victim. This call is call 19 (I don't want a credit card): in the entire call was based on the victim's credit card which in fact he does not have. Therefore, all the contextual issues mismatches the knowledge schemata of the victim (refer to appendix C). This case is very similar to the fabricated frame analyzed by Dornelles & Garcez (2001). Although, in that frame the prankster tried to match the knowledge schemata of the victim, he failed to do so for the lack of the basic information needed. On the other hand, the prank call analyzed by Seilhamer (2010), the prankster used contextual issues that mismatches the knowledge schemata of the victim. It is because the prankster did not have information about the victim. He only based the call on a job's requirements.

The contextual issues used in *Gotcha Calls* are very serious and painful issues. For that reason the pranksters in these calls establish an identity that is institutionally related (Ferenčík, n.d). This identity has the power to impose his will on the victim (Wolf, 1990, cf; Leezenberg, 2002). Therefore, the establishment of the identity and authority at the beginning of the call resulted in successful violations of the maxim of quality where the victims could not detect the violation (Mooney, 2004). Furthermore,

these successful violations of the maxim of quality can be described as successful deceits where the pranksters successfully manipulated the victims' minds to achieve their purpose (Perner, 1991, cf; Bosco & Bucciarelli, 2008, p. 588). Two main processes could be noticed in these calls which are "persuasion" as can be seen in example 11a lines (24-25) and "distancing of responsibility" as can be seen in example 11a lines (29-30) to achieve the deceptive goal and maintain the fabricated frame (Dilmon, 2009, pp. 1163-1164) Thus, the fabricated frame was successfully maintained up to this point in the calls, because the pranksters did not provide any contextual cues that lead to shifting the frame (Seilhamer, 2010).

The fabricated frames are meant to sustain the feelings of "bewilderment, consternation, and confusion" (Garfinkel, 1967, pp 37-38, cf; Seilhamer, 2010, p. 681). Those feelings can be seen in *Gotcha Calls* where the victim is faced with a problem that s/he had never expected. The feelings of the victims that resulted from the prank can be summarized as the feelings of losing something. This thing is very precious to the victim which can be either physical loss of money, car, booking of flight or hotel or social loss such as losing a relationship with boyfriend, daughter, lawyer, neighbors, husband or wife.

The relational work of judgments of any behavior should be related to the emotions and intentions of the speaker (Locher & Langlotz, 2008). Therefore, in *Gotcha Calls* the speakers' intentions are to deceive the victim and violate the maxim of quality. Thus, the pranksters' behavior can be considered impolite. In the following part, the victims reaction to the pranksters' and the sources' deceptive behavior will be explored.

4.1.4 The victims' reactions to the deceptive behavior

In this section, the victims' reactions to the violation of the maxim of quality after they are faced with the truth about the nature of the call which is "Gotcha" is to be seen in two angles. The first angle will be the victims' reaction to the direct speakers' (pranksters') behavior. The second angle will be the victims' reaction to the sources' (the one who set them up for a Gotcha call) behavior. There are three categories for the reaction: appropriate, inappropriate, and no comment. The appropriate behavior (of the prankster/ source) is seen when the victim accepted the deceptive behavior in the call for the purpose of a Gotcha Call. The inappropriate behavior (of the prankster/ source) is when the victim did not accept the behavior for the sake of humor: instead s/he linked it to negative behavior which is painful or impolite. The victim did not comment to the behavior especially the sources behavior because s/he was not visible in the call. Furthermore, it was found that there are some cases where the source of the call is not mentioned at the end. In this case there was no reaction to the sources' behavior.

4.1.4.1 The victims' reaction to the pranksters' behavior

The direct speakers here are the pranksters. The following table illustrates the number of victims who considered the pranksters' behavior as appropriate or inappropriate by examining their utterances after the frame shifts.

Reaction to the pranksters behavior	
appropriate	inappropriate
25	2
92.6%	7.4%

Table 4.3: Victims' reaction to the pranksters' behavior

In the table above, it can be seen that the majority 92.6% of the victims reacted to the pranksters' deceptive behavior as appropriate behavior while only two victims

reacted to this behavior as inappropriate behavior(for the distribution of the behavior among the calls, please refer to Appendix B). That can be justified as this violation of the maxim of quality is basically done in a special context of *Gotcha Calls* which are broadcasted through the Malaysian Radio Station Hitz Dot FM. Thus, this behavior is conventionally established in the Malaysian context as funny behavior or humor.

According to Mooney (2004), the violation of the maxim of quality cannot result in humor. However, in prank calls it can result in humor as it is found in this study. Therefore, the context of any interaction is very essential for the analysis of that interaction.

Some selected reactions of the victims are discussed here. In the following example, the victim was going to travel to New Zealand in order to teach English. The Prankster called her to tell her that in New Zealand they are expecting her to be a man. Therefore, she had to pretend to be a man.

Example 12a: (PC 7).

92 P2: it's xxx and xxx here how are you:

93 V7: hello:: good morning xxx

In this example, the prankster initiated a new greeting after the frame shifts from the fabricated frame. The two interlocutors are interacting in the same frame with their natural identities and roles. The victim's reaction was to reply to the greetings in the same friendly manner as initiated by the prankster. Therefore, it is clear that she accepted this behavior as appropriate. Later in the call in line 99, she even thanked the pranksters for their behavior as shown in the following script:

Example 12b: (PC 7)

97 V7: you sound so much like a New Zealander ok
98 P2: I know I know I love the New Zealand accent hahhahahah
99 V7: oh my god thank you so much
100 and who did gotcha me
101 P2: a:: xxx xxx

The friendly interaction in this script and the victim's tone, leads to conclude that the victim accepted this behavior as appropriate behavior which can also be positively marked since the victim thanked the prankster and used the intensifiers "so much" in line 99. A similar reaction is illustrated in the following example.

The following example is taken from the call titled "guarantor". The husband set his wife up for a *Gotcha Call* during their anniversary. The victim in this call is the wife whose husband was her guarantor. The prankster told her that her husband cannot be her guarantor because he had outstanding debt.

Example 13: (PC 6)

125 V6: hehehehehehe
126 thank you who did that one
127 P1: who do you think lah hahahahahahahahaha
128 V6: hehehehhhhhehehehehehe
129 oh my god I've been gotchad during my anniversary xxxxx
130 P1: I know that's horrid

In this call, the victim's immediate reaction is laughter as can be seen in line 125 above. The laughter is followed by thanking the pranksters for this behavior in line 126. Then, it can be concluded that this victim reacted to this behavior in a positively marked appropriate behavior.

In the following example, the reaction is a bit different from the previous one. In this call the victim is told by the pranksters (who acted as someone calling from the bank) that he would not get his salary because it is given to someone else and the bank policies did not allow taking it back from the other person.

Example 14: (PC 10)

107 P1: Yes Desmand made us call you for a gotcha
108 V10: What
109 P1: Yeah Desmand Desmand Your friend
110 V10: Oh xxxxx
111 P1: So this is a gotcha call bro I got to
112 say GOTCHA
113 V10: Ok he he ok hehehe

In this call, the victim reacted to the prankster's behavior as appropriate behavior. However, he did not show any positive emotions as it can be seen in lines 110 and 113. Therefore, the victim did not mark the behavior he only accepted it as an appropriate behavior.

The following example illustrates how the victim reacted to the prankster's deceptive behavior as an inappropriate behavior. The victim in this call is a lady who bought a sofa and requested it to be delivered before the Chinese New Year. The pranksters told her that the sofa cannot be delivered at the time she requested.

Example 15: (PC 9)

120 V9: hehehehe you were lying ha
121 P1: yes ye:s

In line 120, the victim’s first reaction was laughter but her laughter did not convey that she is happy with the pranksters’ violations. After she laughed, she said “you were lying ha”, which shows how negatively she marked this behavior as an inappropriate behavior. The prankster got shocked about this reaction and felt uneasy which appears in his very short response. This victim did not accept this violation even though she knew it is a *Gotcha* Call. In fact, this example illustrates how different people may judge the same behavior differently which approves the discursive nature of politeness (Locher & Watts, 2005).

All the examples illustrated in this section show the politeness issue in a continuum. There are people who positively marked the *Gotcha* behavior, others who did not mark but considered it as appropriate only, and other victims negatively marked the behavior as inappropriate. This supports Locher and Watts (2005) in their description of politeness as a continuum and discursive in a sense it can change depending on the participants, time, and context.

4.1.4.2 The victims’ reaction to the sources’ behavior

Second, the victims’ reaction to the source of the call, who usually did not appear in the calls, is to be examined. Only in 19 calls out of the total of twenty seven calls, the reaction to the source’s behavior can be seen and examined. In three cases the source is not mentioned, so the reaction cannot simply be assumed. In five other calls the victims did not comment on the sources’ behavior.

Reaction to the sources’ behavior			
appropriate	No comment	inappropriate	Not mentioned
14	5	5	3
51.85%	18.5%	18.5%	11%

Table4.4: the victims’ reaction to the sources’ behavior

It can be seen in the table above 51.85% of the victims reacted to the sources' behavior as appropriate. On the other hand, only 18.5% of the victims reacted to the sources' behavior as inappropriate. In five calls the victims did not show any reaction to the sources' behavior. Some examples are used to illustrate the victims' reaction.

The following example is taken from a call entitled flight to wedding. The victim in this call booked flight tickets to attend her sister's wedding. However the prankster told her that there are no flights on that day and all the flights had been pushed to two days later.

Example 16, (PC 3)

120 V3: oh my god I hear you
121 every morning and how come I didn't recognize your voice
122 P2: haha yeah how come ah how
123 come you don't recognize in call like this
124 V3: o::h he he hhe he
125 P2: Ayoo
126 V3: oh my god how can I send to gotcha calls and you never do it
127 P2: oh yes ah

In this call, the victim did not comment directly to her sister's (the source of the call) behavior. Instead, she showed that she accepted this behavior as appropriate. She stated in lines 120-121 that she hears these calls every morning. Therefore, it can be implied that she enjoys these calls which suggests that she accepts this behavior. Furthermore, in line 126 she stated that she herself had send to *Gotcha Calls* which means that she had acted as a source of *Gotcha* to other people. Thus, it can be concluded that the victim accepted this behavior from her sister as appropriate behavior.

The following example is taken from the call titled wrong salary transfer. Although the issue is very painful, the victim's reaction is very calm.

Example 17, (PC 10)

111 P1: So this is a gotcha call bro I got to
112 say GOTCHA
113 V10: Ok he he ok hehehe
114 P1: Do you feel better now
115 V10: I feel like am punching him now hhh
116 P1: HAHAHAHAHAHAHAH

In line 113, the victim said “ok” and laughed after he knew that this is a *Gotcha* call his friend requested. Later in line 115, the victim expressed his feelings about this behavior “I feel like am punching him now”: “him” here refers to the source (the victim's friend who is the source of the call). Although the victim said the word “punching”, he did not really mean hurting his friend. That reaction is common among gays who are very close friends. Therefore, we can conclude that the victim accepted his friend's behavior as appropriate behavior.

The next example, illustrates a victim who found the source's behavior very painful. This victim is a girl who was going to study in Australia. She invited her friends for a party in her condominium. One of her friends set her for a *Gotcha*. The prankster acted as a security officer who called asking for the names of her friends to be punished because he claimed they caused damage to the green area in her place.

Example 18a, (PC 2)

- 90 V2: because it's not funny
- 91 P1: am sorry your friends hahaha nothing they wanted to set you Navin wanted to set you
- 92 up
- 93 V2: and now I actually covered for them
- 94 P1: you actually covered for them hahaha

In line 90, in the script above, the victim judged her friends behavior to set her up for a *Gotcha* in that sense as not funny. She described it as not funny because she understands that they are trying to make fun of it. On the other hand, she saw this issue as very painful and serious. Later, in line 93, she was expressing her dissatisfaction about the behavior that while she was trying to “cover for them”, they were making fun of it. In line 98, she stated that she would never invite them to her place again which shows how serious she was taking the behavior (see the following script).

Example 18b continued:

- 96 P1: you are amazing friend
- 97 you are don't invite them over any more hahahahhahh
- 98 V2: I'll never ever invite them over again

Therefore, it can be concluded that the victim reacted at her friends' behavior as a serious inappropriate behavior, which would affect their relationship.

In conclusion, it can be seen how different people react differently to the deceptive behavior in the frame of *Gotcha Calls*. In fact this illustrates the discursive nature of politeness and how it does not fit in to certain fixed strategies (Locher, 2004; Locher & Langlotz, 2008; Locher & Watts, 2005; Watts, 2003). Even though all the victims are Malaysians, they reacted differently to the same deceptive behavior. While some of the victims were very happy about it, other victims did not even comment on

the source's behavior. That illustrates how well known *Gotcha Calls* are and how this behavior is established conventionally as a funny behavior which is appropriate. However, there are still some people who judge this behavior as inappropriate behavior. Furthermore, in some cases the victims reacted positively especially to the prankster's behavior since he is the direct speaker. Their utterances reflected how they positively marked the behavior as in examples 1 and 2 where the victims thanked the pranksters for their behavior. Therefore, the claim that marked and unmarked behavior are vague and need more description (Haugh, 2007), is due to the discursive nature of politeness which depends on the context and the participants in ongoing interactions. Therefore, giving these terms more description would limit their use to specific contexts only.

4.2 Politeness Shift Strategies in *Gotcha Calls*

Victims and pranksters used different politeness strategies depending on the context. Their behavior is sometimes appropriate when they interact in the socially acceptable way, while some other times they interacted in a socially unacceptable way. The socially acceptable and unacceptable behavior is dependent on the contextual and cultural factors where all the victims share similar background since they are all Malaysians. Politeness shift results in movement of the behavior from appropriate to inappropriate behavior. In this study this movement is examined at three stages in the call: the opening, middle, and closing. The opening part of the call is at the beginning of the call before the fabricated frame is established. The second stage is the middle of the call where the fabricated frame is already established. The third stage is the closing after the fabricated frame shifted to the reality.

The three levels are illustrated in figure 4.1.

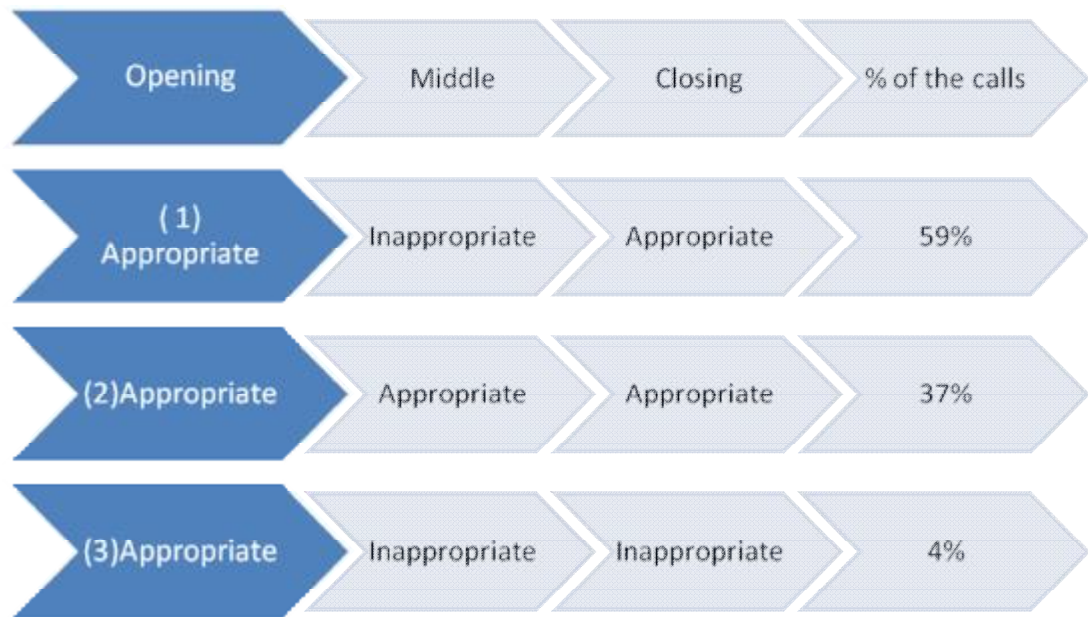


Figure 4.1: politeness shift in Gotcha Calls

The three levels illustrated in figure 4.1 are organized from the most occurring pattern to the least occurring pattern. Therefore, the second arrow illustrates the most occurring pattern which is observed in 59% of the calls, while fourth arrow illustrates the least occurring pattern of only 4% of the calls (for the distribution of politeness strategies in all the calls please refer to appendix D). In the following, each of the three levels illustrated in the figure above are discussed with examples.

4.2.1 Politeness shift (appropriate – inappropriate- appropriate strand)

In this section, the most occurring pattern of politeness shift, from appropriate behavior at the beginning of the call, to inappropriate behavior after the fabricated frame is established, and to the appropriate behavior after the frame shifted to reality, is

illustrated with examples. The examples are taken from the same call to illustrate the change in behavior of the same participants.

4.2.1.1 The Opening of the Call

The following example is taken from the *Gotcha call* entitled *USA Flight Ticket*. The victim in this call is a student studying in the United States America. She booked a ticket to go back to Malaysia, but the prankster called to tell her that her booking did not go through.

Example 19a :(PC 21)

2 V21: Hello
3 P2: Hi good evening can I speak to ↑XXX XXXX
4 V21: ↑Yeah
5 P2: How you doin↑ ah this is Richard from XXX Tours
6 V21: Aha
7 P2: Hi I just wana clarify you booked a flight with us ah ahm for the twenty third of
8 May?

In the above script, the call was started by greetings which the victim initiated in line 2. The prankster (P2) replied in an appropriate way in line 3. To show politeness the prankster repeated the greeting three times in lines 3 and 5 before telling the issue in line 7. On the other hand, the victim's utterances are very short as shown in lines 4 and 6 but appropriate. Later, in this call and after the fabricated frame is established, the shift in the politeness strategy is illustrated in the following script.

4.2.1.2 The middle of the call

The following script taken from the same call as the previous script illustrates different politeness strategies used.

Example 19b :(PC 21)

29 P2: >What I need you to do now is to come into our office as early as tonight and just make
30 the additional payment honey<
31 V21: Can I just call xxx and talk to him instead?
32 P2: ↑You know
33 I need to|settle this ↑tonight otherwise you need to pay that surcharge
34 V21: <↑I can't I can't send tonight
35 cause my mum is in Malaysia and I'm in the US and right now I can't reach her so>
36 P2: Ok here is
37 the thing if you don't give me an answer an answer in a within tonight I'm gonna have to cancel
38 your flight and give it to somebody else
39 V21: ↑I can't send it I ↑don't have the money that's why she
40 paid for it cause u can't I ↑can't afford it from here that's why she paid for it

In the above script, P2 (the prankster) used a very demanding tone in lines 29-30 and he ended his demand by the word “honey” which sounds very sarcastic. Later, in lines 32-33, the prankster threatened the victim that she would have to pay a surcharge if she did not meet his demand. Furthermore, the prankster emphasized his threat in lines 36-38, that the victim would not get the flight if the victim did not settle the issue at that limited time. The prankster’s behavior in this script is inappropriate behavior where he used threats and demands in his interaction. On the other hand, the victim’s response in line 31 is appropriate where she made a very polite request. Later, she responded to the prankster’s painful demands by emphasizing her inability to meet his request at that moment in lines 34-35 and 39-40. She repeated “I can’t” four times in these two turns which reflects her desperate feelings caused by the prankster’s inappropriate behavior. Therefore, the victim’s reaction is appropriate in this context.

In the following section, the participants’ behavior is examined after the frame shifted to reality.

4.2.1.3 *The Closing of the Call*

After the fabricated frame has ended, the interaction between participants in this call is examined in the reality frame of interaction. As the pain inflicted is relieved, the politeness strategies also changes. The following script illustrates this phenomenon:

Example 19c: (PC 21)

- 90 V21: ↑Oh my god you've gotta be kidding me this cannot↑ be hits dot fm I swear to god!
91 P2: What if I told you it is xxxx?
92 V21: OH MY GOD OH XXX you hahah
93 P2: Haha (laughing)
94 V21: ↑You've scared a XXX part of me!

The tone of the victim in this script changed to surprise as shown in lines 90 and 92. In line 91, the prankster's behavior became more cooperative and showed friendliness. Then the victim laughed in line 92 and expressed how she felt in line 94. This interaction is a friendly interaction which is also appropriate interaction.

In conclusion, example 19a, b, & c illustrates how politeness strategies differ in the same call before establishing the fabricated frame, after establishing the fabricated frame and after closing the fabricated frame. Before the maxim of quality was violated the interaction was appropriate, after violating the maxim of quality the participants especially the prankster behaved in an inappropriate way, and after revealing the truth the interaction became friendlier and the participants behaved in an appropriate way. Therefore, since the majority of the calls (59%) are found to have this shift of politeness strategies, it can be concluded that Grice's maxim of quality has an impact in politeness strategies.

The second type of politeness shift illustrated in figure 4.1, is discussed in the following section.

4.2.2 Politeness shift (appropriate- appropriate- appropriate strand)

In this section the second type of politeness shift observed in these calls which is illustrated in figure 4.1, is discussed through one selected call. There are 37% of the calls in which this type of shift is observed. The following example is taken from a *Gotcha Call* titled “credit card mummy”. The victim in this call is a mother who was told by the prankster that her daughter had used her credit card to buy some stuff which she did not know about.

4.2.2.1 *The Opening of the Call*

Example 20a: (PC 18)

10 V18: Hello
11 P2: Hi my name is Harold ahm can I speak to Rxxx XXX please?
12 V18: Yes speaking
13 P2: Ok ahm ↑I'm calling from a website ahm called XXX dot com ah we're
14 from America here from the United States=

In the example above, the victim started the interaction by greeting in line 10. After that the prankster replied in an appropriate manner in line 11 where he greeted the victim and stated his identity. Lines 12-14 also illustrate appropriate interaction between the participants. Although in lines 11 and 13-14 the prankster violated the maxim of quality, this violation was not harmful for the victim because the issue of the call had not been established at that point.

In the following section the behavior of the participants is examined after the issue is established.

4.2.2.2. The middle of the call

The following script is taken from the same call as the previous script. Here the behavior of the participants is examined after the painful issue is established by the prankster. Therefore, the prankster was acting in the fabricated frame while the victim was interacting as if it were real interaction.

Example 20b: (PC 18)

30 P2: Ok so the orders already gone thru we just want to ahm we just wanted to
31 confirm with you that you know that she that's your daughter that's fine okay so we're gonna
32 put the order thru

33 V18: Yeah but using which card which card she's using?

34 P2: Ahm this one we only got the name ah the
35 credit card company has your details we're not allowed to have that details ahm thay called us
36 and said for us to check on it=

37 V18: Yeah yeah

The interaction in the script above is appropriate for the issue discussed. The victim in this call is a lady who sounded elderly which prompted the prankster to interact with her respectfully. He informed her that he would put the order through in a very clear appropriate way in lines 30-32. The victim requested information in line 33 to which the prankster gave a lengthy response in lines 34-36. This behavior of the participants is very cooperative which is appropriate. In the following, this interaction is examined in the closing part of the call.

4.2.2.3 The Closing of the Call

The behavior of the participants is examined after the fabricated frame was shifted. Therefore, the participants in this part of the call are interacting in the same

frame of real life situation where the fabricated frame has ended. The following script illustrates their behavior.

Example 20c: (PC 18)

100 P2: Hi xxxxxx
101 V18: hahahahaha oh xxxxx?
102 P2: ↑Yes it is ↑hi how are you?
103 V18: Ah hehehehe no no no no no
104 P2: hehehehehe
105 V18: hehehehe oh no oh my god↑
106 P2: We had to do this to you lar sorry:: sorry I know its stressful I heard your voice

Since the frame shifted in the above script, the identity of the prankster shifted too. Therefore, the prankster initiated a greeting to the victim (in line 100) who laughed and confirmed the name of the prankster as a response in line 101. The victim's and the prankster's laughter in lines 103-104 shows cooperative friendly interaction. Furthermore, in line 106, the prankster apologized for the stress he caused to the victim which is a polite behavior. Therefore it can be concluded that the behavior of both participants in this script is appropriate behavior.

In conclusion, it is noticed that there was no significant difference in the politeness strategies enacted by both participants in this call. Therefore, 37% of the calls have no significant politeness shift (from polite to impolite) as it was the case for the first category of politeness shift illustrated in 4.2.1.

4.2.3 Politeness shift (appropriate- inappropriate-inappropriate strand)

This category of politeness shift was observed in 4% of the calls only. Therefore, this category is not significant compared to the previous two categories. In the data, there is only one call that illustrates this behavior. This call is titled “Sofa Delivery before Chinese New Year”. In this call, the victim is a lady who had booked a sofa to be delivered before the Chinese New year. The prankster told her that they cannot meet her expected date, so they would deliver it after the Chinese New Year.

4.2.3.1 *The Opening of the Call*

The following script illustrates the participants’ behavior at the beginning of the call before the fabricated frame is established.

Example 21a: (PC 9)

10 V9: hello
11 P1: hello Miss may I speak to Miss Kareena xxx please
12 V9: yes speaking
13 P1: ah this is Tommy am
14 calling from xxxxxx Cheras ha just want to do one confer ah with you the other day on the
15 second you bought two plus three and a half leather sofa set ah

The above example illustrates the participants’ appropriate behavior which is very similar to the previous examples. They greeted each other in lines 10-12. After that, in line 11 the prankster requested to speak to the lady who is the victim in a polite manner used “may I” and “please”. The victim responded to his request in an appropriate way to confirm that she is the one. The overall behavior of participants in this script is appropriate behavior. In the following section, these participants’ behavior is examined in the middle of the call.

4.2.3.2 *The middle of the call*

The following script, illustrates the victim's and the prankster's behavior after the trouble was established by the prankster.

Example 21b: (PC 9)

93 V9: NO cannot do like that what that day you never say like that now you say like this
94 lah
95 P2: ah yes
96 V9: that mean you are cheater one ah
97 P2: no no I want to help have

In line 93, the victim did not accept what the prankster suggested and she raised her voice denying "NO". In line 96, she emphasized her dissatisfaction with the prankster where she accused him to be a cheater. The victim's behavior in this script is inappropriate behavior. On the other hand, the prankster reacted to the victim in an appropriate way as shown in lines 95 and 97.

Therefore, the behavior shifted from appropriate in the opening to inappropriate in the middle. In the following section the behavior is examined in the closing of the call.

4.2.3.3 *The Closing of the Call*

The following script illustrates the participants' behavior after the frame shifted. At this stage the victim already knew that the call was a *Gotcha Call*.

Example 21c: (PC 9)

- 120 V9: hehehehe you were lying ha
121 P1: yes ye:s
122 V9: ya lar sure my husband do wan ah then he got lie is it sure lar my husband do one ah I
123 know lar hehehehehehe
124 P1: xxXXXXok we got to see that scary laugh we got to say [GOTCHA]

Even though, the victim at this point in the call knew that it was a *Gotcha*, she accused the prankster to be a liar in line 120. She further emphasized the lying behavior in line 122. Therefore, it can be concluded that the victim's behavior is not appropriate for the context in which it occurred. On the other hand, the prankster's behavior was appropriate and he did not expect the victim's reaction to be inappropriate. Although the victim laughed but her laughter was scary as it was described by the prankster in line 124.

In summary, although all the participants are Malaysians and the context is similar in all the calls where they are based on establishing trouble, the victims' politeness strategies differ as shown in figure 4.1. However, the shared background in the Malaysian context has resulted in similar patterns of politeness shift as illustrated in figure 3.

In conclusion, The maxim of quality is a very important maxim in any ongoing interaction (Grice, 1975). However, it does not determine the existence of cooperative interaction. In these calls, even though the prankster violated the maxim of quality, the interaction was still cooperative since no one just ignored the other speaker and stopped talking. On the other hand, the importance of the maxim of quality can be seen when the maxim of quality is violated to establish the fabricated frame. The interaction shifted from appropriate to inappropriate in 16 calls and returned to appropriate after the frame shifted that is when the maxim of quality is fulfilled. However, the context of these calls

requires the violation of the maxim of quality, otherwise the purpose of the *Gotcha calls* would not be achieved. In fact this supports the claim that the fulfillment of the conversational maxims depends on the context in which the interaction occurs (Mey, 2001). Thus, the pranksters ignored the maxim of quality in order to achieve the funny purpose of the *Gotcha Call*. This behavior is supported by Mey's (1993) claim as quoted in (Dilmon, 2009, p. 1154).

The discursive nature of politeness can be seen through these calls. Some participants shifted from polite to impolite after the fabricated frame was established, while others maintained appropriate behavior. This finding supports the discursive nature of politeness (Locher, 2004; Locher & Langlotz, 2008; Locher & Watts, 2005; Watts, 2003).

Gotcha Calls were found to be a rich source for the analysis of politeness. In these calls, the victim's behavior as well as the pranksters intentions can be interpreted throughout the whole interaction. This is to support the claim that judgments on the behavior requires interpretation of the contextual cues (Bousfield, 2008).

4.3 Role of knowledge schemata in identity and power in *Gotcha Calls*

Knowledge schemata is found to be a very important aspect for the success of *Gotcha Calls*. The following figure illustrates how the knowledge of the victim is the key for creating a *Gotcha Call*.

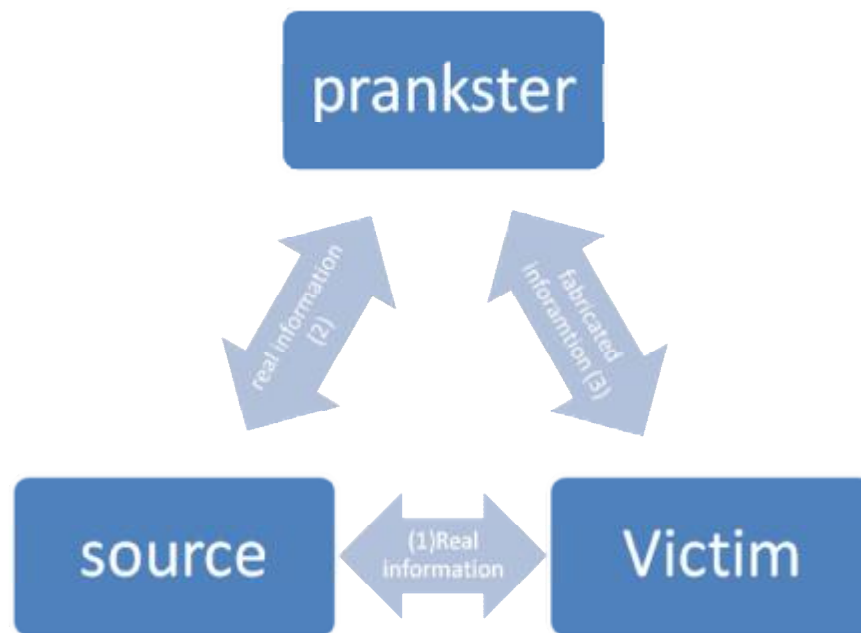


Figure 4.2: knowledge is shared through interaction

The figure above illustrates how real knowledge is transmitted from the victim to the source through natural interaction. Next, the source transfers the same information to the prankster. After that, the prankster manipulates the real information and fabricates it and uses it on the victim to mismatch with his existing knowledge. Before passing the information to the victim the prankster established a fabricated identity which is institutionally relevant to make the victim believe the issue.

4.3.1 Identity and knowledge Schemata in Gotcha Calls

The construction of identities in *Gotcha calls* is examined. Three identities are observed in these calls. The first identity is the victim's identity (VI), the second is the prankster's fabricated identity (PI1), and the third identity is the prankster's real identity after the frame shifted (PI2). These three identities are examined in relation to the knowledge schemata of the participants: how weak or strong the connections of these identities in the knowledge schemata of the participants, is examined.

The victims in these calls were identified by name only. The pranksters had the basic information about the victim which was sufficient to make trouble. On the other hand, the pranksters' identity is established as institutional related in the fabricated frame. The prankster played two identities which are the fabricated and the real identity. These two identities are similar because they are both related to a certain institution (Ferenčík, n.d). The interaction started as strangers who do not know each other. However, the prankster had some knowledge about the victim which enabled him to act throughout the fabricated frame. The victims' knowledge of the identity of the caller was newly constructed in their knowledge schemata based on the information the prankster provided at the beginning of the call.

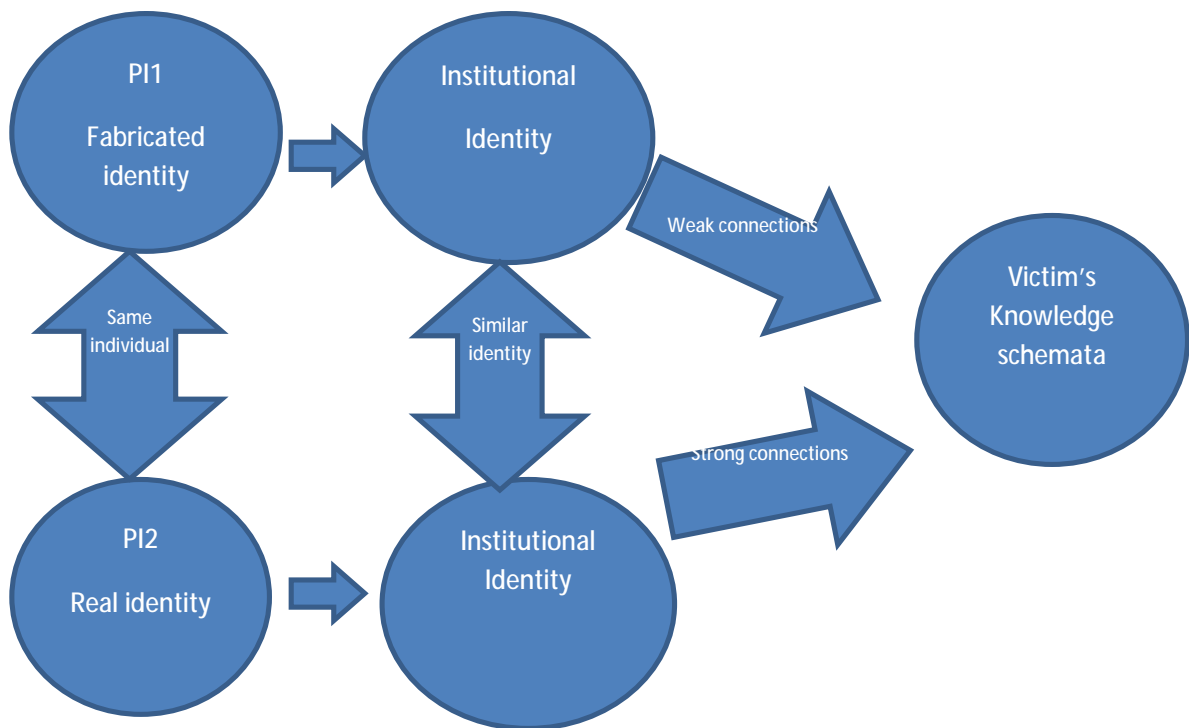


Figure 4.3: *The prankster's identities in relation to the knowledge schemata of the victim*

Therefore, the victim would not be able to expect the issue of the call before the prankster stated it. This is illustrated in the following example.

The following example is taken from a call entitled “*Black Berry Phone*”. The victim was a girl who had received a brand new blackberry. She’s so happy with it and she had been using it for a week. The prankster called her as someone from the shop she got it from and told her that her blackberry belongs to somebody else and not to use it any more.

Example 22b: (PC 27)

9 V27: Hello
10 P1: hello good morning can I speak to HXXXXXXX please
11 H: yes Hxxx speaking
12 P1: hi Hxxx this is Farid here calling from xxxxxx ha
13 V27 : ahe

The above example illustrates the establishment of the participants’ identities. While the victim is only identified by name, the prankster established his identity (PI1) by both the name and the authority which is described as institutional identity (Ferenčík, n.d). The prankster used his existing knowledge about the victim which he got previously from the source of the call. On the other hand, the victim established new connections in her knowledge schemata about the caller in relation to the phone she bought. These new connections are still weak (refer to figure 4.3) which appears in the victim’s response in line 14. She could not expect what is it about and she did not know this identity before, so she only produced the minimal response “ahe” waiting for the caller to give more information.

In the following script taken from the same call, it shows the victim and the prankster’s interaction after the frame shifted.

Example 22b: (PC 27)

98 P1: the solution that I can
99 think of is I think xxxxxxxxxx if I tell you this is a gotcha call
100 V27: heheehheheheheheheheh is it xxxxxx
101 P1: yes xxxxxx isn't it the best solution
102 V27: IT IS HEHEHEHEHEHEEH

In lines 98-99, the prankster shifted the fabricated frame to the reality where he said that “this is a *Gotcha Call*”. Shifting the frame resulted also in shifting the identity of the prankster. Even though, the prankster did not tell his name but his institutional identity is already known to the victim. She responded with laughter in line 100 which is the appropriate expected reaction for a *Gotcha Call*. In fact, this example illustrates how “*Gotcha call*” has strong connections in the knowledge schemata of the victim. She knew immediately that all what had been said before was just untrue and it is done for the purpose of humor (refer to figure 4.3).

In conclusion, it is found that even though the two identities the prankster acted in the call are institutional identities, they played different roles in the knowledge of the victim. PI1 was associated with a serious purpose, while PI2 was associated with humor. Furthermore, PI1 was newly constructed in the knowledge schemata of the victim while PI2 already existed in the victim’s knowledge schemata.

Any interaction is a speech act, where it is expected to have some power. The power is examined in relation to the knowledge schemata of the victim. Therefore, in the following section more concern is given to the power enacted by the victims in the interaction within the fabricated frame.

4.3.2 Power in Gotcha Calls in Relation to the Knowledge Schemata

The strength of the knowledge schemata of the victim is noticed to have a strong connection to the power enacted by the victims. Two types of knowledge schemata are described. First type is the general knowledge about how events are organized in the real world. The second type is the victim's knowledge of the specific event in the issue of the call. These two types are seen in two levels either weak or strong knowledge. The strong knowledge schemata are seen through the resistance of the victim and expressing his knowledge, while the weak knowledge is seen through accepting the issue and believing it.

4.3.2.1 Strong knowledge schemata

The following example is taken from a call entitled "I Don't Want a Credit Card". In this call the victim does not have a credit card. Then he got this caller (P1) asking him why he wanted to increase his credit card limit.

Example 23a: (PC 19)

- 18 P1: Ok ni ah ahm wa why do you need the increase of credit ah sir?
19 V19: Wait hold on what credit card is it? because I don't have one as well
20 P1: Ah the XXX gold XXX the gold
21 V19: I don't have any

In the script above, the victim's reaction in line 19 shows that the information the caller was telling did not match his knowledge schemata, so he requested clarification. After the victim made sure that the credit card the caller was talking about was the same as the credit card constructed in his knowledge schemata, he denied having any. This illustrates the victim's knowledge about himself having a credit card. Later in the call, the victim illustrated his knowledge of how logically events are organized in the real world.

Example 23b: (PC 19)

27 P1: Mister Justin because we have here records that you have to ask to increase your credit
28 ah for you XXX gold
29 V19: Ok how can I increase my credit when I don't even have the credit
30 card?

The victim in the above script was still resisting to the idea of having a credit card. Moreover, he illustrated his knowledge in a logical way in lines 29-30 showing that it is not logical to ask for increasing the limit of the credit card when he did not have any. Furthermore he challenged the caller in the following script:

Example 23c: (PC 19)

62 V19: Ok do you have the recording as well?
63 P1: We we will check thru
64 V19: The true recording?
65 P1: What is the actual recording?
66 V19: The actual recording of the conversation
67 P1: Then I will double check on it but then wha what will I find in that recording?
68 V19: What will you find? You find documents lar requesting
69 P1: [But

The victim in the above script is denying the idea that he had request increase of credit limit. Therefore, to prove his claim he made use of his general knowledge schemata. He challenged the caller if it was true, then they must have a record of the request. Then the caller asked in line 67 what they would find in the recording. At this point, in line 68, the victim emphasized his challenge and showed his strong knowledge schemata.

Therefore, it can be concluded that the victim's strong knowledge schemata gave him the power to deny, resist and challenge the prankster. The victim was very sure that he did not have any credit card and he made no requests concerning it. Thus, he did not believe the caller and went on denying the idea of having a credit card and

consequently denying the request the caller claimed. This denial shows how strong is the victim's knowledge schemata in this call where he did not simply accept the idea or suspect that he really did so.

4.3.2.1 Weak knowledge schemata

The following example is taken from the call titled "*New Zealand Immigration Entry*". The victim is a girl who was going to New Zealand to work as a teacher of English as a second language. The prankster told her that she was expected to be a male, so she had to act as a male.

Example 24a: (PC 7)

29 P2: yeah yeah am not sure how to say this hehe but half of the people there have actually got
30 the information that we got a ma::le called V XXXX
31 V7: hehehe
32 P2: guy to New Zealand
33 V7: oh no

The victim in this call believed the issue immediately as it is shown in lines 31 and 33. First she laughed and then she expressed her worry about the issue saying "oh no". The victim's knowledge schemata about this very specific issue based on the job she was going to have in New Zealand is weak knowledge. The following scripts illustrates how weak was the knowledge schemata of the victim:

Example 24b: (PC 7)

57 P2: so would that be ok with you just to side you getting any problems encountering any
58 problems could you possibly just dress a bit more like a man
59 V7: Oka::y I will try
60 P2: and if you can just
61 wear some pants and maybe a shirt and a jacket and a tie (pronounced like a toy) that would be
62 great and it doesn't matter if you have a long hair its fine
63 V7: ok

The prankster in this script asked the victim to pretend to be a man in order to get the immigration entry in New Zealand. Even though this request was unrealistic and can even be considered illegal, the victim still accepted which shows that she believed the prankster. Her weak general knowledge schemata of how events in the real world are organized gave the prankster the power to go further making more trouble beyond requesting her to dress up like a man. The following script illustrates this power:

Example 24b: (PC 7)

68 P2: so when you are talking to the police
69 officer if you can sound like you've a deeper voice that would help could you do that
70 V7: okay okay

The prankster in the above script, asked the victim to sound like a man when talking to the police officer. Even though this request is very unrealistic because police officers would look at the documents, the victim just accepted the prankster's request without even questioning it. This illustrates the weak knowledge schemata of the victim and how it gave power to the prankster to go further in their deceptive behavior.

The victim did not have enough information in her knowledge schemata about this issue. This is illustrated in her following the caller's requests. Her acceptance of the issue and trying to solve the problem in the way the caller requested shows that she believed him. Thus, this illustrates her weak knowledge schemata.

In conclusion, from the previous two examples 23 and 24, it can be seen that the strength of the knowledge schemata of the victim played a major role in the power enacted through the interaction in *Gotcha Calls*. However, number of turns for each speaker was not significant in the context of *Gotcha calls* which was found as significant to express power in police interviews (Haworth, 2006). Although the victim showed power and resistance in the interaction, the prankster still achieved his purpose

of the prank call which is described as the interaction power (Thornborrow, 2002, p. 8, cf; Haworth, 2006, p. 742). These calls are prank calls which can be considered speech acts within which power is enacted (Leezenberg, 2002).

4.4 Summary

In this chapter, the three main research questions are answered. First, it is found that *Gotcha Calls* follow the same structure. The pranksters frame these calls in four main parts which are: the opening, violation, body (contextual issues), and closing. The opening is almost the same in all the calls where it includes greeting and requesting to speak to the intended victim. The violation of the maxim of quality played the most significant role in establishing the fabricated frame in these calls. The majority (74%) of the calls were found to be established based on three categories of violation: name, authority and issue which occurred at the same order. Prank calls are meant to make trouble for the purpose of humor. Therefore, the longest part of these calls is the body where the contextual issues are selected based on the context. Although the contexts varied widely, it was found that money, time, and relationship were the most frequently observed issues in all the calls, which is due to their strong connections in the knowledge schemata of the victims. The closing part in these calls reflects the victims' judgments of this deceptive behavior towards the prankster and the source of the call. It was interesting to find that the majority of the victims reacted to this behavior as appropriate behavior.

There was an interesting shift in politeness which occurred in the majority of the calls (57%). The participants in these calls were found to shift from appropriate behavior before the fabricated frame was established, to inappropriate behavior after the fabricated frame was established, and then returned to appropriate behavior after the

frame shifted to reality. This finding about politeness illustrates the importance of the maxim of quality in relation to politeness in ongoing interactions in *Gotcha* Calls.

Knowledge Schemata is found to play a major role in the interaction within *Gotcha* Calls. The victims interacted differently with the pranksters' two identities. The fabricated identity had weak connections in the knowledge schemata of the victim, while the real identity had strong connections. Furthermore, in these calls the strength of the knowledge schemata of the victims varied. The victims who had strong knowledge schemata were found powerful in resisting and denying the possibility of the pranksters' claim. On the other hand, those with weak knowledge schemata believed the pranksters easily even if their claim is just illogical. That resulted in the pranksters gaining more power to manipulate the victims' minds and create more trouble.

Chapter 5.0

Conclusion

Throughout this study three notions in human interaction were examined in the context of prank calls: Grice's maxim of quality, politeness and knowledge schemata. The three research questions were based on the three notions of the maxim of quality, politeness, and knowledge schemata in examining the structure or the frame of *Gotcha Calls*.

5.1 Summary of the Major Findings and Discussions

It is found that all these *Gotcha Calls* were structured in a very similar way. They all start by greeting and in the majority of them the greeting was accompanied by confirming the speaker's identity. Next, the fabricated frame was established through 3 categories in the majority of these calls. These three categories are name, authority, and issue. These categories were carefully preplanned to ensure the success of the deceptive behavior through manipulating the information in the victims' knowledge schemata. This finding meets the description of the knowledge schemata as providing the basic strategies for the success of prank calls (Seilhamer, 2010). The pranksters selected contextual issues which are very relevant to the context of the call and had strong connections to the knowledge schemata of the victims in order to maintain the fabricated frame. The frame is shifted later by providing the contextual cues that would end the fabricated frame i.e., "*Gotcha*". Sometimes the information provided by the pranksters mismatches the knowledge schemata of the victim, but it did not lead to shifting the frame as argued by Dornelles & Garcez (2001). Shifting the frame to the

reality in *Gotcha Calls* resulted by fulfilling the maxim of quality, stronger connections to the victims' knowledge schemata, and sometimes shifting the politeness strategies.

The maxim of quality was considered a predetermined for the cooperative interaction (Grice, 1975). However, in this context of prank calls, the maxim of quality was violated and the interaction went on cooperatively between the participants. This finding supports Mey's (2001) claim that the fulfillment of all or some of the Gricean maxims depends on the purpose and context in which the interaction occurs. In this context it was necessary to violate the maxim of quality to achieve the purpose of humor. On the other hand, Mooney (2004) claimed that these undetectable violations by the hearer are successful violations which cannot result in humor. However, in the context of prank calls successful violations resulted in humor. This finding illustrates the importance of the context in the analysis of ongoing interactions.

The most interesting finding is that the majority of the victims accepted the prank and they were happy with it. Their interaction differed once the frame shifted, which illustrates the role of the knowledge schemata in these calls. The notion of *Gotcha* is widely established in the Malaysian community where no victim asked for clarification on what a *Gotcha* is. Instead they reacted to it as it is appropriate understanding its purpose.

In this study, politeness strategies were found to shift in three different strands. The establishment of the fabricated frame and shifting from the fabricated frame to the reality was found to influence the politeness strategies used. Politeness strategies were identified at three levels: before the fabricated frame is established, during the fabricated frame, and after the fabricated frame shifted to reality. It was found that in the majority of the calls the politeness strategies shifted from appropriate, to inappropriate, and return to appropriate respectively. Since the fabricated frame is

established through the violation of the maxim of quality, the importance of the maxim of quality can be seen in this context in relation to the politeness strategies before and after the maxim is violated. This finding illustrates the discursive nature of politeness (Locher, 2004; Locher & Langlotz, 2008; Locher & Watts, 2005), and the relation between politeness and the maxim of quality which gives an answer to the question “Is there a need for a maxim of politeness” (Pfister, 2010). Even though, in 59% of the calls the politeness strategies shifted from polite to impolite after the violation of the maxim of quality, this finding cannot be generalized to assume that the maxim of quality can substitute politeness. It is because this finding is based on prank calls in a Malaysian radio show.

In this data, it was also found that knowledge schemata of the victims played a major role in the development of the interaction. Two categories of knowledge schemata were identified: weak and strong. The weak is illustrated in the establishment of the fabricated identity of the pranksters while the strong was illustrated in the real identity of the pranksters. In the first the victims usually listened where could not expect the issue. However, in the second one the victim associated the caller’s identity with the program in a certain radio station and therefore they reacted accordingly.

Furthermore, the victims’ knowledge schemata about the real world events were found to have a strong relation to the power distribution in the interaction. The victims who had strong knowledge schemata were very powerful in the interaction resisting to their own beliefs. On the contrary, those with weak knowledge schemata accepted immediately and believed the caller’s claim which allowed the prankster more power during the interaction. Although, there are victims who show power during the interaction, the pranksters were always more powerful since they achieved their purpose at the end of the call (Thornborrow, 2002, p. 8, cf; Haworth, 2006, p. 742).

5.2 Further Studies

The data on this study was only limited to the English version of *Gotcha calls* where there is a Tamil version of the same calls. Therefore, it would be interesting to compare the two versions of *Gotcha* in English and Tamil. Moreover, the relation between politeness and the maxim of quality can be also further investigated in other contexts. Furthermore, the role of knowledge schemata in the establishment of power and identity in other contexts can also be further investigated.

5.3 Implications

This study adds to the literature in prank calls, since there is little research done in this area. This study explores a context where the violation of the maxim of quality is essential for the achievement of the purpose of interaction. Furthermore, it shows how knowledge schemata is manipulated for the construction of a prank call.

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APPENDIX A

Call 1: Cat Poo Poo

1 P1: this gotcha call involves cats=
2 P2: ahm
3 P1: =and what the cat produces and am not talking about
4 kittens=
5 P2: ahe
6 P1: =am talking about this stinky:: di:nky:
7 P2: oh hh ahe oh no
8 P1: this house smells bad
9 P2: ahe
10 P1: house
11 mate contacted us and said look sorry man do whatever it takes don't make it smell bad no
12 more so we call then we did our thing
13 P2: were you the cat
14 P1: what do you think
15 P2: oh
16 P1: we call this and said Meow
17 P2: heheheh
18 (phone ringing)
19 V1: hello
20 P1: hello can I speak to Mr. Saiful please
21 V1: yes
22 P1: mister Saiful my name is
23 Armen singh ah am calling from the: actually from the Melaka xxxxxxx department ah
24 V1: yes
25 P1: ok prior to
26 this I spoke to one Mohammad Farahan xxxxxx =
27 V1: yes

Comment [A1]: Scenario given by the pranksters

Comment [A2]: Greetings and confirmation about the speaker

Comment [A3]: Violation 1 & 2 : name and authority

Call 1: Cat Poo Poo

28 P1: = he but he he's in a meeting or something he pass me the
29 number

30 V1:
31 yes

32 P1: because why why I am calling is a: we've had a complaints from the neighbors ah
33 telling us there is this THE SMELL COMING FROM YOUR HOUSE ah you're keeping
34 cats is it

Comment [A4]: Violation 3: issue

35 V1: yes

36 P1: you'r keeping
37 cats inside your house ok your neighbors have actually sent in a formal complaint to us do
38 you keeping how many cats

Comment [A5]: Sensitive issue: relationship

39 V1: two two

40 P1: only two cats

41 V1: yes

42 P1: the cats are inside the house or outside the house

43 V1: yes it is
44 inside the house

45 P1: you clean the cats the clacts this one the cant punya the cats droppings da da da
46 the the the[tahi kucing]

47 V1: [yes but] sometimes a: because I put da: da da tahi kucing behind may be near to my
48 neighbor lar

49 P1: em ahe you mustn't do that because the neighbors you know they are trying
50 to cook some time

51 V1: ahe

52 P1: and then the smell the cat the cat poo

Comment [A6]: Sensitive issue

53 V1: ah ok

54 P1: so while they are cooking
55 its not very fresh to smell poo when you are cooking

56 V1: ahe ok

Call 1: Cat Poo Poo

๑๗ P1: so they want to complain about that that's one
๑๘ that's one the other thing I have because I don't know did you upset your neighbor or
๑๙ something because its sh he he they've sent in a double complaint ah

๓๐ V1: xxxxxx

๓๑ P1: this one is outside your house your rubbish ah
๓๒ the plastic bag is the garbage is before the garbage men come and collect your garbage yah

๓๓ V1: yeah

๓๔ P1: the
๓๕ plastic bag is always koyak and the garbage is everywhere

๓๖ V1: because this is from da the dogs everywhere
๓๗ because we put in garbage but

๓๘ P1: I thought I thought you said you've a cats

๓๙ V1: no no the dog outside the perimeters

๔๐ P1:
๔๑ whose dog is this

๔๒ V1:
๔๓ I don't know there is lots of dog over there

๔๔ P1: we are trying to keep Melaka clean so can can
๔๕ I expect from now on ah that you keep everything clean

๔๖ V1: ok because because like my cat I can I just want
๔๗ to return to my home town maybe end of this month so no issue of that

๔๘ P1: ok so you're going to
๔๙ send your cats back is it

๕๐ V1: yes yes because I cannot because like what I mention before because of the smell you
๕๑ should just in the house

๕๒ P1: yes because of the smell

๕๓ V1: am also not comfortable of them you said

๕๔ P1: ah
๕๕ you also know there is smell hehe

๕๖ V1: yeah because I don't know because usually ok but

Call 1: Cat Poo Poo

187 P1: but now

188 V1: I keep the
189 second cat doesn't smell the poo quite

190 P1: quite bad is it

191 V1: the other one is very smelly I want to send to my =

192 P1:
193 oh it

194 V1:
195 = home town because this is my rent house

196 P1: so the second cat is the smelly cat

197 V1: yes I don't
198 know why

199 P1:
200 what do you feeding the cat:

201 V1: same the same food I give to my other cat

202 P1: may be got a
203 problem this fella this one boy or girl

204 V1: girl

205 P1: normally it is the boy is smelly you know

206 V1: the boy is ok this one la
207 tak pe never mind I think no other complaint I will send my cat =

208 P1: thank you thank you ok

209 V1: = and in
210 term of the trash I'll make sure after this I close la because sometimes in da house we don't
211 have the cat for the trash bin is put inside but the the dog actually there is five or six dogs

212 P1: (continuous ah ah) au we this is not good

213 V1: yes

214 P1:
215 maybe also they smell the cats poopoo

Call 1: Cat Poo Poo

116 V1: ahe

117 P1: because the dogs are very attracted to cats' poo poo

118 V1: oh ok

119 P1: so

120 maybe this smell maybe once you clean the cats' poo poo maybe then the dogs won't come

121 disturb your bin any more ah

122 V1: you know maybe because they have the the the chicken all maybe bone

123 thing I think couldn't xxxxxxxx I think

124 P1: em

125 V1: something like that

126 P1: so very simple for me I II just need you to

127 come in to the office you need to sign an oath ah

128 V1: a: ok but am

129 P1: this one

130 V1: not free ah

131 P1: oh ok

132 wait wait wait you're not free ok can you say kechap kechap ya Mohammed Saiful I just say

133 saya Mohammed Saiful ah I promise to keep my house clean

134 V1:

135 ok

136 P1: of the cats poo just just repeat after me just say that I want you

137 V1: I am Mohammed

138 Saiful promise to get my house clean

139 P1: and no more cats' poo poo

140 V1: and no more cats poo poo

141 P1: and make

142 sure it smells nice

143 V1: and make sure it smells nice

144 P1: and also look after

Call 1: Cat Poo Poo

140 V1: and also look after
146 P1: all
147 my garbage outside
148 V1:
149 all my garbage outside
100 P1: and treat the garbage men well
101 V1: and treat the garbage
102 P1:
103 garbage men well
104 V1:
100 garbage men well
106 P1: I would also be very nice to Mohammed Farhan for making this gotcha call for
107 me
108 V1:
109 hehehehe oh is he thank you very much Mohammed Farhan
160 P1: hahahhhahahahahahah kesla you dah lark era duduk dengan taik kucing
161 then
162 V1: yeah it's a bit quite
163 because I don't think of any ministry of health hehehehehe
164 P1: you ikut aje HAHAHAHAHAHAHAHHA
160 V1: I got
166 very concerned about my neighbors you know
167 P1: yeah yeah I know I am sure hey but bro
168 V1: ok
169 P1: I got to say
170 GOTCHA Hhahahaha
171 V1:
172 thank you for the call
173 P1: good luck with the tahi kucing
174 V1: hehehehe ok thank you

Comment [A7]: Truth is revealed

Comment [A8]: V considered the source's behavior inappropriate

Comment [A9]: V accepted the prankster's behavior as appropriate

Call 1: Cat Poo Poo

170 P1:

hahahahahahahahahah

Call 2; Golf Course Party

1 P2: This is lovely because she lives in a golf course I wanna live in a golf course in the tea in
2 the hole in the ground

3 P1: exactly if she's going to study overseas=

4 P2: yup

5 P1: = friends get in touch with us for
6 she they were invited to this party that she had a farewell party they went a bit crazy ran on
7 the golf course and all of that so they said you know why don't you just call her and say Oh

8 This is dangerous gotcha her and so that what we did

Comment [A1]: Scenario given by the pranksters

9 (phone ringing)

10 V2: yes

11 P1: hello

12 V2: hello

13 P1: hello good morning

14 V2: hello yeah

15 P1: hello good morning can I speak to xxx

16 please

17 V2: xxx

Comment [A2]: Greetings and confirming the speaker

18 P1: hello miss Lo my name is Supera ah XXX golf resort security ah

Comment [A3]: Violation; name = authority

19 V2: ahe

20 P1: ok this is in regards of incident that

21 happen last Saturday yah is your parents around

Comment [A4]: Violation; authority

22 V2:

23 no oh yeah

24 P1: ok ok the thing is we got complaints that you had a party ah and

Comment [A5]: Violation; issue

25 V2: ahe

Call 2; Golf Course Party

٢٦ P1: and your

٢٧ guests were bit rowdy and =

Comment [A6]: Violation; issue

٢٨ V2: what

٢٩ P1: =your guests happen to be running on the golf course is this true ah

٣٠ V2: o:h they just ran

٣١ to take out pick the ball out

٣٢ P1: o:h

٣٣ V2: because a: the swimming pool there was a ball and then they throw it out so they ran out

٣٤ to get the ball

٣٥ P1: ok Miss Low the thing

٣٦ is the golf course is off limits for miss stuff like this

٣٧ V2: I understand we use it if I was there I would stop them but I was

٣٨ away for a while and when I came back they said they were in the golf course but then he

٣٩ went to pick the ball out

٤٠ P1: ok ok ma 'am Miss Lo may I have the name of these people ah

٤١ because we have to band them from coming over again something has to happen somebody

٤٢ has to be fi:ned you know because some there were few damages in the golf course and the

Comment [A7]: Violation; authority

٤٣ V2: what few ah what

٤٤ P1: damage on the green

٤٥ V2: damage on the green

٤٦ P1: u:h u:h

٤٧ V2: this is very far away or is it near to my house

٤٨ P1: em a: that's why I'd like to investigate

٤٩ V2: because it is impossible that they were out very long

٥٠ they were just for a while they were running but I don't think they did anything else so if

Call 2; Golf Course Party

01 there few damages on the green then you blame it on my friends then I think it 's unfair
02 P1: er er but may I
03 have the names of the people who go ha em because I still have to do my job you un you
04 understand right
05 V2: yeah I understand but does it mean that they can't come in at all
06 P1: no no no for the time being yeah we have to like
07 V2: because am leaving soon probably
08 they'll visit sometime
09 P1: a: we can't allow this until its conformed do you know the names of the
10 people please please help us out with this one
11 V2: ok what else could happen to me
12 P1: if worse come to
13 worse we have to fine lar that's the thing because you know the rules and regulations and a:
14 V2: but still the greens I don't think it's my my fault because I am pretty sure that they didn't
15 walk out and didn't damage the greens
16 P1: alright can I have the name at least so I can do my
17 work
18 V2: ok a: Mohammed Azari
19 P1: ahe and then who is the other person
20 V2: Kumar Rahathrm
21 P1: ok ok so for the inform your friends ah for the time being they are
22 not allowed in as soon as we interview them if we have to fine them they are going to be fined
23 ah
24 V2: you {mean you have to interview them}
25 P1: { because the thing is } if we don't fine them then we have to fine you because

Comment [A8]: Contextual issue 1; relationship with friends

Comment [A9]: Contextual issue 2; money

Call 2; Golf Course Party

۷۶ you organize the party at your resident

۷۷ V2: yeah ok

۷۸ P1: how many people ah more less attend this party ah

۷۹ V2: around less

۸۰ than ten less than fifteen

۸۱ P1: less than fifteen oh this your close friends lar

۸۲ V2: they are my friends a: but because am not

۸۳ sure what happened { i was in the house when that happen }

۸۴ P1: { yah ok I tell you exactly } what happened one of

۸۵ your friends who attended the party

۸۶ V2: ahe

۸۷ P1: thought it would be a funny I did to gotcha you

۸۸ V2: Oh my god

۸۹ P1: hahahahahahahaha am sorry am sorry I was nerves ah a: hahaha hahah

۹۰ V2: because it's not funny

۹۱ P1: am sorry your friends hahha nothing they wanted to set you Navin wanted to set you

۹۲ up

۹۳ V2: and now I actually covered for them

۹۴ P1: you actually covered for them hahaha

۹۵ V2: y:eah

۹۶ P1: you are amazing friend

۹۷ you are don't invite them over any more hahahahhahh

۹۸ V2: I'll never ever invite them over again

۹۹ P1: hahahah any way enjoy yourself in Australia study hard

۱۰۰ V2: thank you: so: mu:ch oh my god

Comment [A10]: Contextual issue 2; money

Comment [A11]: Ending the fabricated frame

Comment [A12]: Victim's reaction to the source's behavior as inappropriate

Comment [A13]: Victim's reaction to the prankster's behavior as appropriate

Call 2; Golf Course Party

1.1 P1: because we GOTCHAD you

1.2 V2: NAVIN!

1.3 P1: hahahahahahahhahahahhh

1.4

Call 3: Flight to Wedding

1 P1: if it is your first time flying will be prepared to get gotchad
2 P2: yeah a: this this lady was looking
3 forward to it sorry this girl oh and we decided to call her from the airline and just tell her that
4 the flight was delayed it was a simple concept but she was >ADMENT ON GETTING THE
5 FLIGHT ON THAT DATE<
6 (phone ringing)
7 V3: hello
8 P2: hello Kally XXXXXXXXX please
9 V3: Yes
10 P2: this call XXX in regard of flight 88 ah I think you
11 book the same time as Erik Richard correct ah
12 V3: yes
13 P2: so we
14 V3: yeah
15 P2: ok this one we have a problem with flights coming into Malaysia so sixteen
16 ah all the flight from today ah is pushed two days ah
17 V3: PUshed two days what do you mean
18 P2: so the fourteen your departure correct ah=
19 V3: yeah
20 P2: = is actually now have to be sixteen your departure and coming back has to be
21 eighteen your depart your coming back
22 V3: cannot because am going for a wedding and the
23 wedding is on the fifteenth
24 P2: oh in between day ah
25 V3: > Y::eah <

Comment [A1]:
Introduction to the call which gives an idea about the issue as well as the victim. ... [1]

Comment [A2]:
Greetings occurred at the beginning of the call and confirmation about the person speaking ... [2]

Comment [A3]:
Violation of the maxim of quality, where unreal problem is stated ... [3]

Comment [A4]: Time as a contextual issue:
in this call they played with the timing of the flight which is a sensitive issue because it 's the victims first flight and second because the timing is very important [4]

Call 3: Flight to Wedding

٢٦ P2: because now ah the flights all is not coming
٢٧ in to xxxxxxxx so you must understand ah that it were only for push two days extra early
٢٨ flight I can book for you is fifteen night time
٢٩ V3: cannot
٣٠ P2: one
٣١ V3: fifteen is the wedding I
٣٢ have to be there by on fourteen night
٣٣ P2:
٣٤ fourteen night ah
٣٥ V3: yes I have to be there buy fourteen night
٣٦ P2: ok
٣٧ V3: if not fourteen night if it somewhere around
٣٨ fourteen am fine with it but don't push it until sixteen that is ridiculous
٣٩ P2: < ok > you know this one is not our fault miss because
٤٠ { background noise }
٤١ V3: I know it 's not your fault but can
٤٢ you give me something am not flying on the sixteen
٤٣
٤٤ P2:
٤٥ ok wait for a while ah I see what else is fourteen cannot already because no flight flying there
٤٦ already {so on the fifteen}=
٤٧ V3: {that ridiculous man}
٤٨ P2: = fifteen morning I can give you flight six forty five AM
٤٩ V3: six
٥٠ forty five AM

Call 3: Flight to Wedding

01 P2:
02 Six forty five AM on xxx
03 V3: that for two person or one
04 P2: for one
05 V3: I need for both
06 P2: for both I can't
07 give you ma'am because because only one seat got the next flight i can give is eight twenty
08 five for for fifteen
09 V3:
10 oh my go:d
11 P2: so this one the only option if no wait are you because what time you have to arrive ah
12 V3: I need to arrive by six in the morning
13 P2: but you said the wedding is on the fifteen correct
14 ah
15 V3: fifteen at six o'clock in the morning {and flight is flying at night }
16 P2: {six o'clock in the morning}
17 V3: yes
18 P2: wedding at a
19 V3: BECAUSE ITS MY SISTER'S WEDDING I HAVE TO BE
20 THERE TO HELP
21 P2: ok ok ma'am please don't don't a: am trying to help also otherwise the
22 flight I can put you o:n I {can put for tonight }got flight open ah tonight open for two open
23 V3: {any flight a available }
24 tonight flight
25 P2: yes this one is tonight at four fifteen

Comment [A5]: Number of seat=t is the second contextual issue

Call 3: Flight to Wedding

٧٦ V3: fifteen afternoon
٧٧ P2: pm correct correct correct a: this one
٧٨ V3: oh my god
٧٩ P2: that is a: that is
٨٠ one and got one later flight also this one eleven forty five pm for two
٨١ V3: eleven forty five for two then coming back will be on the sixteen is that alright
٨٢ P2: coming back
٨٣ no for the coming back flight that one is definitely confirmed pushed two days
٨٤ V3: so you mean that on the sixteen flight has got a problem
٨٥ P2: sixteen flight also going
٨٦ fourteen flight problem
٨٧ V3: oh my goodness so tomorrow there is a flight no today is the flight
٨٨ P2 : today got a flight tomorrow cannot because the flight cannot come in tomorrow that's
٨٩ why
٩٠ V3: ok I tell you what please put me in that flight tonight flight right
٩١ P2: tonight flight the eight
٩٢ twenty five ah eight twenty five ok that means your extra additional charge
٩٣ V3: I have extra
٩٤ additional charge for more
٩٥ P2: yeah because this one is last minute ma 'am
٩٦ V3: oh my god I
٩٧ loaned it for this man
٩٨ P2: Oh you ok
٩٩ V3: I don't want to miss the wedding {imagine it 's your sister's}
١٠٠ or brother's wedding

Comment [A6]: Money is the third contextual issue

Call 3: Flight to Wedding

1.1 P2: { this one is your sister's} my sister my brother don't get married and my
1.2 brother yi
1.3 V3: exactly imagine that you're going for someone's important wedding right that would
1.4 be bad
1.5 P2: your sister ok your sister want you to come for this one in the morning
1.6 V3: yeah I have to be there
1.7 P2: first what's your sister's name ayoo you have to give me full name I put
1.8 here then when you come you have to explain to the officer
1.9 V3: Danya
1.10 P2: ok Danya XXXX
1.11 V3: yeah
1.12 P2: who is this one Jaqline XXXX
1.13 V3: my older sister
1.14 P2: oh she is the one who said that you have a gotcha call on kally
1.15 V3: what that
1.16 xxxxxx oh xxxxxx
1.17 P2: hi kally
1.18 V3: who is this
1.19 P2: this is Ean from hitz FM
1.20 V3: oh my god I hear you
1.21 every morning and how come I didn't recognize your voice
1.22 P2: haha yeah how come ah how
1.23 come you don't recognize in call like this
1.24 V3: o::h he he hhe he
1.25 P2: Ayoo

Comment [A7]: Retaining the maxim of quality by confessing the truth about the nature of the call "GOTCHA"

Comment [A8]: Here the victim accepted the call as appropriate behavior and this can be clearly seen since the girl herself has sent gotcha calls and listen to them every morning.

The victim didn't comment on the source's behavior even though she knew it, thus we can conclude that she considered it as appropriate.

Call 3: Flight to Wedding

126 V3: oh my god how can I send to gotcha calls and you never do it

127 P2: oh yes ah

128 V3: YEAH

129 P2: oh sorry sorry oh dear he he he he oh dear before you get mad at me I got to

130 say GOTCHA

Introduction to the call which gives an idea about the issue as well as the victim.

Greetings occurred at the beginning of the call and confirmation about the person speaking

Violation of the maxim of quality, where unreal problem is stated

Time as a contextual issue:

in this call they played with the timing of the flight which is a sensitive issue because it's the victims first flight and second because the timing is very important .

Call 4: First Class Ticket

1 P1: ok this girl she has got her dad to pay for a trip to Spain then after that she tells us to gotcha
2 the dad
3 P2: exactly
4 P1: and so we become this character which is Russian guy
5 P2: YOU become the guy
6 P1: no
7 actually we combine we entertain into each other's bodies
8 P2: you are actually like Spain without the s
9 P1: what do you mean (.) oh pain is it
10 P2: [hehehehe]
11 P1: [how about I cause that on you] let us check this gotcha
12 Russian guy calling Eve and Rago
13 (phone ringing)
14 V4: he[llo}
15 P1: [good} morning to you my name is Evan and I'm calling from xxxxx office in Moscow
16 Moscow
17 V4: yeah
18 P1: just doing a confirmation for this flight it's Sheren xxxxxx
19 V4: thats my daughter
20 P1: is it
21 correct
22 V4: yes
23 P1:
24 that's fantastic so our job is just to for make confirmation with{ you }ok
25 V4: { yeah ok}
26 P1: this one is for flight to go to Spain in
27 Barcelona=

Comment [A1]:
In this call information about the issue and the victim is given. Moreover they provide information also about the accent. ... [1]

Comment [A2]:
Very short greetings
No confirmation about the speaker ... [2]

Comment [A3]: Violation 1 & 2 : unreal name and authority

Comment [A4]: Relationship as a contextual issue

Call 4: First Class Ticket

28 V4:
29 yeah ok
30 P1: = this adxxxxxxx correct ah
31 V4: I'm the father yeah
32 P1: ok ok just want to confirm with you ah
33 this one because she currently update for a first class ticket ok
34 V4: ok
35 P1: so that one is for your
36 money for we convert is twelve thousand four hundred ringgit ah
37 V4: come again
38 P1: twelve thousand
39 four hundred ringgit
40 V4: ringgit NO NO we don't go for first class ticket no
41 P1: this confirmation we have is for first class ticket
42 V4: first class ticket?
43 P1: yes
44 yes yes
45 V4:
46 no no I don't think so no no no because I'm calling from Malaysia you're calling to Malaysia now
47 P1: yes yes calling to
48 Malaysia correct correct
49 V4: how much is the ticket
50 P1: twelve thousand eight forty
51 V4: ringgit ah cannot be twelve thousand
52 no no no it's not twelve thousand but I think the ticket it's roughly around three thousand ringgit
53 only she told me
54 P1: three thousand is is
55 V4: is the
56 transaction going in

Comment [A5]: Violation 3: unreal issue

Comment [A6]: Money as a contextual issue

Call 4: First Class Ticket

07 P1: no no three thousand is for zero dollar euro dollar {ok so what} =
08 V4: xxxxxxxxxxxx
09 P1: = ok so what do you want me
10 to do because the credit card is yours I don't know about credit cards what you think I can do
11 V4: ok
12 you stop the transaction I call XXXXXX you cancel the transaction
13 P1: ok no need no need because we do
14 transaction from here wait one second I have my computer here
15 V4: the check is not xxxxxxxxxxxx
16 P1: maybe ah
17 yeah very bad news for you this straight transaction go through already
18 V4: cannot be cannot be because not xxxxxxxxxxxx
19 P1: ok
20 because maybe there must be something mistaken with the system you hang on you hang on I
21 ask my superior
22 P2 : XXXXXX
23 not booking
24 P1: ok we can stop from here you are lucky
25 V4: ok I call Sheren
26 P1: Sheren is the daughter
27 V4: yes I'll ask her
28 to call you what is the number please
29 P1: ok phoning if you have to call from Moscow it's very difficult to get
30 through em
31 V4: but she is in Moscow she will call you
32 P1: no I better call her because the number you see
33 now is only calling out number it's not for calling in so you cannot call me I need to call you ah
34 so what you know now I stop the transaction so that mean she not go to Barcelona
35 V4: yeah you stop the
36 transaction=

Call 4: First Class Ticket

87 P1:
88 ok
89 V4:= I ask her to call you back ah
90 P1: wait ah am very confused so what
91 V4: or you call her you call her you've got the number
92 P1: wait wait
93 you want me to call her
94 V4: yes correct you call her
95 P1: what do I say
96 V4: you just tell her you double check
97 with her because she told me it's not a first class ticket
98 P1: ch ok yeah so I call her and what I say
99 not your father not allow for first class ticket
100 V4: ask her to call
101 me back
102 P1: I could tell her to call you back at the number I'm calling you now
103 V4: yes she know my
104 number
105 P1: I understand ok ok wait I have e mail letter from her here this one says ah I want to tell my
106 dad that I love him so much I miss him I hope he doesn't mind a gotcha call from JJ and Ean of
107 Hitz fm
108 V4: ah ha I tell you what
109 P1: no no wait a second this is a call from JJ and Ean it's a present from your daughter
110 V4: oh I see oh that is bad
111 P1: hahahahaha it's from Sharen she wants to say she misses you so much
112 V4: ok ok sorry sorry thank you thank you don't worry you got me you got me
113 P1: hahahahahaha wait before I got to say GOTCHA hahahahah
114 V4: alri::ght

Comment [A7]: The truth is revealed

Comment [A8]: V4 accepted P1's behavior as appropriate

Comment [A9]: V4 accepted the source's behavior

In this call information about the issue and the victim is given. Moreover they provide information also about the accent.

Very short greetings
No confirmation about the speaker

Call 5: Flight Cancelled

1 P1: I enjoyed doing this gotcha because we call someone and the line got cut and then we are
2 about to pack up and go home and ah and the person called back hehe

3 P2: yeah he called for his pain

4 P1: can you imagine and we further administered the pain hah so fun thing alright

Comment [A1]: Scenario

5 (Phone ringing)

6 Man: hello

7 P1: hello Mr. Shukan Ahmed please

8 V5: speaking

Comment [A2]:
Greetings and confirmation about the person ... [1]

9 P1: ok Mr. Shukan this is xxxxxx from my
10 name is Benjamine

Comment [A3]: Violation 1: name

11 V5: ok

12 P1: this one is for your flight eight zero

13 V5: {yeah}

14 P1: {because} the flight is being canceled ah

Comment [A4]: Violation 2: issue

15 V5: Canceled!

16 P1: canceled yeah {correct}

17 V5: {ahh} then at what time do a flight available on the twenty

18 P1: the next day aah {will be four} =

19 V5: {No no the} next day

20 P1: = the next day yeah the only next flight is for next day
21 ah

22 V5: only the next day {available} =

23 P1: {yeah}

24 V5: = that day no more

25 P1: ah that {day}

Comment [A5]: Contextual issue 1: time

Call 5: Flight Cancelled

26 V5: no no what's the reason you cancelled the flight

27 P1: we have two some type oh wait alright hang on we have the
28 to reserve the right to {cancel the}

29 V5: {I know I know} =

30 P1: flight

31 V5:= =don't read don't read to me the terms and conditions
32 am not too stupid ok due to what?

33 P1: oh a: because this one we cannot reveal why the
34 flight is canceled ah

35 V5: no don't tell me because the because of ah the flight is not fully occupied that
36 you canceled the flight You cancel the flight its unfair.

37 P1: I cannot tell you the reason sir

38 V5: I need I need to know
39 I am your
40 customer I need {to know}

41 P1: {why? can't} xxxxxxx but you saw the

42 V5: you know that you know that I have urgent
43 thing to do on that day

44 P1: you have how something urgent sir

45 V5: I have I have
46 another flight from Miri to Lawas and then a small town I need to know and why suddenly it
47 evolve you tell simply simply you cancel the flight you don't know what would happen about
48 the people emergency or urgent or what

49 P1: it is not like that ok I'll tell you from my position
50 when you sign sign the contract for the flight

51 V5: no no no I know I know that don't tell me ah your t
52 and c I know that but my right also to know why you canceled ah

53 P1: {in section}

Call 5: Flight Cancelled

04 V5:(I need to know) you canceled the flight due to not fully occupied then it's unfair to your
05 customer

06 P1: but I cannot disagree or agree with you sir because according to my job scope
07 also I cannot give away the reason why I cannot simply tell you I will lose my job also you must
08 understand for me am not simply trying to make life harder for you

09 V5: yeah but you must
10 understand my position also right I a urgent thing to do it on that day=

11 P1: [underst::nd] so how=

12 V5:=and I fixed everything

13 P1: = but now I try to be forward sir I try to help you what do you
14 want me to help you I can help you anything here

15 V5: ok (a shout) how can you help me in this thing if I want to
16 change my flight of course I have to change the connected flight also right

17 P1: correct you have to
18 change your connected flight

19 V5: if I have to change my connected flight there I have to pay money for the
20 connected flight right

21 P1: correct unless u take an alternate flight go one today

22 V5: today you mean today
23 when ah

24 P1: today is at one fifty

25 V5: no I don't think not today

26 P1: ok I tell you what ah this one I got one ok this is the best
27 thing I can offer you for what is it oh two zero zero one ha =

28 V5: yes

29 P1: = ok I can give you one go vacancy for seven twenty zero seven twenty hours

30 V5: one vacancy

31 P1: yes correct

Call 5: Flight Cancelled

82 V5: no one cannot three of us three adults plus one infant
83 P1: > three adult and
84 one infant you are talking about one infant wait sir I cannot <
85 V5: I don't mind
86 P1: ok ok you don't mind ok this you
87 sir to book for four people
88 V5: yes [three adults and one infant]
89 P1: [ok this can you] write the number down for this
90 V5: Wait this as same date as
91 before is this the same date is it?
92 P1: yeah the same date twenty two zero but it is seven zero
93 seven two zero
94 V5: zero seven
95 two zero
96 P1: ok can you take down the detail ha
97 V5: hold on ha
98 P1: ah this one you better thank my colleague
99 because she open up the space for {you ah}
100 V5: {ah } [ok tha:nks]
101 P1: [for xxxxxxx] my colleague name is Karina xxx
102 V5: Karina ok
103 P1: and she say you
104 have a safe flight with her husband and also your family when you go to Miri Sarawak because
105 this is a gotcha call from hitz fm
106 V5: excuse me
107 P1: this is a gotcha call from hitz fm
108 V5: XXXXXXXX ARE YOU SERIOUS

Comment [A6]: Contextual issue 2: number of seats

Comment [A7]: The truth is revealed

Call 5: Flight Cancelled

109 P1: yes you cry now hahahaha

110 V5: OH MY GO::D xxxxxxxxxxxxxxxxxxxxxxxx gotcha ME

111 P1: hahahahahhahh

112 V5: I every day I listen to the laughing of other people sharing worldwide story I got a
113 gotcha call

114 P1: it's up today you got a gotcha call bro

115 V5: are you serious

116 P1: serious bro this is JJ and Ean

117 V5: XXXXXXXXXXXXXXXX

118 P1: XXXXXXXXXXXXXXXX

119 V5: you scare me to death you man

120 P1: before you go I got to say GOTCHA

121 V5: heheheheh thanks

Comment [A8]: V5 accepted the behavior as appropriate and thanked the prankster

Greetings and
confirmation
about the person

Call 6: Guarantor

1 P2: what happen with this one is its actually the anniversary can you imagine
2 P1: yeah
3 P2: and
4 well the husband told us to gotcha the wife
5 P1: yeah because they are planning get a second car and
6 he is the guarantor so he give us all his details and we decided that he cannot be the guarantor
7 because illegal fellow gets a lot of money
8 P2: hehe illegal fellow he is an illegal fellow ah hehehe
9 P1: ah
10 hahahahahahahahahahahahahah
11 (phone ringing)
12 V6: hello
13 P2: hello good afternoon can I speak to V xxxxxx please
14 V6: yeah
15 P2: ok Hashim here calling from XXX office bank here in Kuala Lumpur this one is for you
16 wanted to get a second hand
17 V6: yeah
18 P2: ok so this one we think is no problem but there is a problem with your guarantor ah
19 V6: ahe ok
20 P2: this one Mr. Amirul xxxxx
21 V6: yeah
22 P2: ok this one is your husband is it
23 V6: yeah
24 P2: ah ok because he still has to an outstanding
25 debt ah of

Comment [A1]: Scenario

Comment [A2]: Greetings and confirmation about the speaker

Comment [A3]: Violation 1 & 2: name and authority

Comment [A4]: Violation 3: unreal issue

Comment [A5]: Relationship as a contextual issue

Call 6: Guarantor

٢٦ V6: is it

٢٧ P2: this is now in access of fourteen thousand so

٢٨ V6: fourteen thousand!

٢٩ P2: yes so a now

٣٠ you cannot use Mr. Amirul for your guarantor

٣١ V6: wait wait wait waht did you say and what he has a

٣٢ credit card

٣٣ P2: no he had a credit card before but he never he never he never finish paying for the bill

٣٤ so when we check with a

٣٥ V6: paying for the bill

٣٦ P2: yeah because we have to check

٣٧ V6: now he doesn't use any

٣٨ credit card

٣٩ P2: ah this one is before it 's from a long time actually

٤٠ V6: sure I know but he

٤١ doesn't have any credit card how come he has that amount fourteen thousand

٤٢ P2: I don't know

٤٣ V6: that means

٤٤ P2: I I I cannot explain for this one all I know is am telling you::I need to pass you

٤٥ to my supervisor =

٤٦ V6: ok

٤٧ P2: = his name is Mr. Guna ok

٤٨ V6: ok

٤٩ P2: so I pass you the phone to Mr. Guna hold on

٥٠ V6: ah ok

Comment [A6]: Money as a contextual issue

Call 6: Guarantor

01 P1: hello good morning

02 V6: hello

03 P1: yes

04 V6: hello

05 P1: has my colleague explain ah Miss xxx

06 V6: yes

07 can you explain I mean I am quite blurred because

08 P1: a:

09 V6: its fourteen thousand it's what is fourteen thousand lah

10 P1: a: ok it's like this

11 V6: I don't

12 I understand that

13 P1: ok it's like this when we check your Mr. Amirul's history for credit

14 V6: ahe

15 P1: he has been black flag

16 lah

17 V6: what that means

18 P1: black lah black list already so

19 V6: serious

20 P1: yeah Mr.

21 Amirul's won't be able to get any loans or anything in any bank

22 V6: how come is it I mean I as far

23 as I know I thought that he didn't doesn't know on making any loan a: a: I xx

24 P1: how long have you known him

25 V6: ok

Call 6: Guarantor

٧٦ when we were in school in 2000

٧٧ P1: how many years

٧٨ V6: two thousand I think

٧٩ P1: two thousand a: oh so

٨٠ V6: two

٨١ thousand six I think

٨٢ P1: the bill is about seven eight years ago so

٨٣ V6: AH how come

٨٤ P1: I don't know

٨٥ ok ma'am the thing is what you have to do now is

٨٦ V6: ahe

٨٧ P1: now is to find another guarantor

٨٨ V6: I have to look for another guarantor

٨٩ P1: yeah you have until about two pm today or else you have

٩٠ to reapply for the loan a gain

٩١ V6: I had to reapply for the loan again

٩٢ P1: am helping you out giving you a levy until two pm ok:ay

٩٣ but if you do not get the a new guarantor by two pm I'll have to say sorry

٩٤ V6: HOW COME I

٩٥ have to look for another guarantor I don't have any guarantor there is no body home I look for

٩٦ another guarantor it my cousins also can not be the guarantor because of cause they you know

٩٧ they don't want to accept the possibility as guarantor

٩٨ P1: wh:y do you under worry person guarantor is

٩٩ not that much

١٠٠ V6: yeah because in case of I cannot pay

Comment [A7]: Time as a contextual issue

Call 6: Guarantor

1.1 P1: why not

1.2 V6: people xxxxxx cannot pay

1.3 P1: wait wait wait are you telling me you cannot pay

1.4 V6: no I can pay but you know other people they always think ok what happen if she

1.5 cannot pay and then they'll be looking for me and of course I have to face for that

1.6 P1: I I 've a: ok ok ok

1.7 I've got a solution for you

1.8 V6: ok

1.9 P1: you can actually go to guarantor company where you can sing in a board and

1.10 then get

1.11 V6: is there any guarantor company

1.12 P1: Yeah yeah yeah yeah take a pen and paper are you ready the

1.13 company name

1.14 V6: ahe yes sir

1.15 P1: ok its G O T

1.16 V6: GOT

1.17 P1: ahe C H A

1.18 V6: C H A

1.19 P1: ahe

1.20 V6: what gotcha

1.21 P1: YEAH yes

1.22 V6: hehehhehehehehe

1.23 P1: so actually you can speak to us about it

1.24 now but before we say that we have to say happy anniversary to you and your husband

1.25 V6: hehehehehehe

Comment [A8]: Truth is revealed

Call 6: Guarantor

126 thank you who did that one

Comment [A9]: V6 accepted p1's behavior as appropriate

127 P1: who do you think lah hahahahahahahahaha

128 V6: hehehehhhhhehehehehe

129 oh my god I've been gotchad during my anniversary xxxxx

130 P1: I know that 's horrid

131 P2: that 's your

132 husband's anniversary present to you

133 V6: hehehehehe how dare you XXXXXXXXX

Comment [A10]: V6 accepted the source's behavior as appropriate

134 P2+P1: hahahahahaha oh XXXXXXXXX

135 sweet anniversary

136 P2: hahahahaha

137 V6: thank you thank you

138 P2: [you're most welcome GOTCHA]

139 P1: [you're most welcome GOTCHA]

Call 7: lady to pretend as a man

1 P2: so for this one a: we pulled out a new accent ok it's called the New Zealand you say yes
2 P1: Yes
3 P2: and what happened for this one is we call from the
4 P1: do look like a lady (funny voice)
5 P2: yeah yeah we told
6 this lady that she was registered ACCIDENTLY as a ma:n so she got to try to pretend to be a
7 man when she comes to the immigration
8 P1: lady got be do (funny voice)
9 P2: lady got be do (funny voice) yeah yeah you are
10 changing to a lady that's cute pretty ooh what's your name
11 P1: >finish you are worrying me hhh<
12 (phone ringing)
13 V7: hello
14 P2: good evening can I speak to X XXXXX please
15 V7: yeah hello
16 P2: this is Fredrik from the Fredrik from the New Zealand XXXXXX we've been trying to call
17 you for the longest ti:me any way
18 V7: ah New Zealand yeah
19 P2: yes and finally got thru to you a:
20 V7: yes
21 P2: I just wanna congratulate you
22 your coming to New Zealand to be teaching English as a second language just a congratulations
23 V7: Ok thank you
24 P2: Are you ready to go
25 V7: ah yeah hehe
26 P2: Ok good good this actually one thing why am calling is this has been
27 pointed out to us because you are a female correct

Comment [A1]: Scenario

Comment [A2]: Greeting and confirmation about the speaker

Comment [A3]: Violation 1&2: unreal name with authority

Call 7: lady to pretend as a man

28 V7: yes yeah

29 P2: yeah yeah am not sure how to say this hehe but half of the people there have actually got
30 the information that we got a ma::le called V XXXX

Comment [A4]: Violation 3: unreal issue

31 V7: hehehe

32 P2: guy to New Zealand

33 V7: oh no

34 P2: yes when you
35 register the information when you go through customs they will be expecting a male a boy

36 V7: oh realy

37 P2: yes
38 [because]

Comment [A5]: Gender as a contextual issue

39 V7: [how] did that happen

40 P2: am not sure hehe you didn't get informed of this

41 V7: no I didn't get any any
42 information of this

43 P2: because The only problem is it a little bit like to change the entry now because you are
44 under the government sponsorship a: if it's not too much trouble for you could you dress up like
45 a gentle men just they will let you pass they won't ask you any questions is that if they see there
46 is a man in a a suite just like that they'll let you by they are not going to stop him it's just if they
47 see you in a dress or a pair of women's =

48 V7: a::h

49 P2: =jeans

50 V7: no the thing is that I'll be wearing my clothes

51 P2: oh you'll be wearing a(k-) but could you
52 wear pants and may be a jacket or something something that looks like a winter outfit so you
53 look like a bit more masculine would that be ok

54 V7: a::

55 P2: its I know it's really a strange request

56 V7: a::h ok

Call 7: lady to pretend as a man

07 P2: so would that be ok with you just to side you getting any problems encountering any
08 problems could you possibly just dress a bit more like a man

09 V7: Oka::y I will try

10 P2: and if you can just
11 wear some pants and maybe a shirt and a jacket and a tie (pronounced like a toy) that would be
12 great and it doesn't matter if you have a long hair its fine

13 V7: ok

14 P2: would you be ok with that

15 V7: yeah yeah

16 P2: okay?

17 V7: okay

18 P2: so when you are talking to the police
19 officer if you can sound like you've a deeper voice that would help could you do that

20 V7: okay okay

21 P2: so
22 instead of sounding feminine can you sound a bit more like a man

23 V7: Oka::y

24 P2: could you just try it with me
25 now a:: em just pretend that I am a police officer hello xxx em Welcome to New Zealand (the
26 voice changes)

27 V7: Hello (different softer
28 voice)

29 P2: that sounds very
30 girly sweet heart am just scared at the time I be just like they're expecting a boy

31 V7: O:h okay

32 P2: just try it for me once just say Hello (very deep voice)

33 V7: hehehhe hello

34 P2: just say he hello (deeper voice) try it one more time please hello (deep voice)

Call 7: lady to pretend as a man

85 V7: Hello

86 P2: alright just repeat after me ok

87 V7: (sound like coughing)

88 P2: just say ok try it xxx just say hello I am xxx (deep voice)

89 V7: Hello I am xxx (change to a deeper voice)

90 P2: and am getting gotcha call

Comment [A6]: Nature of the call is revealed

91 V7: hehehehahahahaha oh my gosh

92 P2: it's xxx and xxx here how are you:

93 V7: hello:: good morning xxx

94 P2: haha good morni::ng

Comment [A7]: V7 accepted P2's behavior as appropriate

95 V7: I was about to sleep and get a gotcha call XXXXXXXXXXXXX

96 P2: hahahahahahahahaha

97 V7: you sound so much like a New Zealander ok

98 P2: I know I know I love the New Zealand accent hahahahaha

99 V7: oh my god thank you so much
100 and who did gotcha me

101 P2: a:: xxx xxx

102 V7: JOICE he really mean really mean me

Comment [A8]: V7 accepted the source's behavior as appropriate

103 P2: haha yeah get fun in New Zealand and I get to say GOTCHA

Call 8: Registration Fees

- 1 P1: this girl has some fees to pay
- 2 P2: YES
- 3 P1: Ah but we told her that she needs to pay earlier
4 than she has she really does
- 5 P2: Why
- 6 P1: The money was not ready yet so:you know she
7 couldn't pay the fees hence she can't come to class
- 8 P2: You just evil Chinese new year coming around the corner lar bro
- 9 Thanks man
- 10 (phone ringing)
- 11 V8: hello
- 12 P1: hello good afternoon can I speak to AdrinaXXXXX please
- 13 V8: Yeah yes I am
- 14 V8: XXXXXX
- 15 P1: Hi Ok this is Razali calling form xxxxxx
- 16 V8: yeah
- 17 P1: This one regarding the fee ha=
- 18 V8: Ahe

Comment [A1]: Scenario

Comment [A2]: Greetings and confirmation about the speaker

Comment [A3]: Violation 1& 2: name and issue

Call 8: Registration Fees

19 P1: = the Three thousand six hundred a before first
20 of February ah so

Comment [A4]: Money as a contextual issue

Comment [A5]: Violation 3: unreal issue

21 V8: it's because all of them is ah pay on march right?

22 P1: ah No actually because the date has been changed
23 back to first of February that's what I have in my record

Comment [A6]: Time as a contextual issue

24 V8: That day I already asked Miss XX

25 P1: Correct she is the one [she is in charge of
26 student payment]

27 V8: [She told me pay on March] already

28

29 P1: Ok because I think there is a
30 discrepancy because for me I am from the finance department

31 V8: Ahe

32 P1: It says here that
33 it's supposed to be on the first of February so for our record actually we cannot we
34 might have to: make a there'll be a black flag next to your name

35 V8: Then what shall I do now

36 P1: I think if you can make the payment you can pack in the payment by today or
37 I can give you by tomorrow noon

Comment [A7]: Time as a contextual issue

38 V8: bank in because my dad is using chq

Call 8: Registration Fees

٣٩ P1: Use chq that would take too
٤٠ long lar my friend ah
٤١ V8: Yeah
٤٢ P1: Ok
٤٣
٤٤ V8: Because XX Mrs. XXX she said till then I think
٤٥ its ok with you
٤٦ P1: You definitely spoke to her a: da da I can't because here is a black
٤٧ flag unless the payment is made then you cannot do your second semester course
٤٨ registration is not valid la
٤٩ V8: Aaah then
٥٠ P1: ok What how long can you get the payment in
٥١ for me
٥٢ V8: not sure you know because its suddenly you know
٥٣ P1: I know I know it's very
٥٤ sudden ok can you put in
٥٥ V8: It's a very big amount
٥٦ P1: It's a very big amount that's why I
٥٧ feel terrible that I am in the position to have to do this to you but you must understand
٥٨ also I'd this is my job hehe I don't know how is that ok can you make payment can

Call 8: Registration Fees

09 you make the payment I give a discount for now instead of three thousand six you pay

10 three thousand ringgit would that help

Comment [A8]: Money as a contextual issue

11 V8: three thousand

12 P1: Yeah

13 V8: Three thousand ah

14 P1: Can

15 you make me the payment first

16 V8: Ahe

17 P1: Is it you sound like this might be hard for you is

18 it

19 V8: Yeah very hard because three thousand ahhhh

20 P1: I know I know that's the thing you

21 don't have the cash on the moment

22 V8: Don't have

23 P1: Oh xxx ok how to do this may be you want to reregister

24 V8: Ah what do you mean by reregister

25 P1: Then when you reregister you put the date again

26 and you must confirm (pause) the date is twenty one or three

27 V8: Now am going to check

Call 8: Registration Fees

٧٨ P1: Ok you go and check I'll give you a different id log in id I give you my log in id

٧٩ then you can check in much faster than you can see the all the dates and everything

٨٠ it's better for you so you take my name Razali R A Z A L I

٨١ V8: R A Z

٨٢ P1: A L I

٨٣ V8: A L I

٨٤ P1: And my password is 123

٨٥ V8: 1 2 3

٨٦ P1: GOTCHA

Comment [A9]: Truth is revealed

٨٧ V8: G O T C A

٨٨ P1: C H A it spells gotcha

٨٩ V8: What

٩٠ P1: heheheheheh its xxxx and xxxx here

٩١ V8: Oh my Goodness

٩٢ P1: Oh my

٩٣ goodn:ess

٩٤ V8: O::h I want to die already oh my goodn:ess

٩٥ P1: hahahahahahaha

Call 8: Registration Fees

96 V8: XXXXXXXX

97 P1: We are so sorry la don't worry your payment is confirmed to twenty one or three

98 ok

99 V8: Oh my god oh my goodness

100 P1: hehe Gong Xi Fa Chai

101 V8: Ok thank you

102 P1: Ok I have to say

103 gotcha

104 V8: Oh thank you very much

Comment [A10]: V8's response shows that she accepted the prankster's behavior as appropriate. The source is not mentioned in the call.

Call 9: Sofa Delivery

1 P1: if we did a top ten list of the scariest laughs on the planet this lady would be my number 1

2 yeah

3 P2: hahahahaha

4 P1: the furniture she wanted to by and n

5 P2: yeah the husband gives us the details about the person she

6 spoke to how much she paid where she paid blablabla so we decided to call her and say sorry

7 we cannot deliver the furniture ah d on time

8 P1: all that 's cool but listen to the end her laugh scary

9 (phone ringing)

10 V9: hello

11 P1: hello Miss may I speak to Miss Kareena xxx please

12 V9: yes speaking

13 P1: ah this is Tommy am

14 calling from xxxxxx Cheras ha just want to do one confer ah with you the other day on the

15 second you bought two plus three and a half leather sofa set ah

16 V9: yes

17 P1: and you request for zen are none ah

18 V9: yeah

19 P1: ok correct just want to check you wanted the delivery before thirty first of the end of

20 month

21 V9: the earlier is the better

22 P1: ok the earlier the best ah because right now am checking the schedule ah and because

23 all of our vehicle are very full everybody wants before Chinese New Year but it looks now it

24 might only arrive on the fifth or sixth of February

25 V9: cannot be ah because its already Chinese new Year

Comment [A1]: senario

Comment [A2]: greetings and confirmation about the speaker

Comment [A3]: violation 1 & 2: name and authority

Comment [A4]: violation 3: unreal issue

Call 9: Sofa Delivery

26 because that day they already promised me that's why I made the payment

27 P1: They promised

28 you! Ah they shouldn't better

29 V9: because they told me its only two weeks only

30 P1: because now the delivery can only be

31 on the third or fourth they shouldn't promise you this one

Comment [A5]: time as a contextual issue

32 V9: then my house my house the sofa are two weeks already

33 P1: [oh dear]

34 V9: [now am] waiting for the new sofa at that day they told me two weeks time they can

35 make the delivery that's why I told them you must deliver it because my old sofa that day I

36 come back I throw I throw already

37 P1: how come

38 V9: now my house has no sofa already for new year the

39 day I immediately ordered what within the time I

40 P1: yeah correct ok can I give you alternative

41 color

42 V9: ah because we want that color it's the darker we want

43 P1: maybe you just hear for me I've got this one is beige color its off beige it looks like

44 yellow beige you know the teeth yellow the yellow on your teeth ah when someone drink a

45 lot of coffee the

Comment [A6]: color as a contextual issue

46 V9: no no no no I don't want that one

47 P1: ok

48 V9: I just want that one that one is the darker color one

49 P1: I'll check with my fellow that one

50 ha RAZIF what are the other colors available before the thirty first please hurry up and find

Call 9: Sofa Delivery

01 for me well Razif you talk on the phone ok this is Razif is a floor manager for ah =
02 V9: ok
03 P1:
04 =XXXXXX he is in charge of all the bookings am so sorry for the confusion you hang on ah
05 V9: ok
06 P1: please talk to
07 P2: no who
08 P1: miss Karena miss karina and speak in English please
09 P2: ah ok hello
10 V9: hello
11 yeah
12 P2: miss Korina ha
13 V9: yeah
14 P2: yeah yeah ne ah how to help
15 V9: yeah I don't know how because =
16 P2: ahe
17 V9: =the one
18 that color the one that black color one
19 P2: a:: a: u: we got a: orange
20 V9: ahe orange no bro
21 P2: orange a:: we got a: chocolate
22 V9: ahe
23 P2: and also red
24 V9: oh aiya yeah now you already got stock that one
25 P2: a:a delah tapi show unit

Call 9: Sofa Delivery

٧٦ V9: show unit

٧٧ P2: when you want the delivery

٧٨ V9: before new year they promise

٧٩ me two week i order two week and they can send to my house already

٨٠ P2: oh you

٨١ V9: then my

٨٢ house punye sofa sudah buang

٨٣ P2: maccam tu ah

٨٤ V9: ah sekarang saya tak da sofa lar d lm rumah

٨٥ P2: if you want two weeks

٨٦ V9: u cekap two

٨٧ week ma cha hater baru saya immediately order hi to then bayor was ah deliver order

٨٨ P2: ok if you want ah you

٨٩ top up another four hundred ringgit then kaw timah can

٩٠ V9: why I must top up five hundred?

٩١ P2: then we put you we

٩٢ return you the new unit in front of other people and remain other people wait

٩٣ V9: NO cannot do like that what that day you never say like that now you say like this

٩٤ lah

٩٥ P2: ah yes

٩٦ V9: that mean you are cheater one ah

٩٧ P2: no no I want to help have

٩٨ V9: NO NO No you help also can like that what?

٩٩ P2: we're throw in free gift

١٠٠ V9: because

Comment [A7]: money as a contextual issue

Call 9: Sofa Delivery

1.1 promise then you must do it not right

1.2 P2: how about we throw you free gift

1.3 V9: WHAT

1.4 P2: free gift we ask other

1.5 V9: NO NO NO free gift also cannot

1.6 P2: I 've

1.7 V9: my house the sofa

1.8 no more ready

1.9 P2: how about we trying free gift of a radio a nice one

1.10 V9: No no no I just want the sofa only I don't want a free gift

1.11 P2: I know you want the sofa

1.12 because if you start the radio on hitz Fm then you get free gotcha call

1.13 P1: yeah like this one

1.14 V9: YOU check out also no use this one will deliver before

1.15 new year

1.16 P1: No no not ok Karena this one tong here again actually it 's not Tommy Razif its JJ and

1.17 Ean here from hitz Fm

1.18 V9: aha! hehehehe:::he you make a joke out of my husband 's one is it

1.19 P1: hahahahhahahah yes yes it 's your husband it 's your husband

1.20 V9: hehehehe you were lying ha

1.21 P1: yes ye:s

1.22 V9: ya lar sure my husband do wan ah then he got lie is it sure lar my husband do one ah I

1.23 know lar hehehehehehe

1.24 P1: xxXXXXOk we got to see that scary laugh we got to say [GOTCHA]

1.25 P2: [GOTCHA]

Comment [A8]: truth is revealed

Comment [A9]: V9 responded to the source's behavior as inappropriate behavior

Comment [A10]: P1 & P2's behavior is considered inappropriate by the victim

Call 10: Wrong Salary Transfer

- 1 P1: one thing you shouldn't mess with people is their money
- 2 P2: Please don't
- 3 P1: its very
- 4 just a wrong
- 5 P2: Sensitive issue
- 6 P1: Exactly, so what happened to this one
- 7 P2: we did that we mess with his
- 8 money you told him that he's not going to be paid and his money went to somebody
- 9 else
- 10 P1: Somebody
- 11 (Phone ringing)
- 12 V10: hello
- 13 P1: good morning can I speak to Lim xxxx please
- 14 V10: yes
- 15 P1: Ok my name is
- 16 Hellmy am calling from xxxxxx ah you are working with xxxx ah in jalan Kuchai
- 17 lama ah main office
- 18 V10: yeah
- 19 P1: because why you got a minute I need about two minutes
- 20 of your time ah?

Comment [A1]: scenario

Comment [A2]: greetings and confirmation about the speaker

Comment [A3]: violation 1 & 2: name and authority
violation 1 & 2: name and authority

Call 10: Wrong Salary Transfer

٢١ V10: Ok

٢٢ xxxxx

٢٣ P1: Because this quite important ah because it 's regarding you're your salary yah

٢٤ V10: Yeah

٢٥ P1: Ok So this one I normally deal I don't know if you know Emy

٢٦ V10: What

٢٧ P1: I normally deal with Emmy ok so you sit down you sit down first

٢٨ because what happened this time is we xxxxx actually got the wrong details for your

٢٩ bank account lar

٣٠ V10: Yeah

٣١ P1: So unfortunately I have had to email Emmy now and da

٣٢ processing and everything will mean that your account will clear hopefully by the

٣٣ start of twenty eleven

٣٤ V10: When ah when lah

٣٥ P1: So the exact date is hopefully by end of

٣٦ January

٣٧ V10: End of January

٣٨ P1: Yes, because actually someone's sent the wrong details to

٣٩ us ok I'll be honest with you ah sir this one is not xxx punye faut it is actually

٤٠ internal matter for b(pause) because sometimes you have to pass information from

Call 10: Wrong Salary Transfer

ε1 one colleague to another my team is also four people so sometimes the information

ε2 salah you know what I mean so

ε3 V10: You are calling from xxx what

ε4 P1: am calling from xxx am

ε5 calling from the extra transfers department because I look myself I also jaga the Mp

ε6 account and I also jaga a few of clients' accounts lah so that's why I call you

ε7 personally

ε8 V10: so the problem now is what you transfer wrong?

ε9 P1: I transferred to the wrong

ο0 individual

ο1 V10: My account you transfer wrong ah

ο2 P1: No I didn't transfer to your account not Lim xxx's account I transferred to Lim

ο3 KeKat's account that's why I said it's an internal error but I am sure you understand

ο4 for the bank if you transfer for the money to someone's account you cannot withdraw

ο5 the money any more so:

Comment [A4]: Violation 3: unreal issue

ο6 V10: So how can I get back the money can I get my money

Comment [A5]: Money as a contextual issue

ο7 P1: Actually it is very

ο8 difficult to get the money back ah I will deal with Emmy also but the reimbursement

ο9 could take up to six months

ι0 V10: what how come so long

Call 10: Wrong Salary Transfer

71 P1: Because we have to go through the paper
72 work I have to send it to to: my superiors but I can guarantee by the end of January
73 you'll get your salary

74 V10: at the end of that means I have to wait until next January then
75 only I can get my money

Comment [A6]: Money as a contextual issue

76 P1: Only at the end of January not not not one whole year

77 V10: Wh:y can you call Emmy and ask him giveback me give that another like ah
78 chq or what

79 P1: Because if I call Lim Kikat he is our client also and he is not working for
80 xxxxx for us if we if we put money in the wrong account we cannot ask for it back it's
81 against our company policy so I apologies this is my fault my department's fault very
82 sorry lah so within six months we should be able to reimburse the salary

83 V10: Within six
84 months

85 P1: Hopefully hopefully

86 V10: That means half year

87 P1: Half a year yes correct so hopefully by this time in
88 May

89 V10: then only I can get back my money

90 P1: Then you'll get that am very sorry for that

91 V10: Why too long lar

Call 10: Wrong Salary Transfer

82 P1: I also have nothing to
83 suggest but the only the only ah I don't know that 's why I keep asking for apology for
84 this one

85 V10: a: is do Emmy knows about this

86 P1: I will have to send an email to her to
87 explain there is our fault to

88 V10: Can you help involve her first a:since she is the one who
89 pay me money

90 P1: Yeah she is the one she is actually passes the money to our account and
91 then my department one of my subordinates actually they put me inside this Lim
92 Kikats bank account so that means that Lim Kikats will be getting your money until
93 January

94 V10: What do xxxx can check and straight away cut down cut withdraw
95 back the money

96 P1: Cannot cannot that's the thing because it is our company policy once
97 money has been inserted into someone else account we cannot ask for it back you
98 must understand

99 V10: A::hhh can you ask a Emmy or how xxxxx

100 P1: Yes ok ok for the
101 moment are ok for finance can you borrow money your friends or anything

102 V10: A::hh how can I know the amount

Call 10: Wrong Salary Transfer

103 P1: ah the amount ok for

104 the amount you have to ask Desmand because he is the one that recommended this

105 gotcha call from hitz dot fm bro

106 V10: hitz dot fm

107 P1: Yes Desmand made us call you for a gotcha

Comment [A7]: Truth is revealed

108 V10: What

109 P1: Yeah Desmand Desmand Your friend

110 V10: Oh xxxxx

111 P1: So this is a gotcha call bro I got to

112 say GOTCHA

113 V10: Ok he he ok hehehe

Comment [A8]: V10 response shows that he accepted the behavior as appropriate

114 P1: Do you feel better now

115 V10: I feel like am punching him now hhh

116 P1: HAHHAHAHAHAHAHAHAH

Call11: deposit Payment

1 P2 : what happened here my {massy} yeah the
2 P1: {you guy} started a business alright so it needs a premises to
3 start his business
4 P2 : a premise
5 P1: {a premise} what did I say
6 P2: {yeah} you said premises
7 P1: oh that's a gotcha then {heheheheheheheheheh}
8 P2: {heheheheheheheheheh} alright check check it then
9 (phone ringing)
10 P1: hello good morning
11 V11: good morning
12 P1: hello can I speak to Dellina please
13 V11 :oh yes
14 P1: hi Della my name is Andrew ah
15 V11: ok
16 P1: am calling on behalf of XXXXX ah
17 V11: Ok
18 P1: alright this is in regards of the payment that you deposit
19 V11: yeah
20 P1: alright ok a::m ok we've been trying to call upon XXXX but have not get through so we're
21 wondering when the full payment is going to be made ah
22 V11: full payment within um your deposit cluster security xxxxxx
23 P1: do you know how much is it right ah it's thirteen thousand you know right
24 V11: yes yes already paid actually
25 P1: you paid when

Comment [A1]: scenario

Comment [A2]:
Greetings and confirmation about the speaker

Comment [A3]: Violation 1: name

Comment [A4]: Violation 2: authority

Comment [A5]: Money as a contextual issue

Call11: deposit Payment

٢٦ V11: I paid to XXXXXXX actually xxxxxxx

٢٧ P1: ok ah a::m did what tell me anything then

٢٨ V11: No

٢٩ P1: because we only received only five thousand for one you know

٣٠ V11: how much you get

٣١ P1: only five thousand and she said the rest will be paid later on so that's why we are
٣٢ wondering what's going on

٣٣ V11: no the first we paid four thousand

٣٤ P1: Yes

٣٥ V11: Ok for the deposit

٣٦ P1: yes

٣٧ V11: then I submitted another nine thousand

٣٨ P1: when! When did you do this?

٣٩ V11: a:h after few a: few days{xxxxxxxxxxxxx} I need to check my receipt

٤٠ P1: {no I have not} we we do not
٤١ have has the money been banked to the account already yet

٤٢ V11: I don't know about it because xxxxxxx didn't tell me anything about the chq you pay by
٤٣ check

٤٤ P1: ok and that's the thing has the chq been banked in? or the chq was addressed to who?

٤٥ V11: I don't know the chq was addressed to the lawyer {oh yes}

٤٦ P1: { a::h } {oh n:o}

٤٧ V11: { yes}

٤٨ P1: ok so

٤٩ V11: so I need to I think you need to deal with um XXXXXXX {because everything is }

٥٠ P1: {it's the the the } the thing is I
٥١ know about it we've been trying to call XXXXXXX and I can't get through

Call11: deposit Payment

02 V11: did you try to call the office

03 P1: I've tried everything see have the account being banked out of your account already yah?
04 Is she }

Comment [A6]: Relationship as a contextual issue

00 V11: [I'll try to check with my partner] XXXX my partner XXXXX

06 P1: [you sure she is Ok ok is that]

07 V11: can you give me you contact number

08 P1: I can I can give you the
09 contact number but ah um this one ah am sorry I have to tell you if you don't get it by the end
10 of today ah a::m I we can't go ahead with the contract of the warranty

11 V11: oh ok because you know the agreement has been [like]

12 P1: [I understand] but the premise must be
13 paid we have no paid

14 V11: see because xxxxxxxx let's say if you want to

15 P1: how do you know this ah you

16 V11: xxxx

17 P1: sure she never cheat you yeah

Comment [A7]: Relationship as a contextual issue

18 V11: no

19 P1: how sure are you we didn't get paid you know?

20 V11: because I've been I went to the layer's home ok

21 P1 : I don't know how because the thing is we don't get money by the end of the day ah we
22 cannot go ahead with the contract I know its signed already but still you didn't fulfill at the end
23 of margin which is the money

Comment [A8]: Time as a contextual issue

24 V11: consult XXXX because everything I paid to her there is nothing to lie about I have the
25 receipt right

26 P1: that's the thing you have receipt but we don't have anything in our hand

27 V11: I conform I call call xxxxxxxx

Call11: deposit Payment

٧٨ P1: but I still have to tell if we don't get the money by the end of the day it's gone the contract
٧٩ we will have to cancel the contract and move on to the next interested party to rent the place

٨٠ V11: what is your contact number let me confirm with her

٨١ P1: do you have pen and paper

٨٢ V11: yes

٨٣ P1: alright am its zero three nine five four three

٨٤ V11: is this a gotcha call

٨٥ P1: hehehe yes it is hehehe

Comment [A9]: The truth is revealed

٨٦ V11: who gotcha me

٨٧ P1: hehehe Ritchards hehehe

٨٨ V11: [Oh Com::on ah]

Comment [A10]: V11 has received the act as inappropriate behavior

٨٩ P1: [hehehehehehe]

٩٠ V11: is it xxx

٩١ P1: yes it is JJ hehehehe

٩٢ V11: XXXXXXXXXXXX

٩٣ P1: But I got to say GOTCHA

Call 12: Credit Card Lost

- 1 P2: This guy emailed us and said that his friend has his credit card stolen
- 2 P1: [ok]
- 3 P2: =so he asked Jj and I
- 4 to pretend to be the guy who ah stole his credit card but we thought we'll get Austin in
- 5 to help us out
- 6 P1: Of course
- 7 P2: Austin's got a very deep voice it's even more scary and this is
- 8 what happened
- 9 (phone rings)
- 10 V12: Hello
- 11 P3: Hello ↑
- 12 V12: Yes
- 13 P3: Is this suresh ah↑
- 14 V12: >Speaking who is this↑<
- 15 P3: Ah hah hahahah you no need to know lar bro
- 16 V12: Sorry?
- 17 P3: I just wana ask you something can
- 18 ah
- 19 V12: Wa ah wa what's is this regarding sorry↑
- 20 P3: You recently lost your credit card ah↑
- 21 V12: sorry↑(who is
- 22 this)
- 23 P3: you recently lost your credit cards is it↑
- 24 V12: a::h who is this anyway↑
- 25 P3: no no you no need to know who I am lar bro. Did you lose
- 26 your credit cards or not?

Comment [A1]: scenario

Comment [A2]: greetings and confirmation about the speaker

Comment [A3]: issue

Call 12: Credit Card Lost

27 V12: a::h why ah↑
28 P3: I just wanna say thank you so much bro and I enjoyed the laptops, I took my girlfriend
29 out to starbucks
30 V12: [hmmm]
31 P3: =filled up my my car with full tank and all that
32 V12: [oh ok]
33 P3: do you have any brains left in your afro ah bro?
34 V12: aah no but you ought to share some?
35 P3: share some what?
36 V12: share some of the brains
37 P3: some of my brains↑
38 V12: Yeah
39 P3: i heard you are a big afro ah bro correct ah ↑ afro afro↑
40 V12: oh yessa dunno lar dude I've
41 already shaved my head bald
42 P3: ah why you shaved your head bald lar↑
43 V12: [hmm]
44 P3 = why depression ah↑ because you loss your
45 credit card?
46 V12: yeah that's just ah ah oh ah
47 P3: [yeah]
48 V12: = how you knew about it?
49 P3: who in the world could be so stupid a to leave their credit card on the office lar then?
50 V12: oh ok
51 P3: aah

Comment [A4]: money as a contextual issue

Call 12: Credit Card Lost

02 V12: hey dude tell you what I'd really love to meet up lar

03 P3: you really like to meet up ah↑ for what? If I meet you you gonna you gonna call police
04 and gonna catch me lar tangkap me how?

05 V12: cool lar bro no lar

06 P3: ah

07 V12: =and you are smarter than me dude

08 P3: I'm deffinatly↑ smarter than you you have \$managed to leave your credit card right↑\$

09 V12: [yeah exactly man]

10 P3: [you know] where all I went or not bro?

11 V12: [ah?

12 P3: =you know how much i enjoyed or not with your credit card?

13 V12: tell lar bro

14 P3: I went to Low Yat I bought a lap top for myself for my girl friend all you know

15 V12: only one ah

16 P3: I bought two↑

17 V12: oh two lar

18 P3: aah >hey bro I wanted to ask you one thing lar about the laptops issue ah<

19 V12: eh eh

20 P3: =because I bought two laptops I forgot to buy mouse lar can you lend me one more
21 credit card

22 V12: can lar dude you come and see me first then we will ah I will give you more credit card

23 P3: what for ↑ to see you you gonna turn me in and you gonnna call the police↑

24 V12: no lar dude come lar come lar

25 P3: ah

Call 12: Credit Card Lost

٧٦ V12: dude actually honesty I'm not too worried whether you spend
٧٧ anything because I'm not in the losing side

٧٨ P3: you are not in the losing side↑ you just lost
٧٩ everything you just lost ten thousand dollars and I enjoyed it

٨٠ V12: yessa?

٨١ P3: =I enjoyed every bit of it so I
٨٢ am asking you have any brains left in that afro of yours or not↑oh yeah you've shaved all of it
٨٣ off

٨٤ V12: yeah yeah I'm really stupid dude I will really would like to meet up so whats↑the deal
٨٥ like

٨٦ P3: you bro you're seriously ah ah this one lar

٨٧ V12: seriously what dude?

٨٨ P3: all I can say is
٨٩ you're a real bonus lar bro

٩٠ V12: thanks lar dude >so you took my credit card away out of what ah dude? just just for the
٩١ money sake or what↑< just that you need the money and lar

٩٢ P3: I took your credit card because I actually owe this two guys money lar if you notice ah I
٩٣ bought two laptops

٩٤ V12: [hmm]

٩٥ P3: = I went to Starbucks for two people and all that ah so i owe this two
٩٦ people money lar

٩٧ V12: it's not like you are against on me or anything right?

٩٨ P3: do you know who this two
٩٩ people are not?

١٠٠ V12: dunno lar dude ok if I know I won't be talking to you so much hehe

١٠١ P3: ok I tell you what lar I pass the phone over to one of them lar

١٠٢ V12: can can

١٠٣ P3: hold on ah

Call 12: Credit Card Lost

104 P2: >hi dude it seems that I didn't know that this card is stolen this is Ean and I've got a
105 partner called Jj and we didn't know that he got us into so much trouble by trying to
106 steal money he just owed us a lot of money didn't realize this gonna cause so many problems
107 lar bro <

Comment [A5]: truth is revealed

108 V12: ooooh shXXX

109 P2: hahaha (laughing)

110 V12: XXX big time man XXX

111 P2: don't please bro for the safety of all mankind do not leave your ah credit cards lying
112 around aahh aha aha

113 V12: XXXXX

114 P2: GOTCHA!!!

115 V12: oh XXXX who set me up dude who set me up?

116 P2: Brian macha

117 V12: hahaha XXXX

118 P2: hahhaah (laughing)

119 V12: really caught me off guard man really caught me off guard

Comment [A6]: V12 accepted the behavior as appropriate

Call 13: Credit card husband + wife

- 1 (phone rings)
- 2 P1: Hello good morning
- 3 V13: Yes Comment [A1]: greeting
- 4 P1: I'm calling from XXX credit center yeah sir Comment [A2]: violation 1: authority
- 5 V13: Okay
- 6 P1: We just went to confirm the purchase that just gave been made on one of your credit
7 cards Comment [A3]: violation 2: issue
- 8 V13: Pardon me?
- 9 P1: There is a purchase being made on one of your credit cards
- 10 V13: Pardon me?
- 11 P1: There is a purchase being made for five thousand ringgit at a shop in ah XXX I wanna
12 confirm whether this is true?
- 13 V13: I don't think so Comment [A4]: money : a contextual issue
- 14 P1: Okay hold on sir hold on sir because we wanna ah ah stop this purchase you hold on a
15 second ah sir
- 16 V13: Hmm hmm
- 17 P1: Ah mister huzaimi
- 18 V13: Yes
- 19 P1: Ok apparently the person buying it knows you Miss Yasmin XXX
- 20 V13: Yes she is my wife she's suppose to be at work Comment [A5]: relationship : a contextual issue
- 21 P1: Ok hold on ah I put you thru because we are calling the shop and we've got you
22 connected ah hello miss yasmin
- 23 S: Hello
- 24 P1: Hello Miss Yasmin ahm for credit card approval we need your husbands approval
- 25 S: Ok sure no problem can you pass me to him please
- 26 P1: Yes go ahead

Call 13: Credit card husband + wife

27 S: Hello

28 V13: Hello min wassup?

29 S: No I'm buying ah handbag abang I'm using my XXX voucher and then I'm gonna pay you
30 backlar the balance

31 V13: Yes but it's not five thousand punye handbag

32 S: Aah ala nantilar I bayar you balik

33 V13: No yasmin I can't I can't afford it anymore no no I'm not gonna allow this transaction
34 sorry

35 P1: Ok hold on

36 S: Ah

37 P1: Sorry miss wait sir

38 S: Yes

39 P1: You're cancelling this this transaction?

40 S: Sorry are you not going to approve my transaction?

41 V13: No

42 S: but I thought I'm the supplementary? you can just charge it to my card rite?

43 V13: yasmin

44 S: yesss

45 V13: how much is the handbag?

46 S: Its four something four eight something and I'm gonna minus it off with the one
47 thousand voucher so I'm going to pay you back around three thousand

48 V13: No no

49 S: Ala bang please

50 V13: Common yasmin common don't don't I don't wan XXX just just don't allow this
51 transaction

52 S: Ok ok ok ok I'll talk to you at home

Call 13: Credit card husband + wife

03 P1: Ok ok ok hold on hold on ah hold on ah miss and mister hold on a second I gotta to talk
04 to your husband hallo sir

05 S: Hello

06 P1: Let me confirm this you're cancelling this transaction?

07 V13: Yes

08 P1: You don't want this to happen?

09 V13: Yes because my credit limit does not allow that anyway

10 P1: I know that's why we are calling you because of that

11 V13: Ya ok so

12 P1: Ok

13 V13: First of all my credit limit before was XXX thousand plus

14 P1: Yes

15 V13: And then you guys like increase it without me even like requesting for it

16 P1: Ok I understand

17 V13: Ok that's one thing it's a I'm I'm like thankful lar about that but credit limit is credit limit
18 rite when it's over the credit limit and then there is no blockage there is no decline of
19 transaction then whats the point of having a credit limit?

20 P1: That's why we have ah ah us sir we call you to confirm the fact if you want to increase

21 V13: Thank you thank you for doing that

22 P1: So the thing is we cancel this?

23 V13: Yeas

24 P1: Ah oh okay ahm it will be very awkward for your wife though

25 V13: Yeah it's alright it's okay because I'm in a credit mess right now

26 P1: Ooh I'm so sorry sir I'm so sorry I'm so sorry

27 V13: Ok so now

Call 13: Credit card husband + wife

٧٨ P1: Yeah

٧٩ V13: You know I have this secondary user that's quite hard to control can I set the credit limit
٨٠ for the second for the supplementary card?

٨١ P1: You can sir you can sir but what what credit limit you want to set it at?

٨٢ V13: Just only two thousand the

٨٣ P1: Ok ok hold on a second let me key in this into the system and okay yes so I'll let me
٨٤ hold on a second ah sir

٨٥ V13: Alright

٨٦ P1: Hello miss yasmin

٨٧ V13: Hey this is between me and her

٨٨ P1: I know but I have to confirm this is under her name as well

٨٩ V13: the transaction is already cancelled=

٩٠ P1: I'm I'm

٩١ V13: =Okay

٩٢ P1: Ok sorry sir I'm just doing my job you have to calm down I'm just telling her informing
٩٣ her whats gonna be happening

٩٤ V13: Oh you can tell her like without me on the phone?

٩٥ P1: No no you see the main reason why I want you on the phone is because mister huzaimi
٩٦ she got in touch with us to gotcha you this is jj from hits dot fm

٩٧ (laughing)

٩٨ V13: Aah

٩٩ P1: Dude are you okay?

١٠٠ V13: Yea yeah yeah sure

١٠١ P1: (laughing) dontlar angry (laughing) Your wife says that she doesn't spend that much she
١٠٢ just want to see how angry you get at I'm sorry hello sir

١٠٣ V13: I'm not angry I'm a calm person I'm a very calm person

Comment [A6]: V13 reacted to the P1's behavior as appropriate

Call 13: Credit card husband + wife

104 P1: Who knows dude this could just win you a i=phone
105 V13: Right that'll be nice
106 P1: That'll be nice heheehe (laughing) anyway I still have to say GOTCHA!!!
107 V13: XXX you man!
108 P1: Hahaha (laughing)
109 V13: Baby you can try to swipe your credit card now and see what happen I don't think its
110 gonna work anymore
111 P1: Oh (laughing)
112 S: Thanks jj
113 P1: You all don't gaduh ah bye bye
114 S: I sayang dia
115 P1: Ok bagus
116
117

Comment [A7]: V13's warning the source shows that he received her behavior as inappropriate behavior

Call 14: Gym membership expired

1 P2: Jj I gotta a question for you

2 P1: Hmm

3 P2: What this gotcha about?

4 P1: Its ↑simple ahm this guy he has a credit card his girlfriend is using his credit card to pay
5 for auto debit for her gym

6 P2: Hmm

7 P1: He just told us that you know just say that the credit card got cancelled and ah he hasn't
8 been paying for three months even though she's been giving him the money ↑hah see
9 how she reacts

Comment [A1]: Scenario

10 (phone rings)

11 V14: <Hello>

12 P1: <Hello> good morning can I speak to Miss Aizura please?

13 V14: Yeah speaking

Comment [A2]: Greetings and confirmation about the speaker

14 P1: >Hallo good morning Miss Aizura I'm calling from fitness XXX in regards
15 of your payment for your membership yeah<

Comment [A3]: Violation 1: authority

16 V14: Yeah ah ha

17 P1: Ok ah when can we expect payment ah because three months already you
18 didn't pay?

19 V14: THREE MONTHS↑

Comment [A4]: Violation 2: issue

20 P1: Hah

21 V14: I I don't know cause the credit card that I use is ahm my
22 friends credit card

23 P1: Aaah so::↑ how ah miss? This one ↑when can we expect payment ah?
24 Because at the moment it's frozen ah

25 V14: Actually ahm every month I will pay to my friend and ahm tell you
26 what I discuss with my friend first and then

Call 14: Gym membership expired

27 P1: ↑No no no you see miss in other words you you you
28 have to pay ah three months that that you owe us and two months additional ↑to renew and to
29 start up again or else is is is frozen

30 V14: To renew my membership [is it?]

31 P1: [Yes] yes yes BECAUSE OF THIS
32 THREE MONTHS

33 V14: Haiya hhh can I know the total?

34 P1: Together it'll be all together nine hundred and
35 fifty

36 V14: Nine hundred and fifty?

Comment [A5]: Money as a contextual issue

37 P1: Yes↑when can we expect payment?

38 V14: <Tell you what, I'm coming tonight and then I'll see how lar>

39 P1: Ok so tonight you bringing the nine hundred fifty? Can I put that in my report?

40 V14: ↯No no no
41 no no>

Comment [A6]: Time : a contextual issue

42 P1: What what?

43 V14: Put it put it KIV first plea:se

44 P1: ↑Then can you pay at least a small amount?

45 V14: I have to discuss with my friend first and see how and then I'll call you back

46 P1: Ok because your friend is paying for you is it?

47 V14: No ah I'm using his credit card

48 P1: ↑No don't worry this one you don't need credit card you can pay with cash

49 V14: Yeah I know but then I have already paid that to him every month for this past few
50 months every month

51 P1: >Oooh your friend has oooh<

52 V14: Ah so now the problem is the credit card
53 because [ah recently]

Call 14: Gym membership expired

04 P1: >[Oh my god] I'm so sorry I'm so sorry I didn't know the situation was like that your
05 friend is stealing from you<=

Comment [A7]: Relationship: a contextual issue

06 V14: No

07 P1: =So sorry

08 V14: It's not stealing from me=

09 P1: Then

10 V14: = Its just last week he
11 cancelled the XXX credit card

12 P1: Oh but when can we expect the cash?

13 V14: ahhhh <I don't know I have to discuss with him first can I call you later?>

14 P1: <No I just want to
15 know when? I need to fill up the report please allow me to fill up my report then at least I do
16 my job>

17 V14: Ya I know but then it's weird why ah I mean like every month you=

18 P1: You see ev

19 V14: =Call your

20 P1: We give you a
21 limit

22 V14: No no I wait wait wait wait wait wait aah if I'm not mistaken every month you call
23 your customer right?=-

24 P1: Yes

25 V14: = If didn't pay like after fifteenth rite?=-

26 P1: Ye::s

27 V14: = So why haven't
28 you call me for this past three months?

Call 14: Gym membership expired

٧٩ P1: Because we give you a three months levy we understand
٨٠ certain people have problems and all that then after three months that's when you get the call
٨١ you should like

٨٢ V14: No I
٨٣ mean like before this every month they'll call me your your staff will call me

٨٤ P1: ↑Really? Can you give me the staff's name?

٨٥ V14: I can't remember lar but then ahm

٨٦ P1: You don't have to ll ahm I mean make up stories its
٨٧ understand no that's not our=

٨٨ V14: No I did not make up stories but

٨٩ P1: = This but this

٩٠ V14: †Wait wait wait> can I
٩١ call my consultant first at Bukit Tinggi?

٩٢ P1: You can do whatever you want you understand I just have to fill in my report can you
٩٣ ple:ase just tell me when will you pay?

٩٤ V14: Ok then I will pay tonight

٩٥ P1: Ok thank you very much ok ah just a question this credit card under nor azahar is this
٩٦ still active?

٩٧ V14: Ah no

٩٨ P1: It's no more active ah?

٩٩ V14: Ahem

١٠٠ P1: So from this day forth how will you be paying? >I do not want to be calling you every
١٠١ month it's ridiculous<

١٠٢ V14: no ahm it's like this I mean like ok it's is my fault because he's already
١٠٣ told me that he wanted to ahm cancel the XXX credit card=

١٠٤ P1: Ya

١٠٥ V14: = And I'm I want to use ah his XXX
١٠٦ credit card=

Call 14: Gym membership expired

107 P1: Hmm

108 V14: =So I'll be billing my ah

109 P1: Then you don't have your own?

110 V14: No I didn't use credit card I'm still a student

111 P1: Oh ok ok aah miss miss xxxxx just wanna know one question^

112 V14: Ahhm

113 P1: When you work out do you like to listen to hits dot fm?

114 V14: ehhhh Oh my god XXX ^ who is this?

115 P1: This is Jj hi

116 V14: JJ? The dj?

117 P1: (laughing)

118 V14: Wait wait is this for real?

119 P1: this is for real really this is xxxx

120 V14: Heeh eh who set me up?

121 P1: WHO ELSE? HAHAHA THE GUY WITH THE CREDIT CARD HOW ELSE WOULD I KNOW NOR

122 AZAHAR'S NAME?

123 (laughing)

124 V14: xxxx o:h I hate you!

125 P1: DON'T LAR ITS NOT MY FAULT ITS AZAHAR'S FAULT HE SET YOU UP I JUST DOING MY

126 JOB

127 V14: Oh my god I'm freaking man

128 Hahah

129 P1: Don't freak out GOTCHA!!!

130 Hahahha

131 V14: \$Ya you got me man\$ XXXX XXXX

Comment [A8]: Truth is revealed

Comment [A9]: V14 accepted the source's behavior and P1's behavior as appropriate

Call 15: Laptop Double Charge

1 P1: Tell me about this call ah bro

2 P2: This girl ordered ah laptop online and ah she used her aunty's credit card ha ha

3 ha

4 P1: Oooh

5 P2: Think about it ah what you do you think happened? I'll I'll let you think

6 about it I didn't tell you anything about this before what do you think happened?

7 P1: Aaah don't know

8 P2: We called up from the credit card company and said hey it

9 doesn't work we charge you twice=

10 P1: (chuchuchcu)

11 P2: = moneys gonna be burnt you are not getting the

12 laptop everything went hay wire

13 P1: Was she cute?

14 P2: I don't know I didn't see her JJ::

15 (phone rings)

16 V15: Hello

17 P2: Hello good afternoon can I speak to miss ashwin XXX?

18 V15: Yes speaking

19 P2: Hi my name is ah my name is chan I'm calling from ah XXX

20 V15: Yes

21 P2: Ok just ah want to make sure for for certain ah you make one order for ah

22 XXX ah fourteen ah laptop from our website ah?

23 V15: Ahm hm

24 P2: This one is a order for two five nine nine ah correct ah?

25 V15: Yes

Comment [A1]: Scenario

Comment [A2]: Greetings and confirmation about the speaker

Comment [A3]: Violation 1 & 2: name and authority

Call 15: Laptop Double Charge

26 P2: Ok ah just want to clarify with you you ah because ah my manager actually give
27 me ah one one problem with the ah ahm whats that called the payment that go thru
28 ah=
29 V15: Aah
30 P2: =This credit card is under your name?
31 V15: No the credit card is under my auntie's name
32 P2: Ok can I have you auntie's details aah please?
33 V15: Okay her name is XXX
34 P2: Oh ok ahm because the one problem that we see is our record ah before you you
35 enter the credit card number ah miss=
36 V15: Aha
37 P2: =You enter as ah XXX ah then we reject ah then
38 only after you enter as ah XXX card=
39 V15: Ahem
40 P2: =So this one ah we have been contact by we have
41 been contact by XXX card ah=
42 V15: Hmmm
43 P2: =We have to pull back all the all the finances and this one
44 has to be questioned for query ah so now we have to ah we have to block the credit
45 card also ah ahm unfortunately is that ok with you?
46 V15: Aah it's not my credit card it's my aunts credit card you want to [tell her]=
47 P2: [Ahm but]
48 V15: =Before
49 you stop the card
50 P2: Legally ah I'm only supposed to call you because you make the order so ah I must
51 inform you first ah the credit card currently blocked now
52 V15: O:kay

Comment [A4]: Violation 3: issue

Call 15: Laptop Double Charge

03 P2: Ok so that one I block
04 now ah so that means I can put the email thru what happens is if you enter the wrong
05 details sometimes the card is unsecure server ah miss so after that the payment went
06 thru twice ah miss

07 V15: Ha↑

08 P2: The payment went thru twice two five nine nine ah went thru twice
09 ah

10 V15: Twice ah?

11 P2: It went thru twice because there's something as its faulty about our website so
12 [now ah the problem is

13 V15: [My aunt is gonna kill me]

14 P2: Sorry?

15 V15: Aah no my aunt is gonna kill me for that

16 P2: Oh no what ah so the total cost now ah is five ah two hundred

17 V15: Oka::y

18 P2: so that one ah unfortunately is burnt already miss because the credit card
19 is blocked

20 V15: Ok so now you are trying to tell me is the payment ok the credit card is
21 blocked?=
22 P2: Hmm

23 V15: = Ok so now they already charge five thousand and two hundred?

24 P2: Yes

25 V15: Can she cut the five thousand two [hundred to]=

26 P2: [no that's]

27 V15: =two five nine nine?

28 P2: That's why I have to tell you miss

29 V15: So basically I'm total XXX is it?

Comment [A5]: Money as the main contextual issue

Comment [A6]: Relationship as a contextual issue

Call 15: Laptop Double Charge

80 P2: I I don't know how to answer for that one miss I only ah from call centre so I
81 have to inform you

82 V15: Ok now I'm worried that you all actually charge her twice and now
83 XXX

84 P2: Yeah we did charge her twice and that's why I'm telling you already I want to
85 come come clean with this I don't want to tell you wrong and then later you find out
86 she get charged

87 V15: So how to not to charge twice so have to call the bank?

88 P2: That one cannot
89 ready you have to know this already settled

90 V15: Ok if you all receive the payment you all
91 then you you give me two laptops lar

92 P2: But I cannot do that miss because the thing the
93 credit card is blocked so from our end=

94 V15: You know

95 P2: = We have to

96 V15: The credit card is blocked yes
97 but you received two payments from us rite?

98 P2: Correct but because there is a query ah until
99 the query is solved we cannot give away the laptop

100 V15: Ok fine I'm gonna call my aunt after giving you all whatever details you all want
101 and you all have to give me two laptops

102 P2: I cannot promise that no no I cannot promise
103 that miss I don't want you to hang up the phone expecting ah to get two laptops
104 because I can tell you

105 V15: ↑You charged us twice

106 P2: Yeah but that's the thing miss well
107 please please don't get angry ah I'm only telling telling you I'm warning ah this one
108 happened before same case ah when someone use someone else credit card the money
109 burn

Call 15: Laptop Double Charge

- 110 V15: ↑Now it's not fair you took twice you have to give me two products you can't
111 give me one
- 112 P2: I cannot give you two laptops! how you want to settle this for us now ↑
- 113 V15: ↑No no no I'm not gonna talk to you I'm gonna talk to your finance department I
114 want you get double payment you give me two items
- 115 P2: This happened before miss and there was a big court case XXX hire very good
116 lawyer miss it will not happen I'm te warning you now
- 117 V15: Ok ↑whatever details you all want ↑what else you want tell me?
- 118 P2: Ok don't mind I get my superiors to call her huh?
- 119 V15: No no problem
- 120 P2: Ok mister jj and mister ean
- 121 V15: Aaah ↑oh my god I'm so gonna kill you!
- 122 P2: ↑Why you gonna kill me? its not me who wanted to do this I'm just doing a
123 gotcha call!
- 124 V15: ↑Oh my god
- 125 P2: ↑Oh my god
- 126 (laughing)
- 127 V15: Ok who set me up?
- 128 P2: Who set you up? ahmm rama mark
- 129 V15: ↑Oh my god
- 130 P2: GOTCHA!!!

Comment [A7]: Truth is revealed

Comment [A8]: V15 accepted the behavior as appropriate

Call 16: Credit card fraud

- 1 P2: so this gotcha call ah we actually had to call someone in Australia man because
2 he bought flight tickets for his friend to come to Australia. ↑Wah good guy!
- 3 P1: NICE GUY!
- 4 P2: Cause his friend didn't have a credit card or something like that
- 5 P1: So swee::t but you kno::w naturally sweet guys they like to gotcha their friends
6 with their
- 7 P2: [Of course
8 =Swee::t
- 9 P1: =Because they are sweet they thought hey
- 10 P2: =It balances
- 11 P1: =Ya exactly
- 12 P2: =The dynamics
- 13 P1: =The karma
- 14 P2: Yeah exactly that's why what happen is this gotcha
15 call we called him up and said you know wha:t PROBLEM
- 16 (phone rings)
- 17 V16: Hello
- 18 P1: Hello good morning I'm calling from XXX ah
- 19 V16: Yes
- 20 P1: Okie can I speak to Mr. Yuen xxxx?
- 21 V16: Yes speaking
- 22 P1: Mr. Yuen you have ah purchased a ticket to go to Australia ah [on the thirteenth
23 V16: [Yes]
- 24 P1: =rite?
- 25 P1: Ahm may I know who made this purchase for you?

Comment [A1]: Scenario

Comment [A2]: Violation 1: authority

Comment [A3]: Greetings and confirmation about the speaker

Call 16: Credit card fraud

26 V16: AA::h friend of mine hmmm he is currently in Australia

27 P1: Okay because ah we've got a
28 report from the bank

29 V16: Aha

30 P1: That this is a fraud claim ah >↑the owner of the card is
31 mister aaron ong is it?<

32 V16: Yeah

33 P1: <Ok ahm do you mind holding on a second I need to call him because this is
34 procedure>

35 V16: Ah alright ah

36 =hold on ah

37 (phone rings)

38 S: Hello

39 P1: Hello good morning can I speak to aaron ong?

40 S: Aah yes speaking

41 P1: >Hello mister aaron ong my name is mokhtar XXX I'm calling from XXX ya<

42 S: Yeah

43 P1: Ok the thing is you have made a purchase for a ticket recently

44 S: Oooh wha wha what purchase?

45 P1: Flight ticket for a friend of yours down to Australia
46 rite mister yuen kin kiong?

47 S: ↑I I don't know aah I I didn't purchase anything I oo oo who a:h
48 what I don't have any idea what you talking about

49 P1: Hold on a second, ah hello ↑mister yuen kin kiong

50 V16: Ah yeah

51 P1: >↑Can you tell me what is goin on?<

Comment [A4]: Violation 2: issue

Call 16: Credit card fraud

02 V16: Aaaahh (breathes)

03 P1: Aaeaa would you like to speak with mister aaron?
04 [hold
05 on hold on

06 V16: [Yeah]

07 P1: Ok hold on hold on ok <l'm patching you both tru you can both speak to each
08 other>

09 V16: Alrite

10 P1: =Go ahead

11 S: Hello

12 V16: Yeah

13 S: =Whats goin on?

14 V16: I ah I know you for how long? how many years? and you wanna play this kinda
15 prank on
16 me?

17 S: Aa:h what ↑prank?

18 V16: Playing some kind of STUPID pranklar on me ↑rite?

19 S: Wa wa wa wats going on? ↑how come? wa wahts? ↑ who's on the line?

20 P1: ↑Ok hold on
21 hold on here, excuse me if you all think this is a prank Ahm <mister Aaron
22 you're current ahm ah your bank is ah XXX bank rite?>

23 S: Aah yeah that's rite

24 P1: <Ok hold on let me call the bank>

25 V16: <Wa wa whats goin on? >

26 (phone rings)

27 P2: <Hello good morning XXX bank south wales>

Call 16: Credit card fraud

٧٨ P1: Hi can I speak to mister Langdon please?

٧٩ P2: <Ahm holdon a sec>

٨٠ P2: Hello

٨١ P1: Hello mister Langdon

٨٢ P2: >Good day<

٨٣ P1: Hi I'm I'm Mokthar from XXX Malaysia

٨٤ P2: Ye:a:p

٨٥ P1: Ya this is the regards of the the mail you sent us ah about ah this this
٨٦ flight

٨٧ P2: Yeah this is fo:r a::h hang <on a tick> ahm mister Aaron xxxx

٨٨ P1: Yeah why why did you cancel?

٨٩ P2: A:I ↑well apparently ah the card has been reported as fraud mate, cause the cash
٩٠ amount is three hundred and ninety four ringgit and that card can't go tru

٩١ S: [Aah]

٩٢ P2: [Hello whose
٩٣ there?]

٩٤ P1: Ah we've got mister xxxx here

٩٥ S: [Yeah]

٩٦ P2: mister xxxx apparently you cancelled ah
٩٧ your flight aah you actually said it was not allowed so we have to cancel it this right?

٩٨ S: Aah no there is no notification of a cancellation

٩٩ P2: Well apparently you did it online mate so ah we have to cancel it that's why its
١٠٠ put under its put under questioning mate

١٠١ S: Questioning?

١٠٢ P2: Yeah so ah unfortunately the flight can't go thru so that's the end of that

١٠٣ S: Can I like get you work something out? I don't know

Comment [A5]: Money as a contextual issue

Call 16: Credit card fraud

- 104 P2: Aah I'm afraid that's the end of that
- 105 P1: Aah never mind thank you mister Langdon thank you
- 106 P2: Yeah
- 107 P1: Hello so xxxx
- 108 S: Yeah
- 109 P1: How are you gonna pay for this ticket now ah sir?
- 110 S: Aaah I don't know lar that's the only credit card I have but ah what happens to
111 my three hundred bucks?
- 112 P1: It's not credited yet ah that's therefor we need the money mister ah ↑xxxxxxx
- 113 V16: Yeah
- 114 P1: When can you come to our XXX office?
- 115 V16: Why do I have to go to XXX?
- 116 P1: You need to come to the Air Asia office for this because not we have to cancel
117 your flight yeah
- 118 V16: o::kay
- 119 P1: >So when can you come in and pay cash? or else we have to cancel this<
- 120 V16: Aah where is the nearest ahm ? where can I find ah XXX ah?
- 121 P1: Actually where where
122 abouts are you are?
- 123 V16: <Aaah on my bed I'm sleeping now>
- 124 P1: Ooh ok no no where is your where about?
- 125 V16: Aah I'm in sungai buluh
- 126 P1: ↑Ook okay awesome >then you can go over to the hitz dot fm studio and look for
127 P1 and xxxx<
- 128 V16: (laughing) I already knew it
- 129 P1: (hehehe) YOU SLEEPY HEAD

Comment [A6]: Money as a contextual issue

Comment [A7]: Truth is revealed

Comment [A8]: V16 accepted the source's behavior as a appropriate

Call 16: Credit card fraud

130 V16: Yeah

131 P2: SHOW SOME ENTHUSIASM TO LIFE!!!

132 P1: EXACTLY!

133 P2: ↑Your friend paid for your ticket you better pay him back

134 V16: Yeah (laughing)

135 P1: xxxxxxx your acting ah, I give you ah good four out of ten lar bro

136 V16: Hahaha (laughing)

137 S: Alamak wahta XXX

138 V16: Neway all right I know it lar

139 P2: So you know what for both of you guys P1 and I have to say GOTCHA but enjoy
140 your flight your trip and all that

141 P1: Yeah take care

142 P2: Have fun ah

143 V16: Yes thanks

Comment [A9]: V16 accepted the source's behavior as appropriate

Comment [A10]: V16 reacted to the pranksters' behavior as appropriate behavior

Call 17: Computer purchase credit

1 P2: >This gotcha call involves me calling up JJ I kid you not<
2 ok
3 -I had to call up JJ on
4 this because ah this dude got a new credit card right
5 P1: Hmm
6 P2: And ah well we told JJ go outside the studio and pretend him to be a vendor that's a on
7 online vendor that's someone's using his credit cards to buy stuff from
8 P1: Check it out
9 P2: Check it ah
10 (laughing)
11 (phone rings)
12 V17: Hello
13 P2: <Hello this is Chu Wei calling from XXX credit card department may I speak to mister
14 Riduan please?>
15 V17: Hmm yes
16 P2: <Ok just want to confirm you're your purchase of a XXX bro ah? seven thousand four
17 hundred on your credit card ah? > [this one have
18 V17: [What?]
19 P2: To be made in two payments] ah just wanna
20 confirm you just made an online order ah? for XXX pro seven thousand four hundred
21 ringgit? [this one has
22 V17: [No no no]
23 P2: Sorry?
24 V17: I haven't I haven't purchase anything
25 P2: You this is not you ah?
26 V17: No

Comment [A1]: Scenario

Comment [A2]: Violation 1 & 2: name and authority

Comment [A3]: Greetings and confirmation about the speaker

Comment [A4]: Violation 3: issue

Comment [A5]: Money as a contextual issue

Call 17: Computer purchase credit

27 P2: Ok hang on ah so I can report is as?

28 V17: Yeah no definitely no

29 P2: Ok hold on sir I'm gonna stop the purchase now ah hang on ah sir, ok I'm going to try to
30 get the number of the online store and the person who: ah tried to intercept your credit
31 card do you want to press charge for this?

32 V17: No

33 P2: You don't want to press charge ah?

34 V17: What is that?

35 P2: Its ah XXX pro you order online from the XXX store ah

36 V17: [Nooo I haven't that XXXXXXXXXXXX

37 P2: [I know that's why I'm trying to stop for you I'm trying to stop for you sir
38 but I need your verification there is not go tru ah, so I need you to hold on on the line so I can
39 cancel the order

40 V17: =no maybe I will call the credit card centre

41 P2: [But I'm talking to you now

42 V17: [Because I don't know what to]

43 I don't know who where you come from you know because you
44 using private number you know

45 P2: That's why we're

46 V17: =authorized by that

47 P2: =always call by private number lar can I
48 cancel the order for you then?

49 V17: yes [cancel it then don't

50 P2: [ok I will do now just hold on a second]

51 I can put you tru the online store ah so definitely it's not you ah?

52 V17: ya

Call 17: Computer purchase credit

03 P2: ok I need to call the vendor ah you hold on ah sir please don't hang up ah, then I can
04 cancel

05 (phone rings)

06 (dial tone)

07 (phone rings)

08 P1:\$ Hello

09 P2: Hello is this XXX online store Malaysia ah?

10 P1: Yeah

11 P2: Ah just now you have one order put tru a credit card under the name mister Riduan ah?

12 P1: Hold on let me check

13 P2: This one we need you to cancel the order ah we have mister Riduan on the line now and
14 this one seven thousand four hundred for XXX pro is not [his order

15 P1: [It it's already confirm ah

16 P2: ↑No it's not his order ah ↓I have mister Riduan on the line now hello mister Riduan ah

17 V17: <Yes I'm here>

18 P2: So ok can you please inform the guy that it's not from you ah

19 P1: ↑But it's confirmed already you understand? It its already

20 P2: ↑No no you have to cancel this one

21 P1: Can I speak to mister Riduan ah

22 P2: Yes can he is on the line now

23 P1: Hello mister Riduan

24 V17: Yes I am here <who is this?>

25 P1: Ok this is not you make the confirmation of the this credit card because it's got all the
26 pin all you know

27 V17: And↑

Call 17: Computer purchase credit

٧٨ P1: You know your credit card to make verification you need the three number code at the
٧٩ behind ah?

٨٠ V17: I know but I cannot read it to anyone

٨١ P1: >↑No no I DON'T WANT YOU TO READ IT I DON'T WANT YOU TO READ IT but they have
٨٢ it that's why its confirm already so the unit is already considered purchased<

٨٣ P2: [Sorry ah sir mister Riduan please please do not give your]

٨٤ V17: [No no I don't

٨٥ P1: >↑No it's considered purchased already aah if look if you if that person has no right we
٨٦ can cancel the address we give it to you what is your address? We pass it to you<

٨٧ V17: A:h how come?

٨٨ P1: It's considered bought already we can change the address the delivery go
٨٩ to you

٩٠ V17: [No no I don't know I I I never I purchase anything=

٩١ P1: [But it's already considered bought your understand ah?=
٩٢ V17: =[No no

٩٣ P1: =In our inventory already considered out

٩٤ V17: No no

٩٥ P1: Finish

٩٦ V17: No no there is no what you
٩٧ call I never use the XXX you know? Card I never online you know? How come I can you know?

٩٨ P1: Did you tell anyone of your thing ah?

٩٩ V17: No

١٠٠ P1: >Because now ah look you have to understand our situation its already inventory come
١٠١ out ready its already someone's property [so we might further give it=

١٠٢ V17: [No]

١٠٣ P1: =To you <

Call 17: Computer purchase credit

104 V17: Cannot ok whatever it is you want to say ok I will call XXX credit card center and then
105 bincang about this lar ok

106 P1: Ok how about this how bout this! I I got an option for you option for you how about you
107 ah you with this computer you check out the website www dot hits dot fm to listen to
108 this gothca call?

Comment [A6]: Truth is revealed

109 (laughing)

110 Haha (laughing)

111 You just thought you bought a new computer is it?

112 ↑Ya man

113 V17: Oh my god ooh hahah

114 P2: Well JJ come on inside JJ

115 V17: Ya ya hits dot fm rite?

116 P2: Ya its hits dot fm now and WATS UP RIDUAN?

117 V17: Hhehe yes lts ok

Comment [A7]: V17 accepted the source's and the prankster's behavior as appropriate.

118 P2: Ooh Riduan we forgot to say something to you lar bro GOTCHA!!!!

Call 18: Credit Card Mummy

- 1 P1: Ean why you have to attack this girl's mum?
- 2 P2: Because she to me to do the gotcha dude don't sound it man like I did something
3 wrong=
- 4 P1: Hehe
- 5 P2: =Ok anyway this girl constantly uses her mums credit card without the mum's
6 permission so we decided to capitalize the situation and called the mum and said look your
7 daughter has used your credit card over five thousand ringgit obviously the mum
8 freaked out the American accent is terrible I apologize
- 9 (phone rings)
- 10 V18: Hello
- 11 P2: Hi my name is Harold ahm can I speak to Rxxx XXX please?
- 12 V18: Yes speaking
- 13 P2: Ok ahm ^I'm calling from a website ahm called XXX dot com ah we're
14 from America here from the United States=
- 15 V18: Ya ya
- 16 P2: =We actually got your number from the ah credit
17 card that you have currently ahm we wanted to do a double check because we have ah order
18 came thru for some products from our website basically t-shirt and ah and modern furniture
19 and ah the amount came up to more than a thousand us dollars
- 20 V18: But I haven't ordered anything
- 21 P2: Ahm the thing is its under this name we wanted to check with your if you're familiar
22 with Nxxx?=
23 V18: Ah ha Nxxxx
- 24 P2: =Nxxxx XXX?
- 25 V18: Ya ya that's that's my daughter
- 26 P2: Ok
- 27 V18: When did she order the thing?

Comment [A1]: Scenario

Comment [A2]: Violation 1: name

Comment [A3]: Greetings and confirmation about the speaker

Comment [A4]: Violation 2: authority

Comment [A5]: Violation 3: issue

Comment [A6]: Relationship as a contextual issue

Call 18: Credit Card Mummy

28 P2: Ahm this was about five days ago

29 V18: Ya ya

30 P2: Ok so the orders already gone thru we just want to ahm we just wanted to
31 confirm with you that you know that she that's your daughter that's fine okay so we're gonna
32 put the order thru

33 V18: Yeah but using which card which card she's using?

34 P2: Ahm this one we only got the name ah the
35 credit card company has your details we're not allowed to have that details ahm they called us
36 and said for us to check on it=

37 V18: Yeah yeah

38 P2: =So ahm the name that the order was made was under
39 ah Noramira but=

40 V18: Ah ha

41 P2: =The credit card company called us and said that the card is under
42 your name rosini XXX

43 V18: Ya ya yes ah ha

44 P2: Ok so what ahm once converting it to Malaysian ringgit after all the ah
45 the amount has been put thru posting and it's gonna come up to five thousand nine hundred
46 ringgit okay?

47 V18: ↑Five thousand nine hundred ringgit?

Comment [A7]: Money as a contextual issue

48 P2: ↑Yeah so ah ah are we ok to put that thru?

49 V18: No no no better cancel it now

50 P2: Cancel it now? Ok but=

51 V18: Yeah

52 P2: =It's your daughter so did she not
53 inform you?

54 V18: Yes she didn't inform me that ah the overall the five thousand is very ah ve:ry expensive
55 very high

Comment [A8]: Relationship as a contextual issue

Call 18: Credit Card Mummy

06 P2: Oh ok so wa what would you like us to do now?

07 V18: Aah just cancel it and I'll I'll discuss with my daughter [first]

08 P2: [Okay] ahm do you want us to
09 because ahm when I I can't actually cancel it the only thing I can do is to put another method of
10 payment cause someone has to pay for that cause ahm the orders actually gone tru we're
11 about to post it=

12 V18: Aah no no no

13 P2: = By the way

14 V18: That ah aha

15 P2: Is it

16 V18: Ah you just call me ah around five↑

17 P2: Five ok but ahm ah but ah Just just very quickly so what should I do now? just cancel
18 the order for you?

19 V18: Ah yes cancel

20 P2: Ok but someone someone has to pay for it though oo eh
21 Rosini

22 V18: Yeah five thousand ringgit ah

23 P2: <Otherwise what can do is make installments so we can send it later on> ahm has your
24 daughter used your credit card without your permission before?

25 V18: Ya ya ya

26 P2: Oh dear ah do you want us to press charges against your daughter?

27 V18: ↑No no not not press charges against my daughter

28 P2: Oh ok ahm

29 V18: Ah I would ahm have a discussion with her first=

30 P2: Okay

31 V18: =Then ah =

Call 18: Credit Card Mummy

82 P2: Do you want us to call her after that?

83 V18: = Are you sure are you sure ah is this her name?

84 P2: Yes ah ahm the name is Noramira Muhammad XXX correct?

85 V18: Ah yes yes ahe

86 P2: Ok so what we can do is we need to put it in hold we need to press=

87 V18: Ah put it on hold

88 P2: =ok

89 then we need to press charges against Noramira

90 V18: No no no need to fine charges this is my

91 daughter you know

92 P2: Ok ok

93 V18: Ah

94 P2: What ahh?

95 V18: Ah ha

96 P2: She also contacted us

97 V18: Ah ha

98 P2: Ahm and she told us to do a gotcha call on you

99 V18: Aa:h haha (laughing)

100 P2: Hi xxxxxx

101 V18: hahahahahaha oh xxxxx?

102 P2: ↑Yes it is ↑hi how are you?

103 V18: Ah hehehehe no no no no no

104 P2: hehehehehe

105 V18: hehehehe oh no oh my god↑

106 P2: We had to do this to you lar sorry:: sorry I know its stressful I heard your voice

Comment [A9]: Truth is revealed

Comment [A10]: The victim laughed and her tone indicated that she accepted this behavior as appropriate.

Call 18: Credit Card Mummy

107 V18: Yeah I was so afraid you know
108 P2: Don't be
109 V18: Yeah
110 P2: Its ok
111 V18: Five thousand ringgit you know? oh god
112 P2: Five thousand itu banyak kan?
113 V18: Yes
114 P2: Tular
115 V18: It's a lot of money you know?
116 P2: Anyway we we we have to say something to your lar GOTCHA!!
117 V18: Yes
118 (laughing)
119
120

Call 19: I don't want a credit card

- 1 P1: This guy doesn't wanna a credit card
- 2 P2: Then why did you try to give him one?
- 3 P1: ↑Because he applied for a loan, bank gave him a credit card he tried to cancel it so we
4 decided to call up and say excuse me your credit card we gonna increase the limit
- 5 P2: ↑Wow
- 6 P1: HE DOESN'T WANNA A CREDIT CARD!
- 7 P2: Yes
- 8 (phone rings)
- 9 V19: [Hello]
- 10 P1: [Hello] Hello good morning
- 11 V19: Yes good morning
- 12 P1: boleh cakap dengan Justin XXX?
- 13 V19: Yes Justin speaking
- 14 P1: Aah hello good morning mister Justin I'm my name is Ibrahim ah
- 15 V19: Yeah
- 16 P1: I'm the head of the ah finance and credit card department ah
- 17 V19: Ok
- 18 P1: Ok ni ah ahm wa why do you need the increase of credit ah sir?
- 19 V19: Wait hold on what credit card is it? because I don't have one as well
- 20 P1: Ah the XXX gold XXX the gold
- 21 V19: I don't have any
- 22 P1: According to report aah your claims to increase to credit limit was ah issued by our
23 customer service ah khairu:I azwan did you speak call our call centre recently?
- 24 V19: I have not at all
- 25 P1: Oh

Comment [A1]: Scenario

Comment [A2]: Greetings and confirmation about the respondent

Comment [A3]: Violation 1: name

Comment [A4]: Violation 2: authority

Comment [A5]: Violation 3 : issue

Call 19: I don't want a credit card

26 V19: I don't even have a credit card

27 P1: Mister Justin because we have here records that you have to ask to increase your credit
28 ah for you XXX gold

29 V19: Ok how can I increase my credit when I don't even have the credit
30 card?

31 P1: Have you applied for any loan recently?

32 V19: I have

33 P1: Ok you see [when you apply

34 V19: [A car loan yes

35 P1: [Yeah when you apply for loan we automatically give you a card

36 V19: Waaah is that
37 what is that ah free gift or something ah?

38 P1: Yeah it is a free gift sir [it's the

39 V19: [You don't have to ok did
40 you ask me] whether I want the credit card or not?

41 P1: This is a promotion sir it is you you don't
42 have to pay anything for the card

43 V19: Ok let's say I do not want the card, I hate credit cards by the way lar hundred percent
44 fled out

45 P1: [But

46 V19: =[Ok

47 P1: But this one you don't have to use it you just keep it there for emergency sir

48 V19: No I do not want ok I don't have to use it plus I do not want it for emergencies you see

49 P1: But then if you ever emergency this is good

50 V19: I don't care↑ [so do not convince me to have a credit card

51 P1: [Hmmm M not]

Comment [A6]: Contextual issue 1: credit card (money)

Call 19: I don't want a credit card

02 V19: =Because I do not want it or doesn't matter for emergency

03 P1: [Hmmm]

04 V19: =Or no emergencies]

05 P1: I understand I understand but already there is a card under your name we wonder
06 wondering now why are you requesting for increase for credit card then?

07 V19: I've not requested increase of credit

08 P1: Then why is it noted here from our ah our
09 customer service?

10 V19: How am I suppose to know? Ok you said you have the record rite?

11 P1: Yes

12 V19: Ok do you have the recording as well?

13 P1: We we will check thru

14 V19: The true recording?

15 P1: What is the actual recording?

16 V19: The actual recording of the conversation

17 P1: Then I will double check on it but then wha what will I find in that recording?

18 V19: What will you find? You find documents lar requesting

19 P1: [But

20 V19: =[Then that's goodlar

21 P1: =tapi you you baru cakap you kata you you didn't call us

22 V19: yeah I didn call you correct so why are you saying I have a record?

23 P1: calm down sir↑ calm down

24 V19: =you understand

25 P1: yes calm down let's let's get to the bottom
26 of this

Call 19: I don't want a credit card

٧٧ V19: [yes yeah yeah]

٧٨ P1: [first of all you have two credit cards under your name but you don't want to

٧٩ V19: [which I do not know off ok

٨٠ correct

٨١ P1: you don't want this credit card

٨٢ V19: no I do not I don't even know plus I do not want

٨٣ P1: ok how about this ok sir?

٨٤ V19: hmmm

٨٥ P1: we need you to send in a letter k if you don't want this credit card

٨٦ V19: I need to send in a letter↑

٨٧ P1: Yes

٨٨ V19: ↑Why do I have to trouble myself?

٨٩ P1: [Because it's already

٩٠ V19: [=When for someone gave me something

٩١ for free

٩٢ P1: =This one from XXX sir it's not our our thing

٩٣ because you already have a credit card under your name you are approved

٩٤ V19: ↑I didn't sign anything how can I approve?↑

٩٥ P1: [But then you s

٩٦ V19: [=Yes or not?

٩٧ P1: Because when you do the loan we give you

٩٨ V19: But I didn't ask for it↑

٩٩ P1: [Ha but its]

١٠٠ V19: =Credit card is not something like a present you know credit card

١٠١ involve in money and >money is a sensitive issue<

١٠٢ P1: But there is no problem here sir you just have to send in letter

Comment [A7]: Contextual issue 1 : money

Call 19: I don't want a credit card

103 V19: Ok now I have to trouble myself, to send in a letter
104 P1: [To cancel the credit card]
105 V19: =For something that I got for free?
106 P1: Yes yes
107 V19: What↑ kind of process is that↑ does it make sense to you ah↑
108 P1: Ok how about this sir the easier process ok do you want to cancel it verbally?
109 V19: ↑Yes ↑of course ↑definitely
110 P1: >Ok ok<
111 V19: >↑I don't even know that I have credit cards man!<
112 P1: [Ok ok] let me turn on the recorder for you just say hi hi I'm Justin I do not want your
113 credit card ok please go ahead
114 V19: Yes
115 P1: go ahead please
116 V19: >Hi I'm Justin XXX and ii do not want any single
117 credit card at all<
118 P1: And then can you also say I just got gotchad by the hits dot fm from morning crew
119 V19: Are you serious↑
120 P1: (laughing) I'm serious sarah set you up dude
121 V19: Are you serious↑
122 P1: (laughing) sarah set you up dude I'm sorry
123 V19: Hahah haha (laughing) this cant be happening
124 P1: (laughing) it is happening dude↑
125 V19: Si sorry I'm so sorry
126 P1: ↑No no no its good its good its good you you you were fighting for your rights for not to
127 have a credit card but dude got to says GOTCHA!!!

Comment [A8]: Truth is revealed

Comment [A9]: The victim accepted the source's behavior as appropriate

Call 19: I don't want a credit card

128 V19: Alright thanks

Comment [A10]: V19 accepted P1's behavior as appropriate

Call 20: Automated credit card

1 P2: So you were a robot in this is it dude?

2 P1: Ah more of a recorded automated system

3 P2: Ah robot

4 P1: Yes whatever he pressed I did the opposite

5 P2: Oh dear

6 P1: Ah ha

7 (phone rings)

8 V20: Hello

9 P1: Hello good morning my name zahari I'm calling from XXX bank can I speak to chong
10 XXX?

11 V20: Yeah speaking

12 P1: Hello mister chong first of all I would like to say thank you very much for activating your
13 gold card yeah and ah we just calling to just double check whether you have made this
14 purchase yeah?

15 V20: No

16 P1: Oh ok ah pardon?

17 V20: No I've never used it yet

18 P1: Oh ok sir hmm ah just to double check did you make an online purchase about a fifteen
19 minutes ago?

20 V20: No

21 P1: then it is not you sir?

22 V20: No no

23 P1: Ok then we have ah to stop the purchase ok ok I'm sorry sir ah this is ah is a automated
24 system we gona pass you to the automated system you just follow according to to what
25 the system ask and you just press and cancel the order yeah sir

26 V20: Ok

27 P1: Thank you very much

Comment [A1]: Scenario

Comment [A2]: Violation 1 & 2: name and authority

Comment [A3]: Greeting and confirmation about the identity of the respondent

Comment [A4]: Violation 3: issue

Comment [A5]: Money as a contextual issue

Call 20: Automated credit card

٢٨ (music)

٢٩ P1: Hello welcome to XXX bank automated system. For credit card press one for loans press
٣٠ two for your accounts press three

٣١ (button pressed)

٣٢ P1: For credit card purchases press one to cancel a purchase press two to speak to our
٣٣ operator press star zero

٣٤ (button pressed)

٣٥ P1: To cancel your latest purchase press one to confirm the latest purchase press two to
٣٦ speak to an operator press star zero

٣٧ (button pressed)

٣٨ P1: Thank you for confirming your purchase

٣٩ (music)

٤٠ P1: Hello

٤١ V20: Hello

٤٢ P1: Hello mister chia why did you confirm your purchase?

٤٣ V20: Ah oh I confirm the purchase?

٤٤ P1: Ya you you you da da da system here shows now you confirm the purchase

٤٥ V20: Aah

٤٦ P1: Did you follow according to the?

٤٧ V20: Sorry maybe I press the wrong

٤٨ P1: Aiyo you now confirm the purchase already you know?

٤٩ V20: How much is the purchase?

٥٠ P1: For three hundred ringgit

٥١ V20: For what things?

٥٢ P1: Its online purchase for handbag

٥٣ V20: I confirm the purchase?

Call 20: Automated credit card

04 P1: Ya you just confirm it with the system

05 V20: No

06 P1: Ok hold on ah I'm gonna ah transfer you to another automated one ah and you make
07 sure you follow this time ah hold on ah sir hold on

08 (music)

09 P1: Welcome to XXX Bank automated system for credit cards press one for loans press two
10 for your accounts press three

11 (button pressed)

12 P1: For cards purchase press one to cancel a purchase press two

13 (button pressed)

14 (music)

15 P1: Hello mis mis mister mister chong

16 V20: Yes

17 P1: Hello do did do you can you listen to the the commands correctly ah? you you
18 unfortunately you confirm it again are you pressing the right numbers ah? is yours a
19 touch screen or what you phone?

20 V20: Okay ah don't want to get a argument with you

21 P1: Oh ok ok ok

22 V20: I didn not want to get an argument with you

23 P1: Ok ok ok ok

24 V20: Ok

25 P1: Ok

26 V20: I follow according to what it says

27 P1: Ok

28 V20: What it asks you to do?

29 P1: Ok

Call 20: Automated credit card

80 V20: Okay

81 P1: Ah

82 V20: So I'm very sure I didn't press anything wrong ok and there is another bigger issue that I
83 will clarify when I went to the off ah when I went to the bank today

84 P1: Ah yeah what wha

85 V20: Okay

86 P1: Ok ok I'll transfer you to a different automated maybe that one ah oh faulty

87 V20: No no no

88 P1: Ok

89 V20: Its ok

90 P1: No we really we really

91 V20: Its ok

92 P1: Ok hold on ah we just we just ah fix this problem you hold on ah sir

93 (music)

94 P1: Welcome to XXX bank automated system to confirm that you have just been gotchad by
95 your wife Christine press one

96 (button pressed)

97 P1: Watsup dude?

98 V20: Hai good morning

99 P1: This is jj (laughing)

100 V20: Aah XXX man! No wonder you sound so familiar!

101 P1: Hahaha (laughing)

102 V20: You fooled me just once rite?

103 P1: Yes I am

104 V20: Hhahah (laughing)

105 P1: Buut you fell for it bro

Comment [A6]: Truth is revealed

Call 20: Automated credit card

1.6 V20: Okay thank you

1.7 P1: Haha (laughing) GOTCHA!!!

Comment [A7]: V20 accepted p1's behavior as appropriate

Call 21: USA Flight Ticket

1 (phone rings)

2 V21: Hello

3 P2: Hi good evening can I speak to ↑XXX XXXX

4 V21: ↑Yeah

5 P2: How you doin↑ ah this is Richard from XXX Tours

6 V21: Aha

7 P2: Hi I just wana clarify you booked a flight with us ah ahm for the twenty third of

8 May?

9 V21: Yeah yeah I've booked tickets to go back to Malaysia on twenty third of May

10 P2: Okay ahm >you've done it with a credit card I didn't believe it's under your name↑[so I

11 just]

12 V21: [Oh yeah that's my mums]

13 P2: Okay the thing is the credit card is not gone through

14 V21: It did not get through↑

15 P2: ↑No but what happens now honey is that you were ahm you

16 actually you have to pay a surplus of twenty hundred dollars additional which ah your full price

17 would be ahm a thirty two hundred and twenty five dollars now

18 V21: ↑What <why why >it has been increased like that? [because]=

19 P2: [Ahm]

20 V21: = Because they said it

21 went through and now you're saying it did not↑ get through↑

22 P2: I know honey that's the thing it did ah

23 looked like it was gona go through but then ah we suddenly got ah it's not been ↑rejected has

24 your mum been involved in any kind of credit card fraud in the past?

25 V21: I don't think so

26 P2: Because ahnm apparently this I've been told this happens a lot in

27 Malaysia↑

28 V21: Oh it is so↑ what do you want me to do now↑

Comment [A1]: Greetings and confirmation about the respondent

Comment [A2]: Violation 1 & 2: name and authority

Comment [A3]: Violation 3: issue

Comment [A4]: Money as a contextual issue

Call 21: USA Flight Ticket

29 P2: >What I need you to do now is to come into our office as early as tonight and just make
30 the additional payment honey<

Comment [A5]: Time as a contextual issue

31 V21: Can I just call xxx and talk to him instead?

32 P2: ↑You know
33 I need to settle this ↑tonight otherwise you need to pay that surcharge

34 V21: <↑I can't I can't send tonight
35 cause my mum is in Malaysia and I'm in the US and right now I can't reach her so>

36 P2: Ok here is
37 the thing if you don't give me an answer an answer in a within tonight I'm gonna have to cancel
38 your flight and give it to somebody else

39 V21: ↑I can't send it I ↑don't have the money that's why she
40 paid for it cause u can't I ↑can't afford it from here that's why she paid for it

41 P2: Oh oh ok we're in a bit of a
42 problem then because then I'm gonna have to book you on the next flight so because I need that

43 V21: And then ↑how much is that's gonna cost?

44 P2: That's that's not that much more that's gona
45 cost you ah twenty two hundred dollars

46 V21: The one I booked before this was a thousand two hundred this is like a thousand more
47 than

48 P2: I know

49 V21: =What I paid for?

50 P2: = I know but ah I know honey but I'm so sorry that's what
51 happens though when things don't go through so can I do you want me to book you on the next
52 flight↑

53 V21: Can you can you just ask xxxx to call me back please?

54 P2: Okay what let me give
55 you a couple of options okey then you pick one and then I'll get xxxx to call you back at this
56 number okay?

57 V21: Okay

Call 21: USA Flight Ticket

08 P2: Okay what you can choose is either to pay the amount which is thirty two hundred and
09 twenty five dollars to us you can either wire the money or you can come to out office I'll
10 open up just for you:: and make the payment tonight o:r I can book you on the next
11 flight and you could arrange you have a little bit of time maybe a week or so to make that
12 money and

13 V21: ↑ I can't it's impossible it's impossible I ↑can't give you I ↑can't give you
14 an answer right now cause neither one is possible for me right now

15 P2: Ok Im just giving you a
16 warning honey if you don't give me an answer now and I take you off your flights I can't
17 guarantee you you'll get a flight until June that is the problem that we are facing right now

18 V21: < it is ridiculous> ↑Can you just ask xxxx to call me later please? I'm=

19 P2: [Ok what]

20 V21: [I can't] give you
21 and answer right now

22 P2: Okay what time is a good time then? I'm gonna take you off↑ the flights
23 okay?so I'm gonna take you off the flight so you could speak to xxxx?

24 V21: Ok fine yeah add just do that

25 P2: So you're fine?

26 V21: Yeah

27 P2: So you'll be flying back to Malaysia till june↑

28 V21: ↑ Yeah I can't do anything about it sorry fine I ↑really cant

29 P2: Okay now look honey there's no point getting mad at me I'm just trying to help you out
30 okay

31 V21: Ok fine then

32 P2: You may

33 V21: Just ask xxxx to call me just ask xxxx to call me ok

34 P2: I will do that ok can I ask
35 you one more question↑

36 V21: ↑Yeah

Call 21: USA Flight Ticket

87 P2: You really wanna go back to Malaysia is it?

88 V21: Yeah

89 P2: Ok do you miss anything in Malaysia in particular like the radio↑

90 V21: ↑Oh my god you've gotta be kidding me this cannot↑ be hits dot fm I swear to god!

Comment [A6]: Truth is revealed

91 P2: What if I told you it is xxxx?

92 V21: OH MY GOD OH XXX you hahah

93 P2: Haha (laughing)

94 V21: ↑You've scared a XXX part of me!

95 P2: I know hahhaha (laughing)

96 V21: ↑You you this is not funny↑ \$Ean I hate you who did this↑\$

Comment [A7]: P2's behavior is considered appropriate

97 P2: Carmen

98 V21: Aarrggh ↑I'm gonna kill her oh my god this is now oh I ↑hate her is this on air or
99 something

100 P2: Yeah can I say something to you xxxx though

101 V21: Gotcha I know

Comment [A8]: V21 accepted the behavior as appropriate for the purpose of Gotcha

102 P2: GOTCHA!!!! Hehehehe (laughing)

103 V21: I'll kill you when I get back that's when I'm in Malaysia

104 P2: Hahhaha (laughing)

105 V21: I'm gona kill you when am back

Call 22: New Car

1
2 P1: it is said before JJ two things the guy his woman and his car
3 P2: and his money
4 P1:
5 and his money
6 P2: three[things]
7 P1: [oh yes I forgot] about that
8 P2: three things
9 P1: yes
10 P2: so I mess with two
11 things here
12 P1: hahahaha yes
13 P2: the student's car and his money
14 P1: which is his women
15 P2: yes ha!
16 P1: a
17 it works out any way go on
18 P2: HAHAHAHA he booked this brand new car he wants to get it within these
19 two weeks in order to show off his friends on HIS BIRTHDAY so what we did is
20 heheheh we told him sorry we cannot meet his dead line HABEES
21 (Phone ringing)
22 V22: hello
23 P2: hello a: a:: Mohamad XXXX lar
24 V22: oh yah yeah yeah
25 P2: are you free to talk
26 now
27 V22:
28 a: okay who's that
29 P2 : this is Mr. Wong a:h
30 V22: a: a: what do you want

Comment [A1]: Scenario

Comment [A2]: Greetings and confirmation about the speaker

Comment [A3]: Violation 1: name

Call 22: New Car

31 P2: a: it's like this a:h yah you
32 know you want to buy the car the xxxx
33 V22: the one xxxx
34 P2: a:h yeah lar
35 V22: a:h!
36 P2: yeah a: there is a
37 problem the shipment got problem we know we promise ah two weeks lar but
38 V22: the
39 shipment what's wrong with the shipment
40 P2: IT'S LIKE THIS LAR
41 V22: ahe
42 P2: we'll contact from da da shipment
43 but then a: it got stuck up somewhere got problem lar it 's like this
44 V22: but we already
45 discussed in the funding but you already informed me you can submit lar
46 P2: I understand I UNDERSTAND
47 V22: if you
48 understand xxxxxxxi've already tell everyone xxxxxxxxxx
49 P2: that's why I call you that's why I call you personally
50 the problem raised only yesterday so I tried yesterday to call I didn't get through so
51 today I tried again OK
52 V22: so what is the exact problem again xxxxx
53 P2: is the time line that I promise you I
54 cannot deliver around that time line
55 V22: we::
56 P2: because of the car so you see the model you
57 want is the problem
58 V22: WE ALREADY DISCUSSED during THE FUNDING
59 AND YOU TOLD ME you told me THAT you got the stock so that why I
60 CANNOT THINK YOU TOLD ME I HAVE TO PICK THE WHITE COLOR I
61 WANT THE BLACK COLOR AND NOW YOU TOLD ME THAT YOU CANNOT
62 DELIVER DURING THE TIME LINE

Comment [A4]: Violation 2: issue

Comment [A5]: Time as a contextual issue

Comment [A6]: Car model as a contextual issue

Call 22: New Car

73 P2: no

74 V22: (deep breath) so what the option

75 now why are you speaking now

76 P2: you can either wait for four weeks which is a month

77 V22:

78 ONE MONTH OH cannot lar

79 P2: either that or do you want to go four 2.o one ha

80 V22: ok the two

81 point 0 got extra payment lar

82 P2: yeah

83 V22: how much ha

84 P2: twenty five

85 V22: oh my god ok wait wait wait sir

86 ok wait xxxxxxxx

87 P2: can can sir am so sorry am as free as

88 V22: you can

89 P2: I cannot you come also

90 V22:

91 you can you did like this to me like hundred time destroy all the payment done in one

92 day now you are telling me like this

93 P2: ok

94 V22: cannot lar I was happy It make me very very worry cannot lar

95 P2: ok ok a

96 three weeks

97 V22:

98 no: I got I didn't tell you why my birthday party and I did tell like finding a car new

99 car and now you tell me in three weeks what for

100 P2: how about how about in your birthday lar just

101 take one of our cars for a while to show off lar and then wait for the

102 V22: enough already

Comment [A7]: Money as a contextual issue

Call 22: New Car

93 P2: sorry
94 lar it happen like this it's not < ok for your birthday you take one of our cars just to
95 show off your friend or whoever and then you bring back the car and then you wait
96 for two more weeks and then
97 V22: (deep breath) ok wait wait wait I need to meet you to discuss cannot discuss
98 like this lar
99 P2: whatever we discuss I've got no choice I cannot already
100 V22: but you already
101 promised me why how come like this what so come on tell me if the stock problem
102 why are you telling me about the shipment problem somebody is telling me that the
103 stock already stop on your room why somebody has took or what
104 P2: yeah boss's a: cousin
105 V22: hhhh can you give
106 me the person's number I need to talk
107 P2: it's my boss's cousin cannot lar
108 V22: xxxxxxxxxxxxxxxxxxxx
109 P2: ok its
110 like this lar DON'T YOU DON'T HAVE TO DROP HERE XXXXXX AND
111 SCOLD AND SCOLD fine fine
112 V22: XXXXXXXXXXXXX I've already payed
113 extra payment for the booking and now you tell me that somebody has took the car
114 xxxxxxxxxxxxxxxxxxxx
115 P2: xxxxx do you want to know what is the main reason ha
116 V22: what
117 P2: the main reason is because Hazery got in touch with xxx and xxx from hitz
118 dot Fm to gotcha you
119 V22: Oh my Go::d ahhhhhhhhh
120 P2: hahahahahahahahahahahah
121 V22: xxxxxxxxxxxx
122 P2: hahahahahah am
123 sorry bro
124 V22: I've told him to keep the secret n now he has told it to the world
125 hehe

Comment [A8]: Truth is revealed

Comment [A9]: V22 accepted the source's behavior as appropriate

Call 22: New Car

126 P2: hahahahahaha

127 V22: one thing ah you don't xxxxxx anyone

128 P2: HAHHAHAHAHAHAH any

129 way bro GOTHA

130 V22: hahahah thank you tank you

Comment [A10]: V22 accepted P2's behavior as appropriate

Call 23: Research officer

1

2 P2: this girl she is going to be a research officer less students to do masters in a local
3 university

4 P1: ahe

5 P2: now to become a research officer she is supposed to have a supervisor
6 over her of course friend gave us all the details and we decided to call her up as her
7 new supervisor and say I need you here right now not at the end of the month or else
8 you will not finish your masters

9 P1: oo:h

10 P2: she cried at the end

11 (phone ringing)

12 P2: hello good morning

13 V23 : good morning

14 P2: can I speak to Amy please

15 V23: yeah

16 P2: hello I'm this is dr. Ragu ha m actually a colleague of dr. Zanudeen ha

17 V23: ahe

18 ok

19 P2: ok you see ha em unfortunately on my case the person that supposed to be under
20 me had to pull out last minute so dr. ZainuAdeen was kind enough to pass you to me
21 ok so you will be under me now ok

22 V23: Okay

23 P2: alright ok now I want to know when is the earliest that you can
24 come

25 V23:

26 I can come on twenty fifth yeah

27 P2: is there any way you can come earlier you see

28 V23: a::

29 P2: I really need your help at the eleventh

30 V23: eleventh?

Comment [A1]: Scenario

Comment [A2]: Greetings

Comment [A3]: Confirming the name of the respondent

Comment [A4]: Violation 1 & 2: name and authority

Comment [A5]: Violation 3: issue

Comment [A6]: Time as a contextual issue

Call 23: Research officer

٣١ P2: which is Monday

٣٢ V23: because I haven't found

٣٣ a room for rent yet so Monday is like too early can

٣٤ P2: this is actually not a request it is more if

٣٥ you want this position you have to come in on Monday am sorry to through this on

٣٦ your lab last minute but this is the situation we have to deal with it so I spoke to dr

٣٧ Zainuadeen and he is ok with this so Monday ah can I confirm that you are coming

٣٨ Monday

٣٩ V23: a:: I want to discuss it with my parents first

٤٠ P2: so you're not interested in this

٤١ V23:

٤٢ no it is not that am not interested

٤٣ P2: then what is the what's the problem

٤٤ V23: the problem is am

٤٥ in Kl and xxx for me to prepare everything and I haven't

٤٦ P2: {you got} you got the whole weekend to do it

٤٧ this is very important my work is very important I need a research officer so I spoke

٤٨ with dr. Zainuadeen and he is ok with this he is passing you to me so everything seems

٤٩ to be ok you are the only person who is not ok with this

٥٠ V23: it's not like that doctor I am very interested and I am

٥١ waiting to go there by twenty fifth but then it is like xxxxx for me

٥٢ P2: then twelve Tuesday

٥٣ V23:

٥٤ Tuesday?

٥٥ P2:

٥٦ yes because you just told me that the only problem is accommodation right?

٥٧ V23:

٥٨ yeah yeah but yeah I meant that my parents I cannot decide now

٥٩ P2: what do you mean you need to

٦٠ decide with your parents how old are you

٦١ V23: I think no no I mean I need to discuss with my

٦٢ parents

Comment [A7]: Job as a contextual issue

Call 23: Research officer

٦٣ P2:
٦٤ I understand but then young lady you this is your life you should be da

٦٥ V23: I
٦٦ KNOW YES YES maybe I go I go but on the twenty fifth

٦٧ P2: so conform you are coming not twenty third
٦٨ I I need you on the eleventh did you listen to me in the first place I was saying
٦٩ eleventh I need you on the eleventh I need a research officer on the eleventh

٧٠ V23: yes I listened to you I

٧١ P2: are you coming on the eleventh

٧٢ V23: is this offer on
٧٣ you

٧٤ P2:
٧٥ yes am taking over from dr. Zainudeen you understand

٧٦ V23: yeah

٧٧ P2: because dr. Zainudeen pass you to
٧٨ me

٧٩ V23:
٨٠ ok

٨١ P2: so I am your supervisor now and I am requesting to come on the eleventh or or
٨٢ what's the problem are you interested or not because if you are not interested I 'll look
٨٣ for someone else

٨٤ V23: and the offer from dr. Zainudeen is {off}

٨٥ P2: {gone}is gone

٨٦ V23: like that

٨٧ P2: yes now tell me
٨٨ are you interested or not

٨٩ V23: I am interested of course

٩٠ P2: you have to speak to your parents
٩١ about everything

٩٢ V23: NO OH NO ITS NOT LIKE THAT

٩٣ P2: then

٩٤ V23: but I have to let them know

Call 23: Research officer

95 P2:
96 so are you interested or not

97 V23: OF COURSE

98 P2: so are you coming

99 V23: can you give me one more
100 week

101 P2:
102 I need the decision today you have to understand it is Thursday already I need
103 someone on Monday

104 V23: can I call you on that thing ah

105 P2: you can confirm am getting a migraine now

106 V23: no I just want

107 P2: yes

108 V23: few hours

109 P2: what difference few hours would make

110 V23: I have to call my mother and tell her now

111 P2: you tell your mother that means
112 that you agree with me do you agree or not I don't understand

113 V23: Im interested and
114 now after this I have to call my mom and let her know of my decision and then

115 P2: so your decision is yes

116 V23:
117 {xxxxxxxxxxxxxx}

118 P2:
119 is your decision yes?

120 V23: YES

121 P2: ok when you call your mom you inform her exactly that she can
122 ask you to get gotchad but not anybody she only can because this is JJ from hitz dot
123 fm

124 V23: OH MY GOD

Comment [A8]: Truth is revealed

Call 23: Research officer

125 P2: hahahahahahahahahh xxxxxxxx you actually believe people
126 are that bad ha

127 V23: oh my god(crying) xxxxxxxxxxxx

128 P2: xxxxxxxx don't worry everything is ok

129 V23: I thought that everything is over gone

130 P2: no

131 everything is not over gone everything is beautiful you held yourself well

132 V23: xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

133 P2: don't cry

134 V23: who gotchad me

135 P2: xxxxxx gotchad you

136 V23: oh my god

Comment [A9]: V23 seems to accept the source's behavior

137 P2: GOTCHA

138 V23: thank you

Comment [A10]: V23 accepted P2's behavior as appropriate

Call 24: Daughter not Attending Classes

1
2 P2: don't mess with the mom she would defend the kid no matter what
3 P1: no
4 matter what and this this girl who recommended the gotcha call is a good girl we
5 decided to call up from her college in India and tell the mom she hasn't been
6 attending the class she's coming back to hostel late the mom got really upset at us
7 (phone ringing)
8 V24: hello
9 P2: hello good morning can I speak to Kamala please
10 V24: you're calling from where
11 P2: hello well am basically calling from the medical
12 college
13 V24:
14 ahe
15 P2: so if I can speak with Miss Kamala I believe is the mother of Bavetra that would
16 be one
17 V24: wait wait wait ahe
18 P2: no just a very quick one em you do realize ok your daughter's coming
19 studying with us at the moment ah have you been in touch with the lady
20 V24: yeah yeah
21 P2: er err I
22 don't know how to bring this up to you but she so far she has been coming quite late
23 most of nights and the thing is that am a bit worried because she hasn't been attending
24 her classes
25 V24: she is the
26 one ? are you sure?
27 P2: yes Bavetra yes
28 V24: what is yeah I mean I find xxxxxher attending classes no
29 problem
30 P2: from what we have she is under ninety percent of attendance so you know
31 exams are coming up we might not allow her to sit her exams

Comment [A1]: Scenario

Comment [A2]: Greetings and confirmation about the respondent

Comment [A3]: Violation 1 : authority

Comment [A4]: Violation 2 : issue

Comment [A5]: Relationship as a contextual issue

Comment [A6]: Time as a contextual issue

Call 24: Daughter not Attending Classes

32 V24: NO NO NO come on she hasn't
33 been attending classes since when

34 P2: no this is this recent semester so we are worried if
35 she continues will miss out

Comment [A7]: Time as a contextual issue

36 V24: recent semester you mean this present semester

37 P2: this present one
38 currently right now yes yes that's what I am speaking about because she is=

39 V24: OH

40 P2: =she has been good before you know we wouldn't worry about her but now
41 recently

42 V24: Ahe why why why

43 P2: am not sure why I mean she has been coming back er late
44 at the hostel we have acxxx you and she come back some times an hour now a half
45 am just asking has she er shown when she was living in Kuala Lumpur was she at
46 any point in time a misbehaving child

47 V24: nothing nothing xxxxxxxxxxxxxx she was
48 doing fine as far as I know

49 P2: right right right ok ok

50 V24: she is the opposite
51 from what I am hearing from you

52 P2: oh ok ok was she is always going to class when she was in in
53 Kuala Lumpur

54 V24: yeah

55 P2: she was a good student

56 V24: yeah

57 P2: always since childhood

58 V24:
59 yeah ah y:eah

60 P2: has she called you recently saying that she is depressed in the college

61 V24: em
62 after with some friends normal but xxxxxx

63 P2: did she sound good ah did she sound good

Call 24: Daughter not Attending Classes

74 V24: ha

75 P2: did she sound ok

76 V24: yeah she sound ok

77 P2: ok miss Kamala the thing is right

78 know maybe perhaps that you could chat with her because I tried and I cannot do so

79 much you understand from my behalf right

80 V24: ahhhh ha I can't believe this

81 P2: it's very hard to

82 believe isn't it

83 V24: AHE

84 P2: so maybe you can chat with her

85 V24: I WANT YOUR

86 NAME I WANT YOUR NAME

87 P2: Hemz weth you can call me Hemzweth my first name is that Erick Erick

88 V24: Erik

89 P2: Erik Erick E Erick Memzweth that's my full name can I

90 V24: wait wait

91 P2: I have

92 to finish my xxxx then I give you my details

93 V24: you give me your number hold on I have to write

94 your number hold on

95 P2: Sure because yesterday when I spoke to Bavitra

96 the last thing the last thing she told me at night is to do a gotcha call on you

97 V24: Gotcha Call?

98 P2: yes kamala

99 this is a gotcha call from your daughter

100 V24: xxxxx you my God

101 P2: hahaha WHY IS THAT

102 IT'S FROM YOUR DAUGHTER

103 V24: who are you

Comment [A8]: Truth is revealed

Call 24: Daughter not Attending Classes

94 P2: this is xxx and xxx from Hitz dot Fm

95 V24: I always listen to you and
96 you caught me again because I know my daughter in and out

97 P2: yeah she is a good
98 student hehe

99 V24: xxxx hehehehehe I got a shock in my life you know who can believe
100 daughter is going to xx

101 P2: don't worry she is doing very well for herself she would be very proud

102 V24: am sure you have lied you know am terrible woman very careful in all these
103 things

104 P2: AH Yeah HAHAHAHAAAAH

105 V24: and these are about my girl

106 P2: I have to say GOTCHA

107 V24: Gotcha You xxxxxx

Comment [A9]: V24 accepted the behavior as appropriate

Call 25: Thailand Holiday

1
2 P2: the holiday is very important everybody likes the holiday
3 P1: ahe
4 P2: this guy was planning a
5 company trip for his company and booked hotel rooms in Thailand we decided to call up
6 from the hotel in Thailand saying excuse me sorry we're fully booked so about twenty
7 people only can stay the rest have to move to another hotel which is an hour and thirty
8 minutes away
9 P1: wow
10 P2: ah haha check it out
11 (Phone ringing)
12 P2: hello good evening can I please speak to Mr. Kalang Sing
13 V25: who is speaking
14 P2: ah I call from a hotel in in Thailand
15 V25: ok
16 P2: my name is konsong this one you for make the
17 company trip to to Thailand
18 V25: yes ok ok
19 P2: because ah why I call you personally I am manager of
20 hotel to inform because now you have twenty nine pax
21 V25: ahe
22 P2: we have to change to twenty
23 person
24 V25: oh why ah
25 P2: why because the hotel we laminate one side so
26
27 V25: sorry sorry sorry
28 P2: one side
29 need for lamination
30 V25: ok
31 P2: what we do to put the nine person=

Comment [A1]: Scenario

Comment [A2]: Greetings and confirming the respondent's identity

Comment [A3]: Violation 1: authority

Comment [A4]: Violation 2: name

Comment [A5]: Violation 3: issue + authority

Call 25: Thailand Holiday

32 V25: ahe

33 P2: =is put in sister hotel

34 V25:
35 but sister hotel

36 P2: sister hotel only for nine person

37 V25: O:h ok:ay

38 P2: are you because I got your
39 number for for call for organize the trip correct?

40 V25: yeah ok ok ok ok ok I need to go and discuss
41 this issue

42 P2: but the location is in Katanoy now you now you hotel in bxxxxx

43 V25: how far

44 P2: Katanoy is
45 one hour fifteen minute

46 V25: ok ok can I move everybody to that hotel then

47 P2: because now the
48 hotel is being booked

49 V25: to move nine people I don't think so it's ok if you can move everybody

50 P2: em

51 V25: ok today we got another fellow so all thirty people

52 P2: thirty people!

53 V25: yes

54 P2: ok

55 V25: thirty
56 people so because {so if you can move}

57 P2: {I don't I don't because now the other hotel for xxxxx Katanoy only nine
58 xxx available

59 V25: oh ok

60 P2: so now twenty pac for xxxxxxxx

61 V25: hhhhhh ok you just tell there is one hour difference away

Comment [A6]: Contextual issue 1: distance

Call 25: Thailand Holiday

٦٢ P2: one hour fifteen minutes if
٦٣ no traffic jam

٦٤ V25: ok can you call me tomorrow morning

٦٥ P2: sir m scared later I call you tomorrow
٦٦ morning no for the booking in Katanoy

٦٧ V25: ok

٦٨ P2: now you make payment for fifty percent already
٦٩ so =

٧٠ V25: yes

٧١ P2: =I need to tell you

٧٢ V25: so my problem is now I booked it through the xxxxx agent

٧٣ P2: correct

٧٤ V25: I don't know why m worried if we have one hour difference=

٧٥ P2: ahe

٧٦ V25: = then I have
٧٧ problem with transportation =

٧٨ P2: ok but

٧٩ V25: = we cannot have together xxxx we want to go and
٨٠ do our tour together =

٨١ P2: oh

٨٢ V25: =which is one hour difference then it will become two different
٨٣ tour already do you know

٨٤ P2: ok I xxxx for you so the other nine pec can wake up one hour earlier
٨٥ have breakfast and come to batong by the time

٨٦ V25: I know but my problem my tour starts
٨٧ at eight o'clock in the morning

٨٨ P2: correct correct

٨٩ V25: now he'll wakeup at six o'clock in the morning

٩٠ P2: maybe five thirty

Call 25: Thailand Holiday

91 V25: yeah so it is becoming very very difficult and then my last day my
92 airplane is at seven thirty in the morning maybe they wake up at for thirty in the morning so
93 it is becoming very difficult for them ok let me try let me talk to the travel agent

Comment [A7]: Contextual issue 2: time

94 P2: if you want me to call Lazly I talked to him because we also very close to Lazly

95 V25: if I booked a room I must get and you go and change it for me to another hotel so we
96 have separate spirit isn't never mind

97 P2: ok wait wait maybe now you have two people in one
98 room

99 V25: yes

100 P2: can you have in one room I give you big room five people

Comment [A8]: Contextual issue 3 : number of rooms

101 V25: it's more a couple a
102 husband and a wife you know

103 P2: a husband and a wife so I have got one room two husband two
104 wife so

105 V25: yeah but it is not convenient the go there to enjoy so maybe it is not
106 comfortable do you understand they may want to be naughty hehehehe they cannot be
107 naughty you understand hehe

108 P2: OH NAUGHTY hehehe faham

109 V25: yeah

110 P2: I think the best solution for now is you don't mind I give it to my hotel manager hold on
111 ah

112 V25: ok ok

113 P2: hello it is Kalang xxxx is it

114 V25: yes it is

115 P2: m surprised you didn't recognize my voice this is actually xxx from Hitz dot FM
116 morning crew

Comment [A9]: Truth is revealed

117 V25: no wonder m quite sure m quite sure cool cool

Comment [A10]: V25 accepted the behavior as appropriate

118 P2: you know what m going to say at the end of this right

119 V25: yes

120 P2: do you want to say it with me for fun one two three [GOTCHA]

121 V25: [gotcha]hehe

Call 26: Move your Car

1
2 P3: this guy is on a business trip away from his apartment where he parked his car at the
3 visitors' parking spot which is illegal he should park at his designated spot=
4 P2: _____ ahe
5 P3: _____ = but
6 there was someone else parked on his spot told his friend and all body decided to call up
7 and scold him
8 P2: _____ ten te ta
9 (phone ringing)
10 V26: hello
11 P3: _____ hello good morning ah sir
12 V26: _____ hi yeah good morning
13 P3: _____ yeah good morning can I speak to
14 Mr. David ha sir
15 V26: _____ yeah David speaking
16 P3: _____ Mr. David this Komarison calling from the Condo ah
17 V26: ok yeah
18 P3: _____ this is regarding about your car
19 V26: _____ ok yeah my car what's up ha
20 P3: _____ yeah yeah yeah your
21 your black xxxx sir its parked at the visitors car car park
22 V26: _____ yeah yeah that's right
23 P3: _____ yeah you see you
24 parked it over thethe weekend already yeah sir=
25 V26: _____ ah
26 P3: _____ = and we informed you already that
27 you're not allowed to park there right?
28 V26: _____ ok
29 P3: _____ yeah so therefore ah this is the third call and
30 you're ignoring our calls and you're ignoring our warnings we have to we have to tow it sir

Comment [A1]: Scenario

Comment [A2]: Greetings

Comment [A3]: Confirming the name of the respondent

Comment [A4]: Violation 1 & 2: name and authority

Comment [A5]: Violation 3 : issue

Call 26: Move your Car

31 V26: WHAT ITS NOT MY THIRD I DIDN'T GET ANY CALLS SIR FROM THR MANAGEMENT THIS
32 IS THE FIRRST TIME MAN

33 P3: no no ok we see my colleague called you twice already before this
34 informing you and and we actually told you about not parking in the visitors parking right sir

35 V26: no ok wait wait because there I'm in Kuching now this is the first time am getting this
36 call ah what's happening to my car it gets towed is it

37 P3: we have to tow it out we'll tow it out of the
38 condo we already informed you that you're not supposed to park at the secu ah at da
39 visitors parking

Comment [A6]: Contextual issue 1: car

40 V26: I went home ok and when I got home I saw someone parking the car in my
41 spot and I went to the security and said hey look someone in my spot and I have I have to
42 park somewhere lar hey man can't you get this guy the security one of your guys I forgot
43 what is his name said you can now park at the visitor so I did I had to rash up to kuching that
44 is why

45 P3: no we told you that you can park at the visitors parking for the time being until the
46 guy moves so the guy has moved already sir so why your car is still there

Comment [A7]: Contextual issue 2: time

47 V26: yeah but I told
48 him that am going to be in kuching for a week why did you tow the guy's car

49 P3: no no sir you see you
50 have to understand that you see that was for the time being now you should be moving it
51 back to your own place

52 V26: I understand I understand I need to go to kuching like that in half
53 hour time and I have actually to catch a flight that was impossible and I had to park my car
54 so

55 P3: but I doubt that that that my security officer's ah would say that sir am just calling you
56 to inform you that we are moving it outside the condo if anything happens we're not
57 responsible for it

58 V26: no that's not cool man I for this parking right way

59 P3: I know but you did not park it in your
60 designated parking sir you parked it at the visitors parking xxxx therefore we're moving it
61 out

62 V26: that's not the thing is that I went home and I tried to park in my spot everytime I park
63 in my spot but this one guy from stupidxxxxxx parking in my spot and what I'm supposed to
64 do I had to catch a flight man and your colleague said ok

65 P3: you can't even identify the colleague so
66 anyway sir am this only a xxxxx call me informing you what we're doing ok?

Call 26: Move your Car

77 V26: xxxxxxxx

78 P3: is there

79 anyone else in your apartment they can move your car

80 V26: no come on lar you see sir I

81 paid too much for this parking and who's going and someone was parking in my spot

82 before that guy's car being towed

83 P3: she's moved his car already you understand

84 V26: he has moved his car after what

85 that time I need to park it who was parking in my spot at the first place ah man come on

86 P3: am sorry

87 V26: I

88 don't have to deal with it I paid am paying for this place

89 P3: I can offer you an alternative sir

90 V26: ok

91 what

92 P3: first of all you have to pay a fine

93 V26: for what

94 P3: for parking the fine would be fifty bucks for

95 everyday so three hundred three hundred fifty sir

96 V26: that's not cool anyway how come lar

97 like this sir am not

98 P3: ok ok now ok ok calm down there is another alternative ah f you do not

99 get angry with your friend Ruden hhhehehehe that's a gotcha call hehehe

100 V26: NO

101 P3: YES

102 V26: and

103 who xxxx out

104 P3: Andrew

105 V26: oh god I hate you man

106 P3: hehehehehehe am so sorry I know that you're not in your pharmacy so I had to do it

107 right now

108 V26: AHHHHH

Comment [A8]: Contextual issue 3: money

Comment [A9]: Truth is revealed

Call 26: Move your Car

99 P3: but anyway we did it GOTCHA

100 V26: ERRRR AHHHHH ok thanks guys take care

Comment [A10]: V26 accepted the behavior as appropriate from the source and P3

Call 27: Blackberry Phone

1
2 P1: hi for this one this girl has got brand new blackberry she 's so happy with it she 's
3 been using it for a week we decided to call her from the shop she got it from and tell
4 her that Ay your blackberry belongs to somebody else please don 't use it any more
5
6 P2: yup
7
8 P1:
9 even return it and wait quite some time to get yours
10
11 (phone ringing)
12
13 V27: Hello
14
15 P1: hello good morning can I speak to HXXXXXX please
16
17 H: yes Hxxx speaking
18
19 P1: hi Hxxx this is Farid here calling from xxxxxx ha
20
21 V27 : ahe
22
23 P1: last
24 Sunday you came by
25
26 V27: ahe
27
28 P1: you bought the xxxxxx from my store correct with the package and
29 everything
30
31 V27: Yeah
32
33 P1: ok there is a bit of a confusion I think you bought it from feda right feda
34 is the one that sold it to you I want to apologize on behalf of xxxxx because the unit
35 we gave you is actually is on hold is not sale unit
36
37 V27: oh
38
39 P1: that unit is a reserve unit
40
41 V27: ok
42
43 P1: so
44 now there is a bit of confusion are you free to bring the unit back
45
46 V27: bring the unit back and
47 you'll exchange one for me
48
49 P1: I will exchange one for you but the thing is that we 're out of store at the
50 moment ah we have to take two days to process the consultation
51

Comment [A1]: Scenario

Comment [A2]: Greetings and confirmation about the respondent

Comment [A3]: Violation 1 & 2: name and authority

Comment [A4]: Violation 3 : issue

Comment [A5]: Time as a contextual issue

Call 27: Blackberry Phone

۳۲ V27: ahe

۳۳ P1: and while during

۳۴ that time do you have an alternate phone

۳۵ V27: ahhh I don't have an alternate phone but how is

۳۶ this my problem that I have to come back to your office and return it to you because

۳۷ of your mistake that you made

۳۸ P1: yes I understand it's a mistake am very sorry I'll get feda

۳۹ to apologize to you xxxx ah so what we can do have you used the phone a lot already?

۴۰ V27:

۴۱ yeah I have xxxxxx about that

۴۲ P1: have dropped the phone or anything

۴۳ V27: no

۴۴ P1: ok because right now what

۴۵ we can do is we'll have to reimburse into your ATM card right

۴۶ V27: yes

۴۷ P1: or alternatively what

۴۸ you can do is you can purchase this phone at whole sale price

۴۹ V27: whole sale price

۵۰ P1: and then

۵۱ you can keep the phone but I cannot give you the package

۵۲ V27: what I don't understand is

۵۳ P1: ah

۵۴ V27: if I take

۵۵ the whole sale price then the package will not be available anymore=

۵۶ P1: no the package will be

۵۷ V27:

۵۸ =I'll have to sign another package to get all the internet access that I want

۵۹ P1: you can but the price for the package for monthly would change

۶۰ V27: ok

۶۱ would that be more expensive

۶۲ P1: is unfortunately more expensive

Comment [A6]: Money as a contextual issue

Comment [A7]: Money as a contextual issue

Call 27: Blackberry Phone

٦٣ V27: that's why that's why I don't
٦٤ want that's the reason I wanted to gotcha this person xxxx am going to plan because
٦٥ the price is unchangeable and I guess he is xxxx

٦٦ P1: I understand

٦٧ V27: he asked me if =

٦٨ P1: yes

٦٩ V27: = I take the whole sale price

٧٠ P1: yes yes

٧١ V27:
٧٢ then he'll change everything again its really helpful for me

٧٣ P1: I understand am really so sorry for
٧٤ this

٧٥ V27:
٧٦ y:eah

٧٧ P1: so my solution that I can give you right now is when you bring the phone back is
٧٨ to wait for the next two to three raf

٧٩ V27: ahe

٨٠ P1: I mean I can wait tomorrow latest I suppose

٨١ V27:
٨٢ and you want me to come over on a week days I really cannot do so am I want to help
٨٣ I know its not your fault I really cannot come on a week days

٨٤ P1: ok is there any way that I can send someone
٨٥ to collect from you because on my also am between a rock in a very hard place =

٨٦ V27: ahe

٨٧ P1: =so I

٨٨ V27: how much longer I have to wait after I return it to you

٨٩ P1: that's why it might be two weeks

٩٠ V27: two weeks

٩١ P1: two weeks

٩٢ V27: I think you should be the one who come up with a better
٩٣ solution am really cannot wait do you understand that and the client you sold

Call 27: Blackberry Phone

94 something to your client and you ask your client to return it back to you and you ask
95 the client to wait for two weeks

96 P1: yes

97 V27: it's a bit XXX what do think

98 P1: the solution that I can
99 think of is I think xxxxxxxx if I tell you this is a gotcha call

Comment [A8]: Truth is revealed

100 V27: heheehheheheheheheh is it xxxxxx

101 P1: yes xxxxxx isn't it the best solution

102 V27: IT IS HEHEHEHEHEHEEH

103 P1: I LOVE IT I LOVE IT WAIT WAIT LET ME SAY
104 THIS FIRST GOTCHA

105 V27: HEHEHEHEHEHEHEHEHEHEH

Comment [A9]: V27 accepted the behavior as appropriate

Appendix B

THE STRUCTURE OF GOTCHA CALLS AND VICTIMS' REACTION

call	Violation	Sensitive issues	Reaction = p ¹	Reaction =s ²
1	Name Authority issue	Clearance Relationship (neighbors)	Appropriate	Inappropriate
2	Name Authority issue	Relationship (friends) Money	Appropriate	Inappropriate
3	issue	Time (flight) Number of seats money	appropriate	No comment (appropriate)
4	Name Authority issue	Money Relationship(daughter)	appropriate	appropriate
5	Name Authority issue	Time Number of seats	appropriate	No comment (appropriate)
6	Name Authority issue	Money Relationship(husband) time	appropriate	appropriate
7	Name Authority issue	Gender (girl pretend to be a man)	appropriate	appropriate
8	Name Authority issue	Time Money	appropriate	Not mentioned
9	Name Authority issue	Time Color of the item money	inappropriate	inappropriate
10	Name Authority issue	Money time	appropriate	appropriate
11	Name Authority issue	Money Relationship(lawyer) time	inappropriate	Inappropriate
12	Acting out as a thief	money	appropriate	appropriate
13	Authority	Money Relationship(wife)	appropriate	inappropriate

¹ Victims' reaction to the pranksters' behavior

² Victims' reaction to the sources' behavior

	issue			
14	Authority issue	Money Time Relationship(boyfriend)	appropriate	appropriate
15	Name Authority issue	Money Relationship(aunt)	appropriate	appropriate
16	Authority issue	money	appropriate	appropriate
17	Name Authority issue	Credit card (money)	appropriate	appropriate
18	Authority issue	Money Relationship(daughter)	appropriate	appropriate (no comment)
19	Name Authority issue	Money (credit card)	appropriate	appropriate
20	Name Authority issue	Money (credit card)	Appropriate	(No comment) Appropriate
21	Name Authority issue	Money (credit card) time	appropriate	appropriate
22	Name Authority issue	Time Money car	appropriate	appropriate
23	Name Authority issue	Time job	Appropriate	(no comment) Appropriate
24	Authority issue	Relationship (daughter) Time	appropriate	appropriate
25	Name Authority issue	Distance Time Number of rooms	appropriate	Not mentioned
26	Name Authority issue	Car Time money	appropriate	appropriate
27	Name Authority issue	Time Money	appropriate	Not mentioned

Appendix C

Contextual issues in *Gotcha Calls*

Calls\strategies	Money	Time	relationship	Job	car	No. of seats	No. of rooms	Color	clearance	gender	distance
1			√ neighbors						√		
2	√		√ friends								
3	√	√				√					
4	√		√ daughter								
5		√				√					
6	√	√	√ husband								
7										√	
8	√	√									
9	√	√						√			
10	√	√									
11	√	√	√ lawyer								
12	√										
13	√		√ wife								
14	√	√	√ boyfriend								
15	√		√ aunt								
16	√										
17	√ credit card										
18	√		√ daughter								
19	√ credit card										
20	√ credit card										
21	√ credit card	√									
22	√	√			√						
23		√		√							
24		√	√ daughter								
25		√					√				√
26	√	√			√						
27	√	√									
total	21	15	10	1	2	2	1	1	1	1	1

Appendix D
Politeness shift

Call no	Politeness shift		
	Beginning	Middle	Ending
1	Polite	Impolite(p) Sarcastic tone	Polite Friendly tone
2	Polite	Appropriate	Polite
3	Polite	Appropriate	Polite
4	Polite	Appropriate	Polite (v)
5	Polite	Impolite (v)	Polite
6	Polite	Appropriate	Polite
7	Polite	Polite	Polite
8	Polite	Appropriate	Polite
9	Polite	Appropriate= impolite(v)	Impolite(v)
10	Polite	Appropriate	Appropriate
11	Polite	Impolite	Appropriate
12	appropriate	Impolite	Appropriate
13	Polite	Appropriate + inappropriate(v)	Appropriate
14	Polite	Appropriate(v) +Inappropriate(p)	Appropriate
15	Polite	inappropriate	Appropriate
16	Polite	Inappropriate(v)	Polite
17	Polite	Inappropriate (p)	Friendly polite
18	Polite	Appropriate	Polite
19	Polite	Inappropriate(v)	Polite
20	Polite	inappropriate	Polite
21	Polite	Inappropriate	Appropriate
22	Polite	inappropriate	Appropriate
23	Polite	Inappropriate(p)	Appropriate
24	Polite	Inappropriate (v)	Appropriate
25	Polite	Appropriate	Appropriate
26	Polite	inappropriate	Appropriate
27	Polite	Appropriate	Appropriate