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

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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 where 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

“...
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 accidently 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.
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.
Therefore, the three identities illustrated in figure 2.3 are to be discussed in relation to the institutional identity described by Ferenčík (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 three 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.

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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

<table>
<thead>
<tr>
<th>Stages of the Gotcha Call</th>
<th>Analytical approaches</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening</td>
<td>Content Analysis</td>
</tr>
<tr>
<td>Violation of the Maxim of Quality</td>
<td>1. Grice’s cooperative principles: non-fulfillment of the maxim of Quality</td>
</tr>
<tr>
<td>contextual issues Closing (Victims’ reaction to the deceptive behavior)</td>
<td>2. Content analysis:</td>
</tr>
<tr>
<td></td>
<td>a. three categories of violation: name, authority, issue</td>
</tr>
<tr>
<td></td>
<td>b. contextual issues for the maintenance of the fabricated frame</td>
</tr>
</tbody>
</table>

Politeness and the relational work by Locher and Watts (2005) Victims’ reaction to the source of the call and to the prankster categorized in four categories:

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.

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.

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.
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.

**Appropriate**

The utterance is considered appropriate if it is uttered in a socially acceptable way.

**Inappropriate**

The utterance is considered inappropriate if it is uttered in a socially unacceptable way, e.g., shouting, swearing, threat and sarcasm.
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 forth 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 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:

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

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 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 hundred on your credit card ah? > [this one have
18 V17: [What?]
19 P2: To be made in two payments] ah just wanna confirm you just made an online order ah? for XXX pro seven thousand four hundred ringgit? [this one has
21 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 xxxx 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
didn’t pay?
18 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 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

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 call’s intentions (Mooney, 2004).

4.1.3 Maintenance of the fabricated frame

<table>
<thead>
<tr>
<th>Issue</th>
<th>Money</th>
<th>Time</th>
<th>Relationship</th>
<th>Job</th>
<th>Car</th>
<th>No. of seats</th>
<th>No. of rooms</th>
<th>Color</th>
<th>Clearance</th>
<th>Gender</th>
<th>Distance</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total no.</td>
<td>21</td>
<td>15</td>
<td>10</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>56</td>
</tr>
<tr>
<td>%</td>
<td>37.5%</td>
<td>26.8%</td>
<td>17.8%</td>
<td>1.8%</td>
<td>3.6%</td>
<td>3.6%</td>
<td>1.8%</td>
<td>1.8%</td>
<td>1.8%</td>
<td>1.8%</td>
<td>1.8%</td>
<td>100%</td>
</tr>
</tbody>
</table>

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 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?

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 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 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're 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: xxxxx
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 concerned about my neighbors you know
162 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 yellow beige you know the teeth yellow the yellow on your teeth ah when someone drink a lot of coffee the
44 V9: no no no no I don’t want that one
45 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 is 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
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,
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.

<table>
<thead>
<tr>
<th>Reaction to the pranksters behavior</th>
<th>appropriate</th>
<th>inappropriate</th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td><strong>92.6%</strong></td>
<td></td>
<td><strong>7.4%</strong></td>
</tr>
</tbody>
</table>

*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 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)

\[ p7 \] V7: you sound so much like a New Zealander ok
\[ 98 \] P2: I know I know I love the New Zealand accent hahahahah
\[ 99 \] 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 y::ou who did that one
\[ 127 \] P1: who do you think lah hahahahahahahahaha
\[ 128 \] V6: hehehhehehehehehehehehe
\[ 129 \] 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 say GOTCHA
112
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 yes
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.

<table>
<thead>
<tr>
<th>appropriate</th>
<th>Reaction to the sources’ behavior</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>appropriate</td>
<td>No comment</td>
</tr>
<tr>
<td>14</td>
<td>14</td>
<td>5</td>
</tr>
<tr>
<td>51.85%</td>
<td>18.5%</td>
<td>18.5%</td>
</tr>
</tbody>
</table>

*Table 4.4: 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 h:he  
125  P2:      Ayyoo  
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 sent 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: HAHAHAHAHAHAHAHAH

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 up
92  V2: and now I actually covered for them
93  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 hahahahahhh
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](image)

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 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 fin 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 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 they 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 xxxxx
101  V18:  hahahahahaha oh xxxxx?
102  P2:  Yes it is hi how are you?
103  V18:  Ah hehehehe no no no no
104  P2:  hehehehehehe
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 calling from xxxxxx Cheras ha just want to do one confer ah with you the other day on the 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)

p3  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:ς
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 hehehehehe
124  P1:  xxXXXXXok 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 line122. 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 support’s 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 HXXXXX 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 xxxxxxxx if I tell you this is a gotcha call 
100 V27: hehehehehehehehehehehehehehehehehe is it xxxxxx 
101 P1: yes xxxxxx isn’t it the best solution 
102 V27: IT IS HEHEHEHEHEHEH

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 lor 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.
References


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

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

V1: yes

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

V1: yes

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

V1: two two

P1: only two cats

V1: yes

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

V1: yes it is inside the house

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

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

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

V1: ahe

P1: and then the smell the cat the cat poo

V1: ah ok

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

V1: ahe ok

Comment [A4]: Violation 3: Issue

Comment [A5]: Sensitive issue: relationship

Comment [A6]: Sensitive issue
Call 1: Cat Poo Poo

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

V1: xxxxxx

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

V1: yeah

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

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

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

V1: no no the dog outside the perimeters

P1: whose dog is this

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

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

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

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

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

P1: yes because of the smell

V1: am also not comfortable of them you said

P1: ah you also know there is smell hehe

V1: yeah because I don't know because usually ok but
Call 1: Cat Poo Poo

P1: but now

V1: I keep the

P1: second cat doesn't smell the poo quite

V1: quite bad is it

P1: the other one is very smelly I want to send to my =

V1: second cat doesn't smell the other one is very smelly I want to send to my =

P1: oh it

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

P1: so the second cat is the smelly cat

V1: yes I don't

P1: know why

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

P1: may be got a

V1: what do you feeding the cat

P1: problem this fella this one boy or girl

V1: girl

P1: normally it is the boy is smelly you know

V1: the boy is ok this one la

P1: tak pe never mind I think no other complaint I will send my cat =

V1: the boy is ok this one la

P1: thank you thank you ok

V1: = and in

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

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

V1: yes

P1: maybe also they smell the cats poopoo
Call 1: Cat Poo Poo

V1: ahe

P1: because the dogs are very attracted to cats’ poo poo

V1: oh ok

P1: so

maybe this smell maybe once you clean the cats’ poo poo maybe then the dogs won’t come disturb your bin any more ah

V1: you know maybe because they have the the chicken all may be bone thing I think couldn't xxxxxxxx I think

P1: em

V1: something like that

P1: so very simple for me I II just need you to come in to the office you need to sign an oath ah

V1: a: ok but am

P1: this one

V1: not free ah

P1: oh ok

wait wait wait you're not free ok can you say kejap kejap ya Mohammed Saiful I just say saya Mohammed Saiful ah I promise to keep my house clean

V1: ok

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

V1: I am Mohammed Saiful promise to get my house clean

P1: and no more cats' poo poo

V1: and no more cats poo poo

P1: and make sure it smells nice

V1: and make sure it smells nice

P1: and also look after
Call 1: Cat Poo Poo

V1: and also look after
P1: all
V1: all my garbage outside
P1: and treat the garbage outside
V1: and treat the garbage
P1: garbage men well
V1: garbage men well
P1: I would also be very nice to Mohammed Farhan for making this gotcha call for me
V1: hehehehe oh is he thank you very much Mohammed Farhan
P1: hahahahahahahahahah kesla you dah lark era duduk dengan taik kucing then
V1: yeah it’s a bit quite because I don’t think of any ministry of health hehehehe
P1: you ikut aje HAHAHAHAHAHAHAHA
V1: very concerned about my neighbors you know
P1: yeah yeah I know I am sure hey but bro
V1: ok
P1: I got to say
V1: GOTCHA Hhahahaha
P1: thank you for the call
V1: I got to say
P1: good luck with the tahi kucing
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

P1: hahahahahahahahahahah
Call 2; Golf Course Party

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

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

t

P2: yup

P1: = friends get in touch with us for

she they were invited to this party that she had a farewell party they went a bit crazy ran on
the golf course and all of that so they said you know why don't you just call her and say Oh
This is dangerous gotcha her and so that what we did

(phone ringing)

V2: yes

P1: hello

V2: hello

P1: hello good morning

V2: hello yeah

P1: hello good morning can I speak to xxx

please

V2: xxx

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

V2: ahe

P1: ok this is in regards of incident that

happen last Saturday yah is your parents around

V2:

P1: no oh yeah

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

V2: ahe
Call 2; Golf Course Party

P1: and your guests were bit rowdy and =

V2: what

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

V2: o:h they just ran to take out pick the ball out

P1: o:h

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

P1: ok Miss Low the thing is the golf course is off limits for miss stuff like this

V2: I understand we use it if I was there I would stop them but I was away for a while and when I came back they said they were in the golf course but then he went to pick the ball out

P1: ok ok ma’am Miss Lo may I have the name of these people ah because we have to band them from coming over again something has to happen somebody has to be fi:ned you know because some there were few damages in the golf course and the

V2: what few ah what

P1: damage on the green

V2: damage on the green

P1: u:h u:h

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

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

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

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

there few damages on the green then you blame it on my friends then I think it’s unfair

P1: er er but may I

have the names of the people who go ha em because I still have to do my job you un you
understand right

V2: yeah I understand but does it mean that they can’t come in at all

P1: no no no for the time being yeah we have to like

V2: because am leaving soon probably

they’ll visit sometime

P1: a: we can’t allow this until its conformed do you know the names of the
people please please help us out with this one

V2: ok what else could happen to me

P1: if worse come to worse we have to fine lar that’s the thing because you know the rules and regulations and a:

V2: but still the greens I don’t think it’s my my fault because I am pretty sure that they didn’t
walk out and didn’t damage the greens

P1: alright can I have the name at least so I can do my
work

V2: ok a: Mohammed Azari

P1: ahe and then who is the other person

V2: Kumar Rahathrm

P1: ok ok so for the inform your friends ah for the time being they are
not allowed in as soon as we interview them if we have to fine them they are going to be fined

ah

V2: you {mean you have to interview them}

P1: { because the thing is} if we don’t fine them then we have to fine you because
**Call 2; Golf Course Party**

V1: you organize the party at your resident

V2: yeah ok

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

V2: around less

than ten less than fifteen

P1: less than fifteen oh this your close friends lar

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

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

P1: { yah ok I tell you exactly} what happened one of your friends who attended the party

V2: ahe

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

V2: Oh my god

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

V2: because it’s not funny

P1: am sorry your friends hahaha nothing they wanted to set you Navin wanted to set you up

V2: and now I actually covered for them

P1: you actually covered for them hahaha

V2: y:eah

P1: you are amazing friend

you are don’t invite them over any more hahahahahah

V2: I’ll never ever invite them over again

P1: hahahah any way enjoy yourself in Australia study hard

V2: thank you so: mu:ch oh my god
P1: because we GOTCHAD you

V2: NAVIN!

P1: hahahahahahahahahahahahh
Call 3: Flight to Wedding

P1: if it is your first time flying will be prepared to get gotchad

P2: yeah a: this this lady was looking forward to it sorry this girl oh and we decided to call her from the airline and just tell her that the fight was delayed it was a simple concept but she was >ADMENT ON GETTING THE FLIGHT ON THAT DATE< ( phone ringing)

V3: hello

P2: hello Kally XXXXXXXX please

V3: Yes

P2: this call XXX in regard of flight 88 ah I think you book the same time as Erik Richard correct ah

V3: yes

P2: so we

V3: yeah

P2: ok this one we have a problem with flights coming into Malaysia so sixteen ah all the flight from today ah is pushed two days ah

V3: PUSHed two days what do you mean

P2: so the fourteen your departure correct ah=

V3: yeah

P2: is actually now have to be sixteen your departure and coming back has to be eighteen your depart your coming back

V3: cannot because am going for a wedding and the wedding is on the fifteenth

P2: oh in between day ah

V3: > Y::eah <
P2: because now ah the flights all is not coming in to xxxxxxx x so you must understand ah that it were only for push two days extra early flight I can book for you is fifteen night time

V3: cannot

P2: one

V3: fifteen is the wedding I have to be there by on fourteen night

P2: fourteen night ah

V3: yes I have to be there buy fourteen night

P2: ok

V3: if not fourteen night if it somewhere around fourteen am fine with it but don't push it until sixteen that is ridiculous

P2: < ok> you know this one is not our fault miss because

{ background noise}

V3: I know it ’s not your fault but can you give me something am not flying on the sixteen

P2: ok wait for a while ah I see what else is fourteen cannot already because no flight flying there already { so on the fifteen}=

V3: {that ridiculous man}

P2: = fifteen morning I can give you flight six forty five AM

V3: six

forty five AM
Call 3: Flight to Wedding

P2:
Six forty five AM on xxx

V3: that for two person or one

P2: for one

V3: I need for both

P2: for both I can’t

give you ma’am because because only one seat got the next flight i can give is eight twenty

five for for fifteen

V3:

oh my go:d

P2: so this one the only option if no wait are you because what time you have to arrive ah

V3: I need to arrive by six in the morning

P2: but you said the wedding is on the fifteen correct

ah

V3: fifteen at six o'clock in the morning {and flight is flying at night }

P2: {six o'clock in the morning}

V3: yes

P2: wedding at a

V3: BECAUSE IT'S MY SISTER'S WEDDING I HAVE TO BE

THERE TO HELP

P2: ok ok ma’am please don't don't a: am trying to help also otherwise the

flight I can put you o:n I {can put for tonight }got flight open ah tonight open for two open

V3: {any flight a available }

tonight flight

P2: yes this one is tonight at four fifteen
Call 3: Flight to Wedding

V3: fifteen afternoon

P2: pm correct correct correct a: this one

V3: oh my god

P2: that is a: that is

one and got one later flight also this one eleven forty five pm for two

V3: eleven forty five for two then coming back will be on the sixteen is that alright

P2: coming back

no for the coming back flight that one is definitely confirmed pushed two days

V3: so you mean that on the sixteen flight has got a problem

P2: sixteen flight also going

fourteen flight problem

V3: oh my goodness so tomorrow there is a flight no today is the flight

P2: today got a flight tomorrow cannot because the flight cannot come in tomorrow that's why

V3: ok I tell you what please put me in that flight tonight flight right

P2: tonight flight the eight

twenty five ah eight twenty five ok that means your extra additional charge

V3: I have extra

additional charge for more

P2: yeah because this one is last minute ma 'am

V3: oh my god I

loaned it for this man

P2: Oh you ok

V3: I don't want to miss the wedding {imagine it 's your sister's}

or brother's wedding
Call 3: Flight to Wedding

P2: [this one is your sister's] my sister my brother don't get married and my
brother yi

V3: exactly imagine that you're going for someone's important wedding right that would be bad

P2: your sister ok your sister want you to come for this one in the morning

V3: yeah I have to be there

P2: first what's your sister's name ayoo you have to give me full name I put here then when you come you have to explain to the officer

V3: Danya

P2: ok Danya XXXX

V3: yeah

P2: who is this one Jaqline XXXX

V3: my older sister

P2: oh she is the one said that you have a gotcha call on kally

V3: what that

xxxxxx oh xxxxxx

P2: hi kally

V3: who is this

P2: this is Ean from hitz FM

V3: oh my god I hear you
every morning and how come I didn't recognize your voice

P2: haha yeah how come ah how

come you don't recognize in call like this

V3: o:h he he hhe he

P2: Ayoo
Call 3: Flight to Wedding

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

P2: oh yes ah

V3: YEAH

P2: oh sorry sorry oh dear he he he oh dear before you get mad at me I got to 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 victim's 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 the dad
2. P2: exactly
3. P1: and so we become this character which is Russian guy
4. P2: YOU become the guy
5. P1: no actually we combine we entertain into each other’s bodies
6. P2: you are actually like Spain without the s
7. P1: what do you mean(.) oh pain is it
8. P2: [hehehehe]
9. P1: [how about I cause that on you] let us check this gotcha Russian guy calling Eve and Rago (phone ringing)
10. V4: he[lo]
11. P1: [good] morning to you my name is Evan and I'm calling from xxxxx office in Moscow Moscow
12. V4: yeah
13. P1: just doing a confirmation for this flight it’s Sheren xxxxxx
14. V4: thats my daughter
15. P1: is it
16. V4: yes
17. P1: that's fantastic so our job is just to for make confirmation with{ you }ok
18. V4: {yeah ok}
19. P1: this one is for flight to go to Spain in Barcelona=
Call 4: First Class Ticket

18  V4:
19     yeah ok
20  P1: = this adxxxxx correct ah
21  V4: I'm the father yeah
22  P1: ok ok just want to confirm with you ah this one because she currently update for a first class ticket ok
23  V4: ok
24  P1: so that one is for your money for we convert is twelve thousand four hundred ringgit ah
25  V4: come again
26  P1: twelve thousand four hundred ringgit
27  V4: ringgit NO NO we don't go for first class ticket no
28  P1: this confirmation we have is for first class ticket
29  V4: first class ticket?
30  P1: yes yes
31  V4: yes yes
32  P1: no no I don't think so no no no because I'm calling from Malaysia you're calling to Malaysia now
33  P1: yes yes calling to
34  V4: Malaysia correct correct
35  V4: how much is the ticket
36  P1: twelve thousand eight fourty
37  V4: ringgit ah cannot be twelve thousand
38  no no it’s not twelve thousand but I think the ticket it’s roughly around three thousand ringgit
39  only she told me
40  P1: three thousand is is
41  V4: transaction going in

Comment [A5]: Violation 3: unreal issue
Comment [A6]: Money as a contextual issue
Call 4: First Class Ticket

P1: no no three thousand is for zero dollar euro dollar {ok so what} =
V4: xxxxxxxxxxx
P1: = ok so what do you want me
to do because the credit card is yours I don't know about credit cards what you think I can do
V4: ok you stop the transaction I call XXXXXX you cancel the transaction
P1: ok no need no need because we do
transaction from here wait one second I have my computer here
V4: the check is not xxxxxxxxxx
P1: maybe ah
yeah very bad news for you this straight transaction go through already
V4: cannot be cannot be because not xxxxxxxxxx
P1: ok
because maybe there must be something mistaken with the system you hang on you hang on I
ask my superior
P2: not booking
P1: ok we can stop from here you are lucky
V4: ok I call Sheren
P1: Sheren is the daughter
V4: yes I'll ask her
to call you what is the number please
V4: ok phoning if you have to call from Moscow it’s very difficult to get
through em
P1: no I better call her because the number you see
now is only calling out number it’s not for calling in so you cannot call me I need to call you ah
so what you know now I stop the transaction so that mean she not go to Barcelona
V4: yeah you stop the

Call 4: First Class Ticket

P1: ok
V4:= I ask her to call you back ah
P1: wait ah am very confused so what
V4: or you call her you call her you've got the number
P1: you want me to call her
V4: yes correct you call her
P1: what do I say
V4: you just tell her you double check
with her because she told me it’s not a first class ticket
P1: ch ok yeah so I call her and what I say
not your father not allow for first class ticket
V4: ask her to call me back
P1: I could tell her to call you back at the number I'm calling you now
V4: yes she know my number
P1: I understand ok wait I have e mail letter from her here this one says ah I want to tell my dad that I love him so much I miss him I hope he doesn't mind a gotcha call from JJ and Ean of Hitz fm
V4: ah ha I tell you what
P1: no no wait a second this is a call from JJ and Ean it’s a present from your daughter
V4: oh I see oh that is bad
P1: hahahahaha it’s from Sharen she wants to say she misses you so much
V4: ok ok sorry sorry thank you thank you don't worry you got me you got me
P1: hahahahahaha wait before I got to say GOTCHA hahahahah
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

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

P2: yeah he called for his pain

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

(Phone ringing)

Man: hello

P1: hello Mr. Shukan Ahmed please

V5: speaking

P1: ok Mr. Shukan this is xxxxx from my name is Benjamin

V5: ok

P1: this one is for your flight eight zero

V5: {yeah}

P1: {because} the flight is being canceled ah

V5: Canceled!

P1: canceled yeah {correct}

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

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

V5: {No no the} next day

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

V5: only the next day {available} =

P1: {yeah}

V5: = that day no more

P1: ah that {day}
Call 5: Flight Cancelled

V5: no no what’s the reason you cancelled the flight
P1: we have two some type oh wait alright hang on we have the
to reserve the right to cancel the
V5: {I know I know} =
P1: flight
V5: = don’t read don’t read to me the terms and conditions
P1: oh a: because this one we cannot reveal why the
flight is canceled ah
V5: no don’t tell me because the because of the flight is not fully occupied that
you canceled the flight You cancel the flight its unfair.
P1: I cannot tell you the reason sir
V5: I need I need to know
P1: {why? can’t} xxxxxxx but you saw the
V5: you know that you know that I have urgent
P1: you have something urgent sir
V5: another flight from Miri to Lawas and then a small town I need to know and why suddenly it
evolve you tell simply simply you cancel the flight you don’t know what would happen about
the people emergency or urgent or what
P1: it is not like that ok I’ll tell you from my position
when you sign the contract for the flight
V5: no no I know I know that don’t tell me ah your t
and c I know that but my right also to know why you canceled ah
P1: {in section}
Call 5: Flight Cancelled

V5: [I need to know] you canceled the flight due to not fully occupied then it’s unfair to your customer.

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

P1: [understand] so how=

V5: =and I fixed everything

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

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

P1: correct you have to change your connected flight

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

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

V5: today you mean today when ah

P1: today is at one fifty

V5: no I don’t think not today

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

V5: yes

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

V5: one vacancy

P1: yes correct
Call 5: Flight Cancelled

V5: no one cannot three of us three adults plus one infant

P1: > three adult and one infant you are talking about one infant wait sir I cannot <

V5: I don’t mind

P1: ok ok you don’t mind ok this you

V5: yes [three adults and one infant]

P1: [ok this can you] write the number down for this

V5: Wait this as same date as before is this the same date is it?

P1: yeah the same date twenty two zero but it is seven zero

V5: zero seven

two zero

P1: ok can you take down the detail ha

V5: hold on ha

P1: ah this one you better thank my colleague because she open up the space for {you ah}

V5: {ah } [ok thanks]

P1: [for xxxxxx] my colleague name is Karina xxx

V5: Karina ok

P1: and she say you have a safe flight with her husband and also your family when you go to Miri Sarawak because this is a gotcha call from hitz fm

V5: excuse me

P1: this is a gotcha call from hitz fm

V5: XXXXXXX ARE YOU SERIOUS
Call 5: Flight Cancelled

109  P1: yes you cry now hahahaha
110  V5: OH MY GO:D xxxxxxxxxxxxxxxxx gotcha ME
111  P1: hahahahahahhh
112  V5: I every day I listen to the laughing of other people sharing worldwide story I got a gotcha call
113  P1: it's up today you got a gotcha call bro
114  V5: are you serious
115  P1: serious bro this is JJ and Ean
116  V5: XXXXXXXXXXXXXXXX
117  P1: XXXXXXXXXXXXXXXX
118  V5: you scare me to death you man
119  P1: before you go I got to say GOTCHA
120  V5: heheheheheh thank;

Comment [AB]: 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. hahahahahahahahahahahahahahah
11. (phone ringing)
12. V6: hello
13. P2: hello good afternoon can I speak to V xxxxx 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 debt ah of
Call 6: Guarantor

V6: is it

P2: this is now in access of fourteen thousand so

V6: fourteen thousand!

P2: yes so a now

you cannot use Mr. Amirul for your guarantor

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

credit card

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

so when we check with a

V6: paying for the bill

P2: yeah because we have to check

V6: now he doesn't use any

credit card

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

V6: sure I know but he

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

P2: I don't know

V6: that means

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

to my supervisor =

V6: ok

P2: = his name is Mr. Guna ok

V6: ok

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

V6: ah ok
Call 6: Guarantor

P1: hello good morning
V6: hello
P1: yes
V6: hello
P1: has my colleague explain ah Miss xxx
V6: yes
P1: can you explain I mean I am quite blurred because
V6: its fourteen thousand it’s what is fourteen thousand lah
P1: a: ok it ’s like this
V6: I don't I understand that
P1: ok it’s like this when we check your Mr. Amirul's history for credit
V6: ahe
P1: he has been black flag
V6: lah
P1: black lah black list already so
V6: serious
P1: yeah Mr.
V6: Ambrul's won't be able to get any loans or anything in any bank
P1: how come is it I mean I as far
V6: as I know I thought that he didn’t know on making any loan a: a: I xx
P1: how long have you known him
V6: ok
Call 6: Guarantor

when we were in school in 2000

P1: how many years

V6: two thousand I think

P1: two thousand a: oh so

V6: two thousand six I think

P1: the bill is about seven eight years ago so

V6: AH how come

P1: I don’t know

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

V6: ahe

P1: now is to find another guarantor

V6: I have to look for another guarantor

P1: yeah you have until about two pm today or else you have
to reapply for the loan a gain

V6: I had to reapply for the loan again

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

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

V6: HOW COME I

P1: have to look for another guarantor I don’t have any guarantor there is no body home I look for

another guarantor it my cousins also can not be the guarantor because of cause they you know
don’t want to accept the possibility as guarantor

P1: why do you under worry person guarantor is

not that much

V6: yeah because in case of I cannot pay
Call 6: Guarantor

P1: why not

V6: people xxxxx cannot pay

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

V6: no I can pay but you know other people they always think ok what happen if she cannot pay and then they'll be looking for me and of course I have to face for that

P1: I I’ve a: ok ok ok

I’ve got a solution for you

V6: ok

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

V6: is there any guarantor company

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

V6: ahe yes sir

P1: ok its G OT

V6: GOT

P1: ahe C H A

V6: C H A

P1: ahe

V6: what gotcha

P1: YEAH yes

V6: hehehehehehehehehehehehehehehehehehehehe

P1: so actually you can speak to us about it

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

V6: hehehehehehehehehehehehehehehehe
Call 6: Guarantor

thank you who did that one

P1: who do you think lah hahahahahahahahaha

V6: hehehehhehehehehehehehehehehe

oh my god I've been gotchad during my anniversary xxxx

P1: I know that's horrid

P2: that's your

husband's anniversary present to you

V6: hehehehehehe how dare you XXXXXXXXXX

P2+P1: hahahahahaha oh XXXXXXXXXX

sweet anniversary

P2: hahahahaha

V6: thank you thank you

P2: [you're most welcome GOTCHA]

P1: [you're most welcome GOTCHA]
P2: so for this one a:: we pulled out a new accent ok it’s called the New Zealand you say yes
P1: Yes
P2: and what happened for this one is we call from the
P1: do look like a lady (funny voice)
P2: yeah yeah we told this lady that she was registered ACCIDENTLY as a ma:n so she got to try to pretend to be a
man when she comes to the immigration
P1: lady got be do (funny voice)
P2: lady got be do (funny voice) yeah yeah you are
changing to a lady that’s cute pretty ooh what’s your name
P1: >finish you are worrying me hhh<
(phone ringing)
V7: hello
P2: good evening can I speak to X XXXXX please
V7: yeah hello
P2: this is Fredrik from the Fredrik from the New Zealand XXXXXX we've been trying to call
you for the longest ti:me any way
V7: ah New Zealand yeah
P2: yes and finally got thru to you a:
V7: yes
P2: I just wanna congratulate you
your coming to New Zealand to be teaching English as a second language just a congratulations
V7: Ok thank you
P2: Are you ready to go
V7: ah yeah hehe
P2: Ok good good this actually one thing why am calling is this has been
pointed out to us because you are a female correct
Call 7: lady to pretend as a man

V7: yes yeah

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

V7: hehehe

P2: guy to New Zealand

V7: oh no

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

V7: oh really

P2: ye

[because]

V7: [how] did that happen

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

V7: no I didn't get any any

information of this

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

V7: a::

P2: =jeans

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

P2: oh you'll be wearing a( k- ) but could you wear pants and may be a jacket or something something that looks like a winter outfit so you

look like a bit more masculine would that be ok

V7: a::

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

V7: a:: ok
Call 7: lady to pretend as a man

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

V7: Oka::y I will try

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

V7: ok

P2: would you be ok with that

V7: yeah yeah

P2: okay?

V7: okay

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

V7: okay okay

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

V7: Oka::y

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

V7: Hello (different softer voice)

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

V7: O:h okay

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

V7: hehehe hello

P2: just say he hello (deeper voice) try it one more time please hello (deep voice)
Call 7: lady to pretend as a man

V7: Hello
P2: alright just repeat after me ok
V7: (sound like coughing)
P2: just say ok try it xxx just say hello I am xxx (deep voice)
V7: Hello I am xxx (change to a deeper voice)
P2: and am getting gotcha call
V7: hehehehhahahhaha oh my gosh
P2: it’s xxx and xxx here how are you:
V7: hello:: good morning xxx
P2: haha good morn::ng
V7: I was about to sleep and get a gotcha call XXXXXXXXXX
P2: hahahhahahahahahaha
V7: you sound so much like a New Zealander ok
P2: I know I know I love the New Zealand accent hahahahah
V7: oh my god thank you so much and who did gotcha me
P2: a:: xxx xxx
V7: JOICE he really mean really mean me
P2: haha yeah get fun in New Zealand and I get to say GOTCHA

Comment [A6]: Nature of the call is revealed
Comment [A7]: V7 accepted P2's behavior as appropriate
Comment [A8]: V7 accepted the source’s behavior as appropriate
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 than she has she really does
4. P2: Why
5. P1: The money was not ready yet so you know she couldn't pay the fees hence she can't come to class
6. P2: You just evil Chinese new year coming around the corner lar bro
7. (phone ringing)
8. V8: hello
9. P1: hello good afternoon can I speak to Adrina XXXXX please
10. V8: yeah yes I am
11. V8: XXXXX
12. P1: Hi Ok this is Razali calling from xxxxxx
13. V8: yeah
14. P1: This one regarding the fee ha=
15. V8: Ahe
Call 8: Registration Fees

P1: = the Three thousand six hundred a before first

V8: of February ah so

P1: it’s because all of them is ah pay on march right?

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

P1: No actually because the date has been changed

V8: back to first of February that’s what I have in my record

P1: back to first of February that’s what I have in my record

V8: That day I already asked Miss XX

P1: Correct she is the one [she is in charge of

V8: she is in charge of student payment]

P1: student payment]

V8: [She told me pay on March] already

P1: Ok because I think there is a

V8: Ahe

P1: discrepancy because for me I am from the finance department

V8: Ahe

P1: It says here that

V8: It says here that

P1: it’s supposed to be on the first of February so for our record actually we cannot we

V8: it’s supposed to be on the first of February so for our record actually we cannot we

P1: might have to: make a there’ll be a black flag next to your name

V8: There’ll be a black flag next to your name

P1: I think if you can make the payment you can pack in the payment by today or

V8: I think if you can make the payment you can pack in the payment by today or

P1: I can give you by tomorrow noon

V8: I can give you by tomorrow noon

P1: bank in because my dad is using chq

V8: bank in because my dad is using chq
## Call 8: Registration Fees

<table>
<thead>
<tr>
<th>Line</th>
<th>Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>34</td>
<td>P1: Use chq that would take too long.</td>
</tr>
<tr>
<td>35</td>
<td>P1: long lar my friend ah</td>
</tr>
<tr>
<td>36</td>
<td>V8: Yeah</td>
</tr>
<tr>
<td>37</td>
<td>P1: Ok</td>
</tr>
<tr>
<td>38</td>
<td>V8: Because XX Mrs. XXX she said till then I think it's ok with you.</td>
</tr>
<tr>
<td>39</td>
<td>P1: You definitely spoke to her a: da da I can't because here is a black flag unless the payment is made then you cannot do your second semester course registration is not valid la.</td>
</tr>
<tr>
<td>40</td>
<td>V8: Aaah then</td>
</tr>
<tr>
<td>41</td>
<td>P1: ok What how long can you get the payment in for me.</td>
</tr>
<tr>
<td>42</td>
<td>V8: not sure you know because its suddenly you know.</td>
</tr>
<tr>
<td>43</td>
<td>P1: I know I know it's very sudden ok can you put in.</td>
</tr>
<tr>
<td>44</td>
<td>V8: It's a very big amount</td>
</tr>
<tr>
<td>45</td>
<td>P1: It's a very big amount that’s why I feel terrible that I am in the position to have to do this to you but you must understand also I'd this is my job hehe I don't know how is that ok can you make payment can.</td>
</tr>
</tbody>
</table>
Call 8: Registration Fees

P1: you make the payment I give a discount for now instead of three thousand six you pay three thousand ringgit would that help?

V8: three thousand

P1: Yeah

V8: Three thousand ah

P1: Can you make me the payment first

V8: Ahe

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

V8: Yeah very hard because three thousand ahhhh

P1: I know I know that's the thing you don't have the cash on the moment

V8: Don't have

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

V8: Ah what do you mean by reregister

P1: Then when you reregister you put the date again

V8: and you must confirm (pause) the date is twenty one or three

V8: Now am going to check

Comment [A8]: Money as a contextual issue
Call 8: Registration Fees

P1: Ok you go and check I'll give you a different id log in id I give you my log in id
then you can check in much faster than you can see the all the dates and everything
it's better for you so you take my name Razali R A Z A L I

V8: R A Z

P1: A L I

V8: A L I

P1: And my password is 123

V8:  1 2 3

P1: G O T C H A

V8: G O T C A

P1: C H A it spells gotcha

V8: What

P1: hehehehehehe its xxxx and xxxx here

V8: Oh my Goodness

P1: Oh my
goodn:ess

V8: O:h I want to die already oh my goodness

P1: hahahahahahahaha

Comment [A9]: Truth is revealed
Call 8: Registration Fees

V8: Xxxxxxxxx

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

ok

V8: Oh my god oh my goodness

P1: hehe Gong Xi Fa Chai

V8: Ok thank you

P1: Ok I have to say

gotcha

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 spoke to how much she paid where she paid blablabla so we decided to call her and say sorry we cannot deliver the furniture ah d on time

[6] P1: all that's cool but listen to the end her laugh scary

( phone ringing)


[8] P1: hello Miss may I speak to Miss Kareena xxx please

[9] V9: yes speaking

[10] P1: ah this is Tommy am calling from xxxxx Cheras ha just want to do one confer ah with you the other day on the second you bought two plus three and a half leather sofa set ah


[12] P1: and you request for zen are none ah


[14] P1: ok correct just want to check you wanted the delivery before thirty first of the end of month

[15] V9: the earlier is the better

[16] P1: ok the earlier the best ah because right now am checking the schedule ah and because all of our vehicle are very full everybody wants before Chinese New Year but it looks now it might only arrive on the fifth or sixth of February

[17] V9: cannot be ah because its already Chinese new Year
because that day they already promised me that’s why I made the payment

P1: They promised

you! Ah they shouldn’t better

V9: because they told me its only two weeks only

P1: because now the delivery can only be

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

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

P1: [oh dear]

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

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

come back I throw I throw already

P1: how come

V9: now my house has no sofa already for new year the
day I immediately ordered what within the time I

P1: yeah correct ok can I give you alternative

P1: color

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

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

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

lot of coffee the

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

P1: ok

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

P1: I ’ll check with my fellow that one

ha RAZIF what are the other colors available before the thirty first please hurry up and find
for me well Razif you talk on the phone ok this is Razif is a floor manager for ah =

P1:

=XXXXX he is in charge of all the bookings am so sorry for the confusion you hang on ah

P1: please talk to

P2: no who

P1: miss Karena miss karina and speak in English please

P2: ah ok hello

V9: hello

yeah

P2: miss Korina ha

V9: yeah

P2: yeah yeah ne ah how to help

V9: yeah I don't know how because =

P2: ahe

V9: =the one

that color the one that black color one

P2: a: a: u: we got a: orange

V9: ahe orange no bro

P2: orange a: we got a: chocolate

V9: ahe

P2: and also red

V9: oh aiya yeah now you already got stock that one

P2: a:a delah tapi show unit
Call 9: Sofa Delivery

V9: show unit

P2: when you want the delivery

V9: before new year they promise me two week i order two week and they can send to my house already

P2: oh you

V9: then my house punye sofa sudah buang

P2: maccam tu ah

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

P2: if you want two weeks

V9: u cekap two week ma cha hater baru saya immediately order hi to then bayor was ah deliver order

P2: ok if you want ah you top up another four hundred ringgit then kaw timah can

V9: why I must top up five hundred?

P2: then we put you we return you the new unit in front of other people and remain other people wait

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

P2: ah yes

V9: that mean you are cheater one ah

P2: no no I want to help have

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

P2: we're throw in free gift

V9: because
Call 9: Sofa Delivery

1. promise then you must do it not right
2. P2: how about we throw you free gift
3. V9: WHAT
4. P2: free gift we ask other
5. V9: NO NO NO gift also cannot
6. P2: I'Ve
7. V9: my house the sofa
8. no more ready
9. P2: how about we trying free gift of a radio a nice one
10. V9: No no I just want the sofa only I don't want a free gift
11. P2: I know you want the sofa
12. because if you start the radio on hitz Fm then you get free gotcha call
13. P1: yeah like this one
14. V9: YOU check out also no use this one will deliver before new year
15. P1: No no not ok Karena this one tong here again actually it's not Tommy Razif it's JJ and Ean here from hitz Fm
16. V9: aha! hehehehehehe you make a joke out of my husband's one is it
17. P1: hahahahahahahah yes yes it's your husband it's your husband
18. V9: hehehehe you were lying ha
19. P1: yes ye:s
20. V9: ya lar sure my husband do wan ah then he got lie is it sure lar my husband do one ah I know lar hehehehehehe
21. P1: xxXXXXXok we got to see that scary laugh we got to say [GOTCHA]
22. P2: [GOTCHA]
P1: one thing you shouldn't mess with people is their money

P2: Please don't

P1: its very just a wrong

P2: Sensitive issue

P1: Exactly, so what happened to this one

P2: we did that we mess with his money you told him that he’s not going to be paid and his money went to somebody else

P1: Somebody

(Phone ringing)

V10: hello

P1: good morning can I speak to Lim xxxx please

V10: yes

P1: Ok my name is Hellmy am calling from xxxxxx ah you are working with xxxx ah in jalan Kuchai lama ah main office

V10: yeah

P1: because why you got a minute I need about two minutes of your time ah?
Call 10: Wrong Salary Transfer

V10: Ok

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

V10: Yeah

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

V10: What

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

V10: Yeah

P1: So unfortunately I have had to email Emmy now and da processing and everything will mean that your account will clear hopefully by the start of twenty eleven

V10: When ah when lah

P1: So the exact date is hopefully by end of

V10: End of January

P1: Yes, because actually someone’s sent the wrong details to us ok I’ll be honest with you ah sir this one is not xxx punye faut it is actually internal matter for b(pause) because sometimes you have to pass information from
Call 10: Wrong Salary Transfer

one colleague to another my team is also four people so sometimes the information salah you know what I mean so

V10: You are calling from xxx what

P1: am calling from xxx am calling from the extra transfers department because I look myself I also jaga the Mp account and I also jaga a few of clients’ accounts lah so that’s why I call you personally

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

P1: I transferred to the wrong individual

V10: My account you transfer wrong ah

P1: No I didn’t transfer to your account not Lim xxx’s account I transferred to Lim KeKat’s account that’s why I said it’s an internal error but I am sure you understand for the bank if you transfer for the money to someone's account you cannot withdraw the money any more so:

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

P1: Actually it is very difficult to get the money back ah I will deal with Emmy also but the reimbursement could take up to six months

V10: what how come so long
Call 10: Wrong Salary Transfer

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

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

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

V10: Why can you call Emmy and ask him give back me give that another like ah chq or what.

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

V10: Within six months

P1: Hopefully hopefully

V10: That means half year

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

V10: then only I can get back my money

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

V10: Why too long lar
Call 10: Wrong Salary Transfer

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

V10: a: is do Emmy knows about this

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

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

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

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

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

V10: A::hh can you ask a Emmy or how xxxx

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

V10: A::hh how can I know the amount
Call 10: Wrong Salary Transfer

P1: ah the amount ok for the amount you have to ask Desmand because he is the one that recommended this

gotcha call from hitz dot fm bro

V10: hitz dot fm

P1: Yes Desmand made us call you for a gotcha

V10: What

P1: Yeah Desmand Desmand Your friend

V10: Oh xxxx

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

V10: Ok he he ok hehehe

P1: Do you feel better now

V10: I feel like am punching him now hhh

P1: HAHAHAHAHAHAHAHAH
Call11: deposit Payment

P2: what happened here my [massy] yeah the

P1: [you guy] started a business alright so it needs a premises to
start his business

P2: a premise

P1: [a premise] what did I say

P2: [yeah] you said premises

P1: oh that's a gotcha then [heheheheheheheheheheh]

P2: [hehehehehehehehehehheh] alright check check it ther

( phone ringing)

P1: hello good morning

V11: good morning

P1: hello can I speak to Dellina please

V11: oh yes

P1: hi Della my name is Andrew ah

V11: ok

P1: am calling on behalf of XXXX ah

V11: Ok

P1: alright this is in regards of the payment that you deposit

V11: yeah

P1: alright ok a:m ok we've been trying to call upon XXXX but have not get through so we're
wondering when the full payment is going to be made ah

V11: full payment within um your deposit cluster security xxxxxx

P1: do you know how much is it right ah it's thirteen thousand you know right

V11: yes yes already paid actually

P1: you paid when
Call11: deposit Payment

V11: I paid to XXXXXXX actually xxxxxxx
P1: ok ah a::m did what tell me anything then
V11: No
P1: because we only received only five thousand for one you know
V11: how much you get
P1: only five thousand and she said the rest will be paid later on so that's why we are wondering what's going on
V11: no the first we paid four thousand
P1: Yes
V11: Ok for the deposit
P1: yes
V11: then I submitted another nine thousand
P1: when! When did you do this?
V11: a:h after few a: few days{xxxxxxxxxxxxx} I need to check my receipt
P1: {no I have not} we we do not have has the money been banked to the account already yet
V11: I don't know about it because xxxxxxxx didn't tell me anything about the chq you pay by check
P1: ok and that's the thing has the chq been banked in? or the chq was addressed to who?
V11: I don't know the chq was addressed to the lawyer {oh yes}
P1: { a::h } {oh n:o}
V11: { yes}
P1: ok so
V11: so I need to I think you need to deal with um XXXXXXX {because everything is }
P1: {it’s the the the } the thing is I know about it we've been trying to call XXXXXXX and I can't get through
Call11: deposit Payment

V11: did you try to call the office

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

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

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

V11: can you give me your contact number

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

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

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

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

P1: how do you know this ah you

V11: x

P1: sure she never cheat you yeah

V11: no

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

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

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

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

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

V11: I confirm I call call xxxxxxx
Call11: deposit Payment

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 we will have to cancel the contract and move on to the next interested party to rent the place

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

P1: do you have pen and paper

V11: yes

P1: alright am its zero three nine five four three

V11: is this a gotcha call

P1: hehehe yes it is hehehe

V11: who gotcha me

P1: hehehe Ritchards hehehe

V11: [Oh Com::on ah]

P1: [hehehehehehe]

V11: is it xxx

P1: yes it is JJ hehehehe

V11: XXXXXXXXXX

P1: But I got to say GOTCHA

Comment [A9]: The truth is revealed
Comment [A10]: V11 has received the act as inappropriate behavior
Call 12: Credit Card Lost

P2: This guy emailed us and said that his friend has his credit card stolen
P1: [ok]

P2: =so he asked Jj and I to pretend to be the guy who ah stole his credit card but we thought we'll get Austin in to help us out

P1: Of course

P2: Austin’s got a very deep voice it’s even more scary and this is what happened

(phone rings)

V12: Hello
P3: Hello ↑
V12: Yes
P3: Is this suresh ah↑

V12: >Speaking who is this↑<
P3: Ah hah hahahah you no need to know lar bro

V12: Sorry?
P3: I just wana ask you something can ah

V12: Wa ah wa what’s is this regarding sorry↑
P3: You recently lost your credit card ah↑

V12: this)
P3: you recently lost your credit cards is it↑

V12: a:h who is this anyway↑
P3: no no you no need to know who I am lar bro. Did you lose your credit cards or not?
Call 12: Credit Card Lost

V12: a:h why ah↑
P3: I just wanna say thank you so much bro and I enjoyed the laptops, I took my girlfriend out to starbucks↑
V12: [hmmm]
P3: =filled up my my car with full tank and all that
V12: [oh ok]
P3: do you have any brains left in your afro ah bro?
V12: aah no but you ought to share some?
P3: share some what?
V12: share some of the brains
P3: some of my brains↑
V12: Yeah
P3: i heard you are a big afro ah bro correct ah ↑ afro afro↑
V12: oh yessa dunno lar dude I've already shaved my head bald
P3: ah why you shaved your head bald lar↑
V12: [hmm]
P3: = why depression ah↑ because you loss your credit card?
V12: yeah that's just ah ah ah
P3: [yeah]
V12: = how you knew about it?
P3: who in the world could be so stupid a to leave their credit card on the office lar then?
V12: oh ok
P3: aah
Call 12: Credit Card Lost

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

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

V12: cool lar bro no lar

P3: ah

V12: =and you are smarter than me dude

P3: I’m deffinately smarter than you you have $managed to leave your credit card right?

V12: [yeah exactly man]

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

V12: [ ah?

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

V12: tell lar bro

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

V12: only one ah

P3: I bought two

V12: oh two lar

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

V12: eh eh

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

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

P3: what for to see you you gonna turn me in and you gonna call the police?

V12: no lar dude come lar come lar

P3: ah
Call 12: Credit Card Lost

V12: dude actually honestly I’m not too worried whether you spend anything because I’m not in the losing side

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

V12: yessa?

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

V12: yeah yeah I’m really stupid dude I will really would like to meet up so what’s the deal like

P3: you bro you’re seriously ah ah this one lar

V12: seriously what dude?

P3: you’re a real bonus lar bro

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

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

V12: [hmm]

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

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

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

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

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

V12: can can

P3: hold on ah
Call 12: Credit Card Lost

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

V12: ooooh shXXX

P2: hahahaha (laughing)

V12: XXX big time man XXX

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

V12: XXXXX

P2: GOTCHA!!!

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

P2: Brian macha

V12: hahaha XXXXX

P2: hahhaah (laughing)

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

Comment [A5]: truth is revealed

Comment [A6]: V12 accepted the behavior as appropriate
Call 13: Credit card husband + wife

(phone rings)

P1: Hello good morning

V13: Yes

P1: I’m calling from XXX credit center yeah sir

V13: Okay

P1: We just went to confirm the purchase that just gave been made on one of your credit cards

V13: Pardon me?

P1: There is a purchase being made on one of your credit cards

V13: Pardon me?

P1: There is a purchase being made for five thousand ringgit at a shop in ah XXX I wanna confirm whether this is true?

V13: I don't think so

P1: Okay hold on sir hold on sir because we wanna ah ah stop this purchase you hold on a second ah sir

V13: Hmm hmm

P1: Ah mister huzaimi

V13: Yes

P1: Ok apparently the person buying it knows you Miss Yasmin XXX

V13: Yes she is my wife she’s suppose to be at work

P1: Ok hold on ah I put you thru because we are calling the shop and we’ve got you connected ah hello miss yasmin

S: Hello

P1: Hello Miss Yasmin ahm for credit card approval we need your husbands approval

S: Ok sure no problem can you pass me to him please

P1: Yes go ahead
Call 13: Credit card husband + wife

S: Hello

V13: Hello min wassup?

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

V13: Yes but it’s not five thousand punye handbag

S: Aah ala nantilar I bayar you balik

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

P1: Ok hold on

S: Ah

P1: Sorry miss wait sir

S: Yes

P1: You’re cancelling this this transaction?

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

V13: No

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

V13: yasmin

S: yesss

V13: how much is the handbag?

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

V13: No no

S: Ala bang please

V13: Common yasmin common don’t don’t I don’t wan XXX just just don’t allow this transaction

S: Ok ok ok ok I’ll talk to you at home
Call 13: Credit card husband + wife

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

S: Hello

P1: Let me confirm this you’re cancelling this transaction?

V13: Yes

P1: You don’t want this to happen?

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

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

V13: Ya ok so

P1: Ok

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

P1: Yes

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

P1: Ok I understand

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

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

V13: Thank you thank you for doing that

P1: So the thing is we cancel this?

V13: Yes

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

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

P1: Ooh I’m so sorry sir I’m so sorry I’m so sorry

V13: Ok so now
Call 13: Credit card husband + wife

P1: Yeah

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

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

V13: Just only two thousand the

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

V13: Alright

P1: Hello miss yasmin

V13: Hey this is between me and her

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

V13: the transaction is already cancelled=

P1: I’m I’m

V13: =Okay

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

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

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

V13: (laughing)

P1: Aah

V13: Dude are you okay?

P1: Yea yeah yeah sure

V13: (laughing) dontlar angry (laughing) Your wife says that she doesn’t spend that much she just want to see how angry you get at I’m sorry hello sir

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 gonna work anymore

110 P1: Oh (laughing)

111 S: Thanks jj

112 P1: You all don't gaduh ah bye bye

113 S: I sayang dla

114 P1: Ok bagus

115

116

117

Comment [A7]: V13’s warning the source shows that he received her behavior as inappropriate behavior
Call 14: Gym membership expired

P2: Jj I gotta a question for you

P1: Hmm

P2: What this gotcha about?

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

P2: Hmm

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

(phone rings)

V14: <Hello>

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

V14: Yeah speaking

P1: Hallo good morning Miss Aizura I’m calling from fitness XXX in regards of your payment for your membership yeah

V14: Yeah ah ha

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

V14: THREE MONTHS

P1: Hah

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

P1: Aaah so::: how ah miss? This one when can we expect payment ah?

V14: Actually ahm every month I will pay to my friend and ahm tell you what I discuss with my friend first and then
Call 14: Gym membership expired

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

V14: To renew my membership [is it?]

P1: [Yes] yes yes BECAUSE OF THIS THREE MONTHS.

V14: Haiya hhh can I know the total?

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

V14: Nine hundred and fifty?

P1: Yes when can we expect payment?

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

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

V14: <No no no>

P1: What what?

V14: Put it put it KIV first please.

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

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

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

V14: No ah I’m using his credit card.

P1: No don’t worry this one you don’t need credit card you can pay with cash.

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

P1: >Oooh your friend has oooh<

V14: Ah so now the problem is the credit card because [ah recently].
Call 14: Gym membership expired

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

V14: No

P1: =So sorry

V14: It’s not stealing from me=

V14: Then

P1: cancelled the XXX credit card

V14: = Its just last week he

P1: Oh but when can we expect the cash?

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

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

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

P1: You see ev

V14: =Call your

P1: We give you a limit

V14: No no †wait wait wait wait wait wait aah if I’m not mistaken every month you call your customer right?= Yes

V14: = If didn’t pay like after fifteenth rite?= Yes:

V14: = So why haven’t you call me for this past three months?
Call 14: Gym membership expired

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

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

P1: Really? Can you give me the staff’s name?

V14: I can’t remember lar but then ahm

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

V14: No I did not make up stories but

P1: = This but this

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

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

V14: Ok then I will pay tonight

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

V14: Ah no

P1: It’s no more active ah?

V14: Ahem

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

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

P1: Ya

V14: = And I’m I want to use ah his XXX credit card=


Call 14: Gym membership expired

1. P1: Hmmm
2. V14: =So I’ll be billing my ah
3. P1: Then you don’t have your own?
4. V14: No I didn’t use credit card I’m still a student
5. P1: Oh ok ok aah miss miss xxxxx just wanna know one question↑
6. V14: Ahhm
7. P1: When you work out do you like to listen to hits dot fm?
8. V14: ehhhh Oh my god XXX ↑ who is this?
9. P1: This is Jj hi
10. V14: JJ? The dj?
11. P1: (laughing)
12. V14: Wait wait is this for real?
13. P1: this is for real really this is xxxx
14. V14: Heeheh who set me up?
15. P1: WHO ELSE? HAHAA THE GUY WITH THE CREDIT CARD HOW ELSE WOULD I KNOW NOR AZAHAR’S NAME?
16. (laughing)
17. V14: xxxx o:h I hate you!
18. P1: DON’T LAR ITS NOT MY FAULT ITS AZAHAR’S FAULT HE SET YOU UP I JUST DOING MY JOB
19. V14: Oh my god I’m freaking man
20. Hahah
21. P1: Don’t freak GOTCHA!!!
22. Hahahha
23. 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 P1: Oooh

4 P2: Think about it ah what do you do you think happened? I’ll I’ll let you think about it I didn’t tell you anything about this before what do you think happened?

5 P1: Aaah don’t know

6 P2: We called up from the credit card company and said hey it doesn’t work we charge you twice=

7 P1: (chuchuchcu)

8 P2: = moneys gonna be burnt you are not getting the laptop everything went hay wire

9 P1: Was she cute?

10 P2: I don’t know I didn’t see her JJ:::

11 (phone rings)

12 V15: Hello

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

14 V15: Yes speaking

15 P2: Hi my name is ah my name is chan I’m calling from ah XXX

16 V15: Yes

17 P2: Ok just ah want to make sure for for certain ah you make one order for ah XXX ah fourteen ah laptop from our website ah?

18 V15: Ahm hm

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

20 V15: Yes

Comment [A1]: Scenario

Comment [A2]: Greetings and confirmation about the speaker

Comment [A3]: Violation 1 & 2: name and authority
P2: Ok ah just want to clarify with you you me ah because my manager actually give one problem with the ah ahm what's that called the payment that go thru

V15: Aah

P2: =This credit card is under your name?

V15: No the credit card is under my auntie’s name

P2: Ok can I have you auntie’s details aah please?

V15: Okay her name is XXX

P2: Oh ok ahm because the one problem that we see is our record ah before you enter the credit card number ah miss=

V15: Aha

P2: =You enter as ah XXX ah then we reject ah then only after you enter as ah XXX card=

V15: Ahem

P2: =So this one ah we have been contact by we have been contact by XXX card ah=

V15: Hmm

P2: =We have to pull back all the all the finances and this one has to be questioned for query ah so now we have to ah we have to block the credit card also ah ahm unfortunately is that ok with you?

V15: Aah it's not my credit card it's my aunts credit card you want to [tell her]=

P2: [Ahm but]

V15: =Before

you stop the card

P2: Legally ah I'm only supposed to call you because you make the order so ah I must inform you first ah the credit card currently blocked now

V15: Okay
Call 15: Laptop Double Charge

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

V15: Ha

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

V15: Twice ah?

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

V15: [My aunt is gonna kill me]

P2: Sorry?

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

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

V15: Oka:y

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

V15: Ok so now you are trying to tell me is the payment ok the credit card is blocked?

P2: Hmm

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

P2: Yes

V15: Can she cut the five thousand two [hundred to]=

P2: [no that’s]

V15: =two five nine nine?

P2: That’s why I have to tell you miss

V15: So basically I’m total XXX is it?
Call 15: Laptop Double Charge

P2: I don’t know how to answer for that one miss I only ah from call centre so I have to inform you

V15: Ok now I’m worried that you all actually charge her twice and now

XXX

P2: Yeah we did charge her twice and that’s why I’m telling you already I want to come come clean with this I don’t want to tell you wrong and then later you find out she get charged

V15: So how to not to charge twice so have to call the bank?

P2: That one cannot ready you have to know this already settled

V15: Ok if you all receive the payment you all then you you give me two laptops lar

P2: But I cannot do that miss because the thing the credit card is blocked so from our end=

V15: You know

P2: = We have to

V15: The credit card is blocked yes but you received two payments from us rite?

P2: Correct but because there is a query ah until the query is solved we cannot give away the laptop

V15: Ok fine I’m gonna call my aunt after giving you all whatever details you all want and you all have to give me two laptops

P2: I cannot promise that no no I cannot promise that miss I don’t want you to hang up the phone expecting ah to get two laptops because I can tell you

V15: You charged us twice

P2: Yeah but that’s the thing miss well please please don’t get angry ah I’m only telling telling you I’m warning ah this one happened before same case ah when someone use someone else credit card the money burn
Call 15: Laptop Double Charge

V15: ↑Now it’s not fair you took twice you have to give me two products you can’t give me one

P2: I cannot give you two laptops! how you want to settle this for us now ↑

V15: ↑No no no I’m not gonna talk to you I’m gonna talk to your finance department I want you get double payment you give me two items

P2: This happened before miss and there was a big court case XXX hire very good lawyer miss it will not happen I’m te warning you now

V15: Ok ↑whatever details you all want ↑what else you want tell me?

P2: Ok don’t mind I get my superiors to call her huh?

V15: No no problem

P2: Ok mister jj and mister ean

V15: Aaah ↑oh my god I’m so gonna kill you!

P2: ↑Why you gonna kill me? its not me who wanted to do this I’m just doing a gotcha call!

V15: ↑Oh my god

P2: ↑Oh my god

(laughing)

V15: Ok who set me up?

P2: Who set you up? ahmm rama mark

V15: ↑Oh my god

P2: GOTCHA!!!

Comment [A7]: Truth is revealed

Comment [A8]: V15 accepted the behavior as appropriate
Call 16: Credit card fraud

P2: so this gotcha call ah we actually had to call someone in Australia man because he bought flight tickets for his friend to come to Australia. 'Wah good guy!

P1: NICE GUY!

P2: Cause his friend didn't have a credit card or something like that

P1: So sweeeet but you know naturally sweet guys they like to gotcha their friends with their

P2: [Of course

P1: =Swee::t

P2: =Because they are sweet they thought hey

P1: =It balances

P1: =Ya exactly

P2: =The dynamics

P1: =The karma

P2: Yeah exactly that's why what happen is this gotcha call we called him up and said you know what? PROBLEM

(phone rings)

V16: Hello

P1: Hello good morning I'm calling from XXX ah

V16: Yes

P1: Okie can I speak to Mr. Yuen xxxx?

V16: Yes speaking

P1: Mr. Yuen you have ah purchased a ticket to go to Australia ah [on the thirteenth

V16: [Yes

P1: =rite?

P1: Ahm may I know who made this purchase for you?
Call 16: Credit card fraud

V16: A friend of mine hmm he is currently in Australia

P1: Okay because ah we've got a report from the bank

V16: Aha

P1: That this is a fraud claim ah > the owner of the card is mister aaron ong is it?

V16: Yeah

P1: <Ok ahm do you mind holding on a second I need to call him because this is procedure>

V16: Ah alrite ah = hold on ah

(phone rings)

S: Hello

P1: Hello good morning can I speak to aaron ong?

S: Aah yes speaking

P1: >Hello mister aaron ong my name is mokthar XXX I’m calling from XXX ya<

S: Yeah

P1: Ok the thing is you have made a purchase for a ticket recently

S: Oooh wha wha what purchase?

P1: Flight ticket for a friend of yours down to Australia rite mister yuen kin kiong?

S: I don't know aah I didn't purchase anything I oo oo who a:h what I don't have any idea what you talking about

P1: Hold on a second, ah hello mister yuen kin kiong

V16: Ah yeah

P1: >Can you tell me what is goin on?<

Comment [A4]: Violation 2: Issue
Call 16: Credit card fraud

V16: Aaaah (breathes)

P1: Aeaea would you like to speak with mister aaron? [hold]

P1: on hold on

P1: [Yeah]

V16: [Yeah]

P1: Ok hold on hold on ok <i’m patching you both tru you can both speak to each other>

V16: Alrite

P1: =Go ahead

S: Hello

V16: Yeah

S: =Whats goin on?

V16: I ah I know you for how long? how many years? and you wanna play this kinda prank on me?

S: Aah what ↑prank?

V16: Playing some kind of STUPID pranklar on me ↑rite?

S: Wa wa wa wats going on? ↑how come? wa wahts? ↑who’s on the line?

P1: ↑Ok hold on hold on here, excuse me if you all think this is a prank Ahm <mister Aaron

V16: you’re current ahm ah your bank is ah XXX bank rite?>

S: Aah yeah that’s rite

P1: <Ok hold on let me call the bank>

V16: <Wa wa whats goin on? >

(phone rings)

P2: <Hello good morning XXX bank south wales>
Call 16: Credit card fraud

P1: Hi can I speak to mister Langdon please?

P2: <Ahm hold on a sec>

P2: Hello

P1: Hello mister Langdon

P2: >Good day<

P1: Hi I’m I’m Mokthar from XXX Malaysia

P2: Ye:a:p

P1: Ya this is the regards of the mail you sent us ah about ah this this flight

P2: Yeah this is for a::h hang <on a tick> ahm mister Aaron xxxx

P1: Yeah why did you cancel?

P2: A:l ↑well apparently ah the card has been reported as fraud mate, cause the cash amount is three hundred and ninety four ringgit and that card can’t go tru

S: [Aah]

P2: [Hello whose there?]

P1: Ah we’ve got mister xxxx here

S: [Yeah]

P2: mister xxxx apparently you cancelled ah your flight aah you actually said it was not allowed so we have to cancel it this right?

S: Aah no there is no notification of a cancellation

P2: Well apparently you did it online mate so ah we have to cancel it that’s why its put under its put under questioning mate

S: Questioning?

P2: Yeah so ah unfortunately the flight can’t go thru so that’s the end of that

S: Can I like get you work something out? I don’t know
Call 16: Credit card fraud

P2: Aah I'm afraid that's the end of that
P1: Aah never mind thank you mister Langdon thank you
P2: Yeah
P1: Hello so xxxx
S: Yeah
P1: How are you gonna pay for this ticket now ah sir?

S: Aah I don't know lar that's the only credit card I have but ah what happens to my three hundred bucks?
P1: It's not credited yet ah that's therefor we need the money mister ah xxxx
V16: Yeah
P1: When can you come to our XXX office?
V16: Why do I have to go to XXX?
P1: You need to come to the Air Asia office for this because not we have to cancel your flight yeah
V16: o::kay
P1: >So when can you come in and pay cash? or else we have to cancel this<
V16: Aah where is the nearest ahm ? where can I find ah XXX ah?
P1: Actually where whereabouts are you are?
V16: <Aaah on my bed I'm sleeping now>
P1: Ooh ok no no where is your where about?
V16: Aah I'm in sungai buluh
P1: Ook okay awesome >then you can go over to the hitz dot fm studio and look for P1 and xxxx<
V16: (laughing) I already knew it
P1: (hehehe) YOU SLEEPY HEAD
Call 16: Credit card fraud

V16: Yeah
P2: SHOW SOME ENTHUSIASM TO LIFE!!!
P1: EXACTLY!
P2: Your friend paid for your ticket you better pay him back
V16: Yeah (laughing)
P1: xxxxxx your acting ah, I give you ah good four out of ten lar bro
V16: Hahaha (laughing)
S: Alamak wahta XXX
V16: Neway all right I know it lar
P2: So you know what for both of you guys P1 and I have to say GOTCHA but enjoy your flight your trip and all that
P1: Yeah take care
P2: Have fun ah
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

P2: >This gotcha call involves me calling up JJ I kid you not<
ok
I had to call up JJ on this because ah this dude got a new credit card right

P1: Hmmmm

P2: And ah well we told JJ go outside the studio and pretend him to be a vendor that’s a on
line vendor that’s someone’s using his credit cards to buy stuff from

P1: Check it out

P2: Check it ah

(laughing)

(phone rings)

V17: Hello

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

V17: Hmm yes

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

V17: [What?]

P2: To be made in two payments] ah just wanna
confirm you just made an online order ah? for XXX pro seven thousand four hundred

V17: [No no no]

P2: Sorry?

V17: I haven’t purchase anything

P2: You this is not you ah?

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

P2: Ok hang on ah so I can report is as?

V17: Yeah no definitely no

P2: Ok hold on sir I’m gonna stop the purchase now ah hang on ah sir, ok I’m going to try to get the number of the online store and the person who: ah tried to intercept your credit card do you want to press charge for this?

V17: No

P2: You don’t want to press charge ah?

V17: What is that?

P2: Its ah XXX pro you order online from the XXX store ah

V17: [Nooo I haven’t that XXXXXXXXXXXX

P2: [I know that’s why I’m trying to stop for you I’m trying to stop for you sir but I need your verification there is not go tru ah, so I need you to hold on on the line so I can cancel the order

V17: =no maybe I will call the credit card centre

P2: [But I’m talking to you now

V17: [Because I don’t know what to

I don’t know who where you come from you know because you using private number you know

P2: That’s why we’re

V17: =authorized by that

P2: =always call by private number lar can I cancel the order for you then?

V17: yes [cancel it then don’t

P2: [ok I will do now just hold on a second

I can put you tru the online store ah so definitely it’s not you ah?

V17: ya
P2: ok I need to call the vendor ah you hold on ah sir please don’t hang up ah, then I can cancel

(phone rings)

(dial tone)

(phone rings)

P1:$ Hello

P2: Hello is this XXX online store Malaysia ah?

P1: Yeah

P2: Ah just now you have one order put tru a credit card under the name mister Riduan ah?

P1: Hold on let me check

P2: This one we need you to cancel the order ah we have mister Riduan on the line now and this one seven thousand four hundred for XXX pro is not |his order

P1: |It it’s already confirm ah

P2: ↑No it’s not his order ah ↓I have mister Riduan on the line now hello mister Riduan ah

V17: <Yes I’m here>

P2: So ok can you please inform the guy that it’s not from you ah

P1: ↑But it’s confirmed already you understand? It its already

P2: ↑No no you have to cancel this one

P1: Can I speak to mister Riduan ah

P2: Yes can he is on the line now

P1: Hello mister Riduan

V17: Yes I am here <who is this?>

P1: Ok this is not you make the confirmation of the this credit card because it’s got all the pin all you know

V17: And↑
P1: You know your credit card to make verification you need the three number code at the
behind ah?

V17: I know but I cannot read it to anyone

P1: >↑No no I DON’T WANT YOU TO READ IT I DON’T WANT YOU TO READ IT but they have
it that’s why its confirm already so the unit is already considered purchased<

P2: [Sorry ah sir mister Riduan please please do not give your]

V17: [No no I don’t

P1: >↑No it’s considered purchased already aah if look if you if that person has no right we
can cancel the address we give it to you what is your address? We pass it to you<

V17: Ah how come?

P1: It’s considered bought already we can change the address the delivery go to you

V17: [No no I don’t know I I never I purchase anything=

P1: [But it’s already considered bought your understand ah?=]

V17: =[No no

P1: =In our inventory already considered out

V17: No no

P1: Finish

V17: No no there is no what you
call I never use the XXX you know? Card I never online you know? How come I can you know?

P1: Did you tell anyone of your thing ah?

V17: No

P1: >Because now ah look you have to understand our situation its already inventory come
out ready its already someone’s property [so we might further give it=

V17: [No]

P1: =To you <
V17: Cannot ok whatever it is you want to say ok I will call XXX credit card center and then bincang about this lar ok

P1: Ok how about this how bout thisl I got an option for you option for you how about you ah you with this computer you check out the website www dot hits dot fm to listen to this gothca call?

(laughing)

Haha (laughing)

You just thought you bought a new computer is it?

Ya man

V17: Oh my god oooh hahah

P2: Well JJ come on inside JJ

V17: Ya ya hits dot fm rite?

P2: Ya its hits dot fm now and WATS UP RIDUAN?

V17: Hhehe yes its ok

P2: Ooh Riduan we forgot to say something to you lar bro GOTCHA!!!!
Call 18: Credit Card Mummy

P1: Ean why you have to attack this girl’s mum?

P2: Because she to me to do the gotcha dude don’t sound it man like I did something wrong=

P1: Hehe

P2: Ok anyway this girl constantly uses her mums credit card without the mum’s permission so we decided to capitalize the situation and called the mum and said look your daughter has used your credit card over five thousand ringgit obviously the mum freaked out the American accent is terrible I apologize

(phone rings)

V18: Hello

P2: Hi my name is Harold ahm can I speak to Rxxx XXX please?

V18: Yes speaking

P2: Ok ahm I’m calling from a website ahm called XXX dot com ah we’re from America here from the United States=

V18: Ya ya

P2: We actually got your number from the ah credit card that you have currently ahm wanted to do a double check because we have ah order came thru for some products from our website basically t-shirt and ah and modern furniture and ah the amount came up to more than a thousand us dollar

V18: But I haven’t ordered anything

P2: Ahm the thing is it’s under this name we wanted to check with your if you’re familiar with Nxxx?

V18: Ah ha Nxxx

P2: =Nxxx XXX?

V18: Ya ya that’s that’s my daughter

P2: Ok

V18: When did she order the thing?
Call 18: Credit Card Mummy

P2: Ahm this was about five days ago
V18: Ya ya
P2: Ok so the orders already gone thru we just want to ahm we just wanted to confirm with you that you know that she that's your daughter that's fine okay so we're gonna put the order thru
V18: Yeah but using which card which card she's using?
P2: Ahm this one we only got the name ah the credit card company has your details we're not allowed to have that details ahm thay called us and said for us to check on it=
V18: Yeah yeah
P2: =So ahm the name that the order was made was under ah Noramira but=
V18: Ah ha
P2: =The credit card company called us and said that the card is under your name rosini XXX
V18: Ya ya yes ah ha
P2: Ok so once converting it to Malaysian ringgit after all the amount has been put thru posting and it's gonna come up to five thousand nine hundred ringgit okay?
V18: Five thousand nine hundred ringgit?
P2: Yeah so ah ah are we ok to put that thru?
V18: No no no better cancel it now
P2: Cancel it now? Ok but=
V18: Yeah
P2: =It's your daughter so did she not inform you?
V18: Yes she didn't inform me that ah the overall the five thousand is very ah very expensive very high

Comment [A7]: Money as a contextual issue
Comment [A8]: Relationship as a contextual issue
Call 18: Credit Card Mummy

P2: Oh ok so wa what would you like us to do now?

V18: Aah just cancel it and I’ll I’ll discuss with my daughter [first]

P2: [Okay] ahm do you want us to because ahm when I I can’t actually cancel it the only thing I can do is to put another method of payment cause someone has to pay for that cause ahm the orders actually gone tru we’re about to post it=

V18: Aah no no no

P2: = By the way

V18: That ah aha

P2: Is it

V18: Ah you just call me ah around five↑

P2: Five ok but ahm ah but ah Just just very quickly so what should I do now? just cancel the order for you?

V18: Ah yes cancel

P2: Ok but someone someone has to pay for it though oo eh

Rosini

V18: Yeah five thousand ringgit ah

P2: <Otherwise what can do is make installments so we can send it later on> ahm has your daughter used your credit card without your permission before?

V18: Ya ya ya

P2: Oh dear ah do you want us to press charges against your daughter?

V18: ↑No no not not press charges against my daughter

P2: Oh ok ahm

V18: Ah I would ahm have a discussion with her first=

P2: Okay

V18: =Then ah =
Call 18: Credit Card Mummy

P2: Do you want us to call her after that?

V18: = Are you sure are you sure ah is this her name?

P2: Yes ah ahm the name is Noramira Muhammad XXX correct?

V18: Ah yes yes ahe

P2: Ok so what we can do is we need to put it in ho:ld we need to press=

V18: Ah put it on hold

P2: =ok then we need to press charges against Noramira

V18: No no no need to fine charges this is my daughter you know

P2: Ok ok

V18: Ah

P2: What ahh?

V18: Ah ha

P2: She also contacted us

V18: Ah ha

P2: Ahm and she told us to do a gotcha call on you

V18: Aa:h haha (laughing)

P2: Hi xxxxxx

V18: hahahahahaha oh xxxx?

P2: ↑Yes it is ↑hi how are you?

V18: Ah hehehehe no no no no no

P2: hehehehehehe

V18: hehehehe oh no oh my god↑

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.
V18: Yeah I was so afraid you know
P2: Don’t be
V18: Yeah
P2: Its ok
V18: Five thousand ringgit you know? oh god
P2: Five thousand itu banyak kan?
V18: Yes
P2: Tular
V18: It’s a lot of money you know?
P2: Anyway we we we have to say something to your lar GOTCHA!!
V18: Yes
(laughing)
Call 19: I don’t want a credit card

P1: This guy doesn’t wanna a credit card

P2: Then why did you try to give him one?

P1: Because he applied for a loan, bank gave him a credit card he tried to cancel it so we decided to call up and say excuse me your credit card we gonna increase the limit

P2: Wow

P1: HE DOESN’T WANNA A CREDIT CARD!

P2: Yes

(phone rings)

V19: [Hello]

P1: [Hello] Hello good morning

V19: Yes good morning

P1: boleh cakap dengan Justin XXX?

V19: Yes Justin speaking

P1: Aah hello good morning mister Justin I’m my name is Ibrahim ah

V19: Yeah

P1: I’m the head of the ah finance and credit card department ah

V19: Ok

P1: Ok ni ah ahm wa why do you need the increase of credit ah sir?

V19: Wait hold on what credit card is it? because I don’t have one as well

P1: Ah the XXX gold XXX the gold

V19: I don’t have any

P1: According to report aah your claims to increase to credit limit was ah issued by our customer service ah khairul azwan did you speak call our call centre recently?

V19: I have not at all

P1: Oh
Call 19: I don’t want a credit card

V19: I don’t even have a credit card
P1: Mister Justin because we have here records that you have to ask to increase your credit ah for you XXX gold
V19: Ok how can I increase my credit when I don’t even have the credit card?
P1: Have you applied for any loan recently?
V19: I have
P1: Ok you see [when you apply
V19: [A car loan yes
P1: [Yeah when you apply for loan we automatically give you a card
V19: Waah is that what is that ah free gift or something ah?
P1: Yeah it is a free gift sir [it’s the
V19: [You don’t have to ok did you ask me] whether I want the credit card or not?
P1: This is a promotion sir it is you you don’t have to pay anything for the card
V19: Ok let’s say I do not want the card, I hate credit cards by the way lar hundred percent fled out
P1: [But
V19: =[Ok
P1: But this one you don’t have to use it you just keep it there for emergency sir
V19: No I do not want ok I don’t have to use it plus I do not want it for emergencies you see
P1: But then if you ever emergency this is good
V19: I don’t care [so do not convince me to have a credit card
P1: [Hmmm M not]
Call 19: I don’t want a credit card

V19: =Because I do not want it or doesn’t matter for emergency
P1: [Hmmm]
V19: =Or no emergencies]
P1: I understand I understand but already there is a card under your name we wonder
wondering now why are you requesting for increase for credit card then?
V19: I’ve not requested increase of credit
P1: Then why is it noted here from our ah our customer service?
V19: How am I suppose to know? Ok you said you have the record rite?
P1: Yes
V19: Ok do you have the recording as well?
P1: We we will check thru
V19: The true recording?
P1: What is the actual recording?
V19: The actual recording of the conversation
P1: Then I will double check on it but then wha what will I find in that recording?
V19: What will you find? You find documents lar requesting
P1: [But
V19: =Then that's goodlar
P1: =tapi you baru cakap you kata you you didn’t call us
V19: yeah I didn call you correct so why are you saying I have a record?
P1: calm down sir calm down
V19: =you understand
P1: yes calm down let's let's get to the bottom
of this
Call 19: I don't want a credit card

V19: [yes yeah yeah]

P1: [first of all you have two credit cards under your name but you don't want to]

V19: [which I do not know off ok correct]

P1: you don't want this credit card

V19: no I do not I don't even know plus I do not want

P1: ok how about this ok sir?

V19: hmmm

P1: we need you to send in a letter k if you don't want this credit card

V19: I need to send in a letter↑

P1: Yes

V19: ↑Why do I have to trouble myself?

P1: [Because it's already]

V19: [=When for someone gave me something for free]

P1: =This one from XXX sir it's not our our thing because you already have a credit card under your name you are approved

V19: ↑I didn't sign anything how can I approve?↑

P1: [But then you s]

V19: [=Yes or not?]

P1: Because when you do the loan we give you

V19: But I didn't ask for it↑

P1: [Ha but its]

V19: =Credit card is not something like a present you know credit card involve in money and >money is a sensitive issue<

P1: But there is no problem here sir you just have to send in letter
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 credit card ok please go ahead

113  V19:   Yes

114  P1:  go ahead please

115  V19:  >Hi I’m Justin XXX and ii do not want any single credit card at all<

116  P1:  And then can you also say I just got gotchad by the hits dot fm from morning crew

117  V19:  Are you serious↑

118  P1:  (laughing) I’m serious sarah set you up dude

119  V19:  Are you serious↑

120  P1:  (laughing) sarah set you up dude I’m sorry

121  V19:  Hahah haha (laughing) this cant be happening

122  P1:  (laughing) it is happening dude↑

123  V19:  Si sorry I’m so sorry

124  P1:  ↑No no no its good its good its good you you you were fighting for your rights for not to have a credit card but dude got to says GOTCHA!!!
Call 19: I don’t want a credit card

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 XXX?
10. V20: Yeah speaking
11. P1: Hello mister chong first of all I would like to say thank you very much for activating your gold card yeah and ah we just calling to just double check whether you have made this purchase yeah?
12. V20: No
13. P1: Oh ok ah pardon?
14. V20: No I’ve never used it yet
15. P1: Oh ok sir hmm ah just to double check did you make an online purchase about a fifteen minutes ago?
16. V20: No
17. P1: then it is not you sir?
18. V20: No no
19. P1: Ok then we have ah to stop the purchase ok ok I’m sorry sir ah this is ah is a automated system we gona pass you to the automated system you just follow according to to what the system ask and you just press and cancel the order yeah sir
20. V20: Ok
21. P1: Thank you very much
Call 20: Automated credit card

P1: Hello welcome to XXX bank automated system. For credit card press one for loans press two for your accounts press three

P1: For credit card purchases press one to cancel a purchase press two to speak to our operator press star zero

P1: To cancel your latest purchase press one to confirm the latest purchase press two to speak to an operator press star zero

P1: Thank you for confirming your purchase

P1: Hello

V20: Hello

P1: Hello mister chia why did you confirm your purchase?

V20: Ah oh I confirm the purchase?

P1: Ya you you da da da system here shows now you confirm the purchase

V20: Aah

P1: Did you follow according to the?

V20: Sorry maybe I press the wrong

P1: Aiyo you now confirm the purchase already you know?

V20: How much is the purchase?

P1: For three hundred ringgit

V20: For what things?

P1: Its online purchase for handbag

V20: I confirm the purchase?
Call 20: Automated credit card

P1: Ya you just confirm it with the system
V20: No
P1: Ok hold on ah I’m gonna ah transfer you to another automated one ah and you make sure you follow this time ah hold on ah sir hold on
(music)
P1: Welcome to XXX Bank automated system for credit cards press one for loans press two for your accounts press three
(button pressed)
P1: For cards purchase press one to cancel a purchase press two
(button pressed)
(music)
P1: Hello mis mis mister mister chong
V20: Yes
P1: Hello do did do you can you listen to the the commands correctly ah? you you unfortunately you confirm it again are you pressing the right numbers ah? is yours a touch screen or what you phone?
V20: Okay ah don’t want to get a argument with you
P1: Oh ok ok ok
V20: I didn not want to get an argument with you
P1: Ok ok ok ok
V20: Ok
P1: Ok
V20: I follow according to what it says
P1: Ok
V20: What it asks you to do?
P1: Ok
Call 20: Automated credit card

V20: Okay

P1: Ah

V20: So I’m very sure I didn’t press anything wrong ok and there is another bigger issue that I will clarify when I went to the off ah when I went to the bank today

P1: Ah yeah what wha

V20: Okay

P1: Ok no no

V20: Its ok

P1: No we really really

V20: Its ok

P1: Ok hold on ah we just we just ah fix this problem you hold on ah sir

(music)

P1: Welcome to XXX bank automated system to confirm that you have just been gotchad by your wife Christine press one

(button pressed)

P1: Watsup dude?

V20: Hai good morning

P1: This is jj (laughing)

V20: Aah XXX man! No wonder you sound so familiar!

P1: Hahaha (laughing)

V20: You fooled me just once rite?

P1: Yes I am

V20: Hhahah (laughing)

P1: Buuut you fell for it bro

Comment [A6]: Truth is revealed
Call 20: Automated credit card

V20: Okay thank you

P1: Haha (laughing) GOTCHA!!!

Comment [A7]: V20 accepted p1’s behavior as appropriate
Call 21: USA Flight Ticket

(phone rings)

V21: Hello

P2: Hi good evening can I speak to XXX XXXX

V21: Yeah

P2: How you doin ah this is Richard from XXX Tours

V21: Aha

P2: Hi I just wanna clarify you booked a flight with us ah ahm for the twenty third of May?

V21: Yeah yeah I’ve booked tickets to go back to Malaysia on twenty third of May

P2: Okay ahm you’ve done it with a credit card I didn’t believe it’s under your name so I just

V21: [Oh yeah that’s my mums]

P2: Okay the thing is the credit card is not gone through

V21: It did not get through

P2: No but what happens now honey is that you were ahm you actually you have to pay a surplus of twenty hundred dollars additional which ah your full price would be ahm a thirty two hundred and twenty five dollars now

V21: What why why it has been increased like that? [because]=

P2: [Ahm]

V21: = Because they said it went through and now you’re saying it did not get through

P2: I know honey that’s the thing it did ah looked like it was gonna go through but then ah we suddenly got ah it’s not been rejected has your mum been involved in any kind of credit card fraud in the past?

V21: I don’t think so

P2: Because ahm apparently this I’ve been told this happens a lot in Malaysia

V21: Oh it is so what do you want me to do now
Call 21: USA Flight Ticket

P2: >What I need you to do now is to come into our office as early as tonight and just make
the additional payment honey.<

V21: Can I just call xxx and talk to him instead?

P2: ↑You know I need to settle this ↑tonight otherwise you need to pay that surcharge.

V21: ↑I can’t I can’t send tonight cause my mum is in Malaysia and I’m in the US and right now I can’t reach her so>

P2: Ok here is the thing if you don’t give me an answer an answer in a within ↑tonight I’m gonna have to cancel
your flight and give it to somebody else.

V21: ↑I can’t send it I ↑don’t have the money that’s why she paid for it cause u can’t I ↑can’t afford it from here that’s why she paid for it

P2: ↑I can’t send it I ↑don’t have the money that’s why she paid for it

V21: The one I booked before this was a thousand two hundred this is like a thousand more than

P2: I know

V21: ↑What I paid for?

P2: ↑I know but ah I know honey but I’m so sorry that’s what happens though when things don’t go through so can I do you want me to book you on the next flight?

V21: Can you can you just ask xxxx to call me back please?

P2: Okay what let me give you a couple of options okey then you pick one and then I’ll get xxxx to call you back at this
number okay?

V21: Okay
Call 21: USA Flight Ticket

P2: Okay what you can choose is either to pay the amount which is thirty two hundred and twenty five dollars to us you can either wire the money or you can come to our office I’ll open up just for you and make the payment tonight or I can book you on the next flight and you could arrange you have a little bit of time maybe a week or so to make that money and

V21: ↑ I can’t it’s impossible it’s impossible I can’t give you I can’t give you an answer right now cause neither one is possible for me right now

P2: Ok I’m just giving you a warning honey if you don’t give me an answer now and I take you off your flights I can’t guarantee you you’ll get a flight until June that is the problem that we are facing right now

V21: Can you just ask xxxx to call me later please? I’m=

P2: [Ok what]

V21: [I can’t] give you and answer right now

P2: Okay what time is a good time then? I’m gonna take you off the flights okay? so I’m gonna take you off the flight so you could speak to xxxx?

V21: Ok fine yeah just do that

V21: Ok fine yeah add just do that

P2: So you’re fine?

V21: Yeah

P2: So you’ll be flying back to Malaysia till June↑

V21: ↑ Yeah I can’t do anything about it sorry fine I really can’t

P2: Okay now look honey there’s no point getting mad at me I’m just trying to help you out okay

V21: Ok fine then

P2: You may

V21: Just ask xxxx to call me just ask xxxx to call me ok

P2: I will do that ok can I ask you one more question↑

V21: ↑Yeah
P2: You really wanna go back to Malaysia is it?

V21: Yeah

P2: Ok do you miss anything in Malaysia in particular like the radio?

V21: Oh my god you’ve gotta be kidding me this cannot be hits dot fm I swear to god!

P2: What if I told you it is xxxx?

V21: OH MY GOD OH XXX you hahah

P2: Haha (laughing)

V21: You’ve scared a XXX part of me!

P2: I know hahahaha (laughing)

V21: You this is not funny $Ean I hate you who did this $Ean I hate her is this on air or something

P2: Carmen

V21: Aarrggh I’m gonna kill her oh my god this is now oh I $Ean I hate her is this on air or something

P2: Yeah can I say something to you xxxx though

V21: Gotcha I know

P2: GOTCHA!!!! Hehehehe (laughing)

V21: I’ll kill you when I get back that’s when I’m in Malaysia

P2: Hahahaha (laughing)

V21: I’m gona kill you when am back

Comment [A6]: Truth is revealed

Comment [A7]: P2’s behavior is considered appropriate

Comment [A8]: V21 accepted the behavior as appropriate for the purpose of Gotcha
P1: it is said before JJ two things the guy his woman and his car and his money

P2: three[things]

P1: [ oh yes I forgot] about that

P2: three things

P1: yes

P2: so I mess with two things here

P1: hahahaha yes

P2: the student’s car and his money

P1: which is his women

P2: yes ha!

P1: a

P2: HAHAHaha he booked this brand new car he wants to get it within these two weeks in order to show off his friends on HIS BIRTHDAY so what we did is heheheh we told him sorry we cannot meet his dead line HABEES

(Phone ringing )

V22: hello

P2: hello a: a: Mohamad XXXX lar

V22: oh yah yeah yeah

P2: are you free to talk now

V22: a: okay who’s that

P2: this is Mr. Wong a:b

Call 22: New Car

P2: know you want to buy the car the xxxx

V22: the one xxxx

P2: a:h yeah lar

V22: a:h!

P2: problem the shipment got problem we know we promise ah two weeks lar but

V22: the shipment what’s wrong with the shipment

P2: IT'S LIKE THIS LAR

V22: ahe

P2: well contact from da da shipment but then a: it got stuck up somewhere got problem lar it’s like this

V22: but we already discussed in the funding but you already informed me you can submit lar

P2: I understand I UNDERSTAND

V22: if you understand xxxxxxxi’ve already tell everyone xxxxxxxx

P2: that’s why I call you that’s why I call you personally the problem raised only yesterday so I tried yesterday to call I didn’t get through so today I tried again OK

V22: so what is the exact problem again xxxx

P2: is the time line that I promise you I cannot deliver around that time line

V22: we:::

P2: because of the car so you see the model you want is the problem

V22: WE ALREADY DISCUSSED during THE FUNDING AND YOU TOLD ME you told me THAT you got the stock so that why I CANNOT THINK YOU TOLD ME I HAVE TO PICK THE WHITE COLOR I WANT THE BLACK COLOR AND NOW YOU TOLD ME THAT YOU CANNOT DELIVER DURING THE TIME LINE
Call 22: New Car

P2: no

V22: (deep breath) so what the option

now why are you speaking now

P2: you can either wait for four weeks which is a month

V22: ONE MONTH OH cannot lar

P2: either that or do you want to go four 2.o one ha

V22: ok the two point 0 got extra payment lar

P2: yeah

V22: how much ha

P2: twenty five

V22: oh my god ok wait wait wait sir ok wait xxxxxxx

P2: can can sir am so sorry am as free as

V22: you can

P2: I cannot you come also

V22: you can you did like this to me like hundred time destroy all the payment done in one day now you are telling me like this

P2: ok

V22: cannot lar I was happy It make me very very worry cannot lar

P2: ok ok a three weeks

V22: no I got I didn’t tell you why my birthday party and I did tell like finding a car new car and now you tell me in three weeks what for

P2: how about how about in your birthday lar just take one of our cars for a while to show off lar and then wait for the

V22: enough already

Comment [A7]: Money as a contextual issue
Call 22: New Car

P2: sorry it happen like this it’s not ok for your birthday you take one of our cars just to
show off your friend or whoever and then you bring back the car and then you wait
for two more weeks and then

V22: (deep breath) ok wait wait I need to meet you to discuss cannot discuss
like this lar

P2: whatever we discuss I’ve got no choice I cannot already

V22: but you already promised me why how come like this what so come on tell me if the stock problem
why are you telling me about the shipment problem somebody is telling me that the
stock already stop on your room why somebody has took or what

P2: yeah boss’s a: cousin

V22: hhhh can you give me the person’s number I need to talk

P2: it’s my boss’s cousin cannot lar

V22: xxxxxxxxxxxxxxx

P2: ok its like this lar DON’T YOU DON’T HAVE TO DROP HERE XXXXX AND
SCOLD AND SCOLD fine fine

V22: XXXXXXXXX I’ve already payed extra payment for the booking and now you tell me that somebody has took the car

xxx xxxxxxxx xxxxxx do you want to know what is the main reason ha

V22: what

P2: the main reason is because Hazery got in touch with xxx and xxx from hitz dot Fm to gotcha you

V22: Oh my Go:d ahhhhhhhh

P2: hahahahahahahahahahahahahah

V22: xxxxxxxxxx

P2: hahahahahah am

V22: I’ve told him to keep the secret n now he has told it to the world

hehe

Comment [A8]: Truth is revealed

Comment [A9]: V22 accepted the source’s behavior as appropriate
P2: hahahahahahaha

V22: one thing ah you don’t xxxxxx anyone

P2: HAHAHAHAHAHAHAHAHA any

way bro GOTH

V22: hahahah thank you tank you

Comment [A10]: V22 accepted P2's behavior as appropriate
Call 23: Research officer

P2: this girl she is going to be a research officer less students to do masters in a local university

P1: ahe

P2: now to become a research officer she is supposed to have a supervisor over her of course friend gave us all the details and we decided to call her up as her new supervisor and say I need you here right now not at the end of the month or else you will not finish your masters

P1: oo:h

P2: she cried at the end

(phone ringing)

P2: hello good morning

V23: good morning

P2: can I speak to Amy please

V23: yeah

P2: hello I’m this is dr. Ragu ha m actually a colleague of dr. ZainuAdeen ha

V23: ahe

P2: ok you see ha em unfortunately on my case the person that supposed to be under me had to pull out last minute so dr. ZainuAdeen was kind enough to pass you to me ok so you will be under me now ok

V23: Okay

P2: alright ok now I want to know when is the earliest that you can come

V23: I can come on twenty fifth yeah

P2: is there any way you can come earlier you see

V23: a:

P2: I really need your help at the eleventh

V23: eleventh?
Call 23: Research officer

P2: which is Monday

V23: because I haven't found a room for rent yet so Monday is like too early can

P2: this is actually not a request it is more if

you want this position you have to come in on Monday am sorry to through this on

your lab last minute but this is the situation we have to deal with it so I spoke to dr

Zainudeen and he is ok with this so Monday ah can I confirm that you are coming

Monday

V23: a:: I want to discuss it with my parents first

P2: so you're not interested in this

V23: no it is not that am not interested

P2: then what is the what’s the problem

V23: the problem is am

in Kl and xxx for me to prepare everything and I haven’t

P2: (you got) you got the whole weekend to do it

this is very important my work is very important I need a research officer so I spoke

with dr. Zainudeen and he is ok with this he is passing you to me so everything seems

to be ok you are the only person who is not ok with this

V23: it's not like that doctor I am very interested and I am

waiting to go there by twenty fifth but then it is like xxxxx for me

P2: then twelve Tuesday

V23: Tuesday?

P2: yes because you just told me that the only problem is accommodation right?

V23: yeah yeah but yeah I meant that my parents I cannot decide now

P2: what do you mean you need to

decide with your parents how old are you

V23: I think no no I mean I need to discuss with my

parents
Call 23: Research officer

P2: I understand but then young lady you this is your life you should be da

V23: KNOW YES YES maybe I go I go but on the twenty fifth

P2: so conform you are coming not twenty third

V23: I I need you on the eleventh did you listen to me in the first place I was saying eleventh I need you on the eleventh I need a research officer on the eleventh

V23: yes I listened to you I

P2: are you coming on the eleventh

V23: is this offer on you

P2: yes am taking over from dr. Zainudeen you understand

V23: yeah

P2: because dr. Zainudeen pass you to me

V23: ok

P2: so I am your supervisor now and I am requesting to come on the eleventh or or what’s the problem are you interested or not because if you are not interested I’ll look for someone else

V23: and the offer from dr. Zainudeen is {off}

P2: {gone}is gone

V23: like that

P2: yes now tell me are you interested or not

V23: I am interested of course

P2: you have to speak to your parents about everything

V23: NO OH NO ITS NOT LIKE THAT

P2: then

V23: but I have to let them know
Call 23: Research officer

P2: so are you interested or not

V23: OF COURSE

P2: so are you coming

V23: can you give me one more week

P2: I need the decision today you have to understand it is Thursday already I need someone on Monday

V23: can I call you on that thing ah

P2: you can conform am getting a migraine now

V23: no I just want

P2: yes

V23: few hours

P2: what difference few hours would make

V23: I have to call my mother and tell her now

P2: you tell your mother that means that you agree with me do you agree or not I don’t understand

V23: Im interested and now after this I have to call my mom and let her know of my decision and then

P2: so your decision is yes

V23: [xxxxxxxxxxxxxx]

P2: is your decision yes?

V23: YES

P2: ok when you call your mom you inform her exactly that she can ask you to get gotchad but not anybody she only can because this is JJ from hitz dot fm

V23: OH MY GOD

Comment [A8]: Truth is revealed
Call 23: Research officer

125  P2:  hahahahahahahahahh  xxxxxxxxx you actually believe people
126  are that bad ha
127  V23:  oh my god( crying) xxxxxxxxxx
128   P2:  xxxxxxxxx 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:  xxxxxxxxxxxxxxxxxxxxxxxxxxxxx
133  P2:  don’t cry
134  V23:  who gotchad me
135  P2:  xxxxx gotchad you
136  V23:  oh my god
137  P2:  GOTCHA
138  V23:  thank you

Comment [A9]: V23 seems to accept the source’s behavior
Comment [A10]: V23 accepted P2’s behavior as appropriate
Call 24: Daughter not Attending Classes

P2: don’t mess with the mom she would defend the kid no matter what

P1: no matter what and this this girl who recommended the gotcha call is a good girl we decided to call up from her college in India and tell the mom she hasn’t been attending the class she’s coming back to hostel late the mom got really upset at us

(phone ringing)

V24: hello

P2: hello good morning can I speak to Kamala please

V24: you’re calling from where

P2: hello well am basically calling from the medical college

V24: ahe

P2: so if I can speak with Miss Kamala I believe is the mother of Bavetra that would be one

V24: wait wait wait ahe

P2: no just a very quick one em you do realize ok your daughter’s coming studying with us at the moment ah have you been in touch with the lady

V24: yeah yeah

P2: er err I don’t know how to bring this up to you but she so far she has been coming quite late most nights and the thing is that am a bit worried because she hasn’t been attending her classes

V24: she is the one ? are you sure?

P2: yes Bavetra yes

V24: what is yeah I mean I find xxsxher attending classes no problem

P2: from what we have she is under ninety percent of attendance so you know exams are coming up we might not allow her to sit her exams
Call 24: Daughter not Attending Classes

V24: NO NO NO come on she hasn't been attending classes since when

P2: no this is this recent semester so we are worried if she continues will miss out recent semester you mean this present semester currently right now yes yes that's what I am speaking about because she is=

V24: recent semester you mean this present semester

P2: =she has been good before you know we wouldn’t worry about her but now recently

V24: Ahe why why why

P2: am not sure why I mean she has been coming back er late at the hostel we have acxxx you and she come back some times an hour now a half am just asking has she er shown when she was living in Kuala Lumpur was she at any point in time a misbehaving child

V24: nothing nothing xxxxxxxxxxxxxxx she was doing fine as far as I know

P2: right right right ok ok

V24: she is the opposite from what I am hearing from you

P2: oh ok ok was she is always going to class when she was in in Kuala Lumpur

V24: yeah

P2: she was a good student

V24: yeah

P2: always since childhood

V24: yeah ah y:eah

P2: has she called you recently saying that she is depressed in the college after with some friends normal but xxxxx

V24: em

P2: did she sound good ah did she sound good
Call 24: Daughter not Attending Classes

P2: did she sound ok
V24: yeah she sound ok
P2: ok miss Kamala the thing is right
can you talk with her because I tried and I cannot do so
much you understand from my behalf right
V24: ahhhh ha I can't believe this
P2: it's very hard to believe isn't it
V24: AHE
P2: so maybe you can chat with her
V24: I WANT YOUR NAME I WANT YOUR NAME
P2: Hemz weth you can call me Hemzweth my first name is that Erick Erick
V24: Erik
P2: Erik Erick E Erick Memzweth that's my full name can I
V24: wait wait I have
to finish my xxxx then I give you my details
V24: you give me your number hold on I have to write
your number hold on
P2: Sure because yesterday when I spoke to Bavitra
the last thing she told me at night is to do a gotcha call on you
V24: Gotcha Call?
P2: yes kamala
this is a gotcha call from your daughter
V24: xxxxx you my God
P2: hahaha WHY IS THAT
IT'S FROM YOUR DAUGHTER
V24: who are you
Call 24: Daughter not Attending Classes

P2: this is xxx and xxx from Hitz dot Fm

V24: I always listen to you and you caught me again because I know my daughter in and out

P2: yeah she is a good student hehe

V24: xxxx hehehehehehe I got a shock in my life you know who can believe daughter is going to xx

P2: don’t worry she is doing very well for herself she would be very proud

V24: am sure you have lied you know am terrible woman very careful in all these things

P2: AH Yeah HAHAHAHAHAHAH

V24: and these are about my girl

P2: I have to say GOTCHA

V24: Gotcha You xxxxxx

Comment [A9]: V24 accepted the behavior as appropriate
Call 25: Thailand Holiday

P2: the holiday is very important everybody likes the holiday

P1: ahe

P2: this guy was planning a company trip for his company and booked hotel rooms in Thailand we decided to call up from the hotel in Thailand saying excuse me sorry we’re fully booked so about twenty people only can stay the rest have to move to another hotel which is an hour and thirty minutes away

P1: wow

P2: ah haha check it out

(Phone ringing)

P2: hello good evening can I please speak to Mr. Kalang Sing

V25: who is speaking

P2: ah I call from a hotel in in Thailand

V25: yes ok ok

P2: my name is konsong this one you for make the company trip to to Thailand

V25: yes ok ok

P2: because ah why I call you personally I am manager of hotel to inform because now you have twenty nine pax

V25: ahe

P2: we have to change to twenty person

V25: oh why ah

P2: why because the hotel we laminate one side so

V25: sorry sorry sorry

P2: one side

V25: need for lamination

P2: what we do to put the nine person
Call 25: Thailand Holiday

V25: ahe

P2: =is put in sister hotel

V25: but sister hotel

P2: sister hotel only for nine person

V25: O:h ok:ay

P2: are you because I got your number for for call for organize the trip correct?

V25: yeah ok ok ok ok ok I need to go and discuss this issue

P2: but the location is in Katanoy now you now you hotel in bxxxx

V25: how far

P2: Katanoy is one hour fifteen minute

V25: ok ok can I move everybody to that hotel then

P2: because now the hotel is being booked

V25: to move nine people I don't think so it's ok if you can move everybody

P2: em

V25: ok today we got another fellow so all thirty people

P2: thirty people!

V25: yes

P2: ok

V25: thirty people so because (so if you can move)

P2: {I don't I don't because now the other hotel for xxxxx Katanoy only nine xxx available

V25: oh ok

P2: so now twenty pac for xxxxxxx

V25: hhhhhh ok you just tell there is one hour difference away
Call 25: Thailand Holiday

62 P2: one hour fifteen minutes if
63 no traffic jam
64 V25: ok can you call me tomorrow morning
65 P2: sir m scared later I call you tomorrow
66 morning no for the booking in Katanoy
67 V25: ok
68 P2: now you make payment for fifty percent already
69 so =
70 V25: yes
71 P2: =I need to tell you
72 V25: so my problem is now I booked it through the xxxx agent
73 P2: correct
74 V25: I don't know why m worried if we have one hour difference=
75 P2: ahe
76 V25: = then I have
77 problem with transportation =
78 P2: ok but
79 V25: = we cannot have together xxxx we want to go and
do our tour together =
80 P2: oh
81 V25: =which is one hour difference then it will become two different
tour already do you know
82 P2: ok I xxxx for you so the other nine pec can wake up one hour earlier
83 have breakfast and come to batong by the time
84 V25: I know but my problem my tour starts
85 at eight o'clock in the morning
86 P2: correct correct
87 V25: now he'll wakeup at six o'clock in the morning
88 P2: maybe five thirty
Call 25: Thailand Holiday

V25: yeah so it is becoming very very difficult and then my last day my airplane is at seven thirty in the morning maybe they wake up at for thirty in the morning so it is becoming very difficult for them ok let me try let me talk to the travel agent.

P2: if you want me to call Lazly I talked to him because we also very close to Lazly

V25: if I booked a room I must get and you go and change it for me to another hotel so we have separate spirit isn’t never mind

P2: ok wait wait maybe now you have two people in one room

V25: yes

P2: can you have in one room I give you big room five people

V25: it’s more a couple a husband and a wife you know

P2: a husband and a wife so I have got one room two husband two wife so

V25: yeah but it is not convenient the go there to enjoy so maybe it is not comfortable do you understand they may want to be naughty hehehehe they cannot be naughty you understand hehe

P2: OH NAUGHTY hehehe faham

V25: yeah

P2: I think the best solution for now is you don’t mind I give it to my hotel manager hold on ah

V25: ok ok

P2: hello it is Kalang xxxx is it

V25: yes it is

P2: m surprised you didn’t recognize my voice this is actually xxx from Hitz dot FM morning crew

V25: no wonder m quite sure m quite sure cool cool

P2: you know what m going to say at the end of this right

V25: yes

P2: do you want to say it with me for fun one two three [GOTCHA]

V25: [gotcha]hehe
Call 26: Move your Car

1. P3: this guy is on a business trip away from his apartment where he parked his car at the visitors’ parking spot which is illegal he should park at his designated spot=

2. P2: ahe

3. P3: = but there was someone else parked on his spot told his friend and all body decided to call up and scold him

4. P2: ten te ta

5. (phone ringing)

6. V26: hello

7. P3: hello good morning ah sir

8. V26: hi yeah good morning

9. P3: yeah good morning can I speak to Mr. David ha sir

10. V26: yeah David speaking

11. P3: Mr. David this Komarison calling from the Condo ah

12. V26: ok yeah

13. P3: this is regarding about your car

14. V26: ok yeah my car what’s up ha

15. P3: yeah yeah yeah your your black xxxx sir its parked at the visitors car car park

16. V26: yeah yeah that’s right

17. P3: yeah you see you parked it over the the weekend already yeah sir=

18. V26: ah

19. P3: = and we informed you already that you’re not allowed to park there right?

20. V26: ok

21. P3: yeah so therefore ah this is the third call and 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

V26: WHAT ITS NOT MY THIRD I DIDN'T GET ANY CALLS SIR FROM THR MANAGEMENT THIS IS THE FIRRST TIME MAN

P3: no no ok we see my colleague called you twice already before this informing you and we actually told you about not parking in the visitors parking right sir

V26: no ok wait wait because there I'm in Kuching now this is the first time am getting this call ah what’s happening to my car it gets towed is it

P3: we have to tow it out we’ll tow it out of the condo we already informed you that you’re not supposed to park at the secu ah at da visitors parking

V26: I went home ok and when I got home I saw someone parking the car in my spot and I went to the security and said hey look someone in my spot and I have I have to park somewhere lar hey man can’t you get this guy the security one of your guys I forgot what is his name said you can now park at the visitor so I did I had to rush up to kuching that is why

P3: no we told you that you can park at the visitors parking for the time being until the guy moves so the guy has moved already sir so why your car is still there

V26: yeah but I told him that am going to be in kuching for a week why did you tow the guy’s car

P3: no no sir you see you have to understand that you see that was for the time being now you should be moving it back to your own place

V26: I understand I understand I need to go to kuching like that in half hour time and I have actually to catch a flight that was impossible and I had to park my car so

P3: but I doubt that that my security officer’s ah would say that sir am just calling you to inform you that we are moving it outside the condo if anything happens we’re not responsible for it

V26: no that’s not cool man I for this parking right way

P3: I know but you did not park it in your designated parking sir you parked it at the visitors parking xxxx therefore we’re moving it out

V26: that’s not the thing is that I went home and I tried to park in my spot everytime I park in my spot but this one guy from stupidxxxxx parking in my spot and what I’m supposed to do I had to catch a flight man and your colleague said ok

P3: you can’t even identify the colleague so anyway sir am this only a xxxx call me informing you what we’re doing ok?
Call 26: Move your Car

V26: xxxxxxx

P3: is there anyone else in your apartment they can move your car

V26: no come on lar you see sir I paid too much for this parking and who's going and someone was parking in my spot before that guy's car being towed

P3: she's moved his car already you understand

V26: he has moved his car after what that time I need to park it who was parking in my spot at the first place ah man come on

P3: am sorry

V26: I don't have to deal with it I paid am paying for this place

P3: I can offer you an alternative sir

V26: ok

P3: first of all you have to pay a fine

V26: for what

P3: for parking the fine would be fifty bucks for everyday so three hundred three hundred fifty sir

V26: that's not cool anyway how come lar like this sir am not

P3: ok ok now ok ok calm down there is another alternative ah f you do not get angry with your friend Ruden hhhehehehe that's a gotcha call hehehe

V26: NO

P3: YES

V26: and

P3: Andrew

V26: oh god I hate you man

P3: hehehehehe am so sorry I know that you're not in your pharmacy so I had to do it right now

V26: AHHHHH

Comment [A8]: Contextual issue 3: money

Comment [A9]: Truth is revealed
Call 26: Move your Car

P3: but anyway we did it GOTCHA

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

P1: hi for this one this girl has got brand new blackberry she ’s so happy with it she ’s been using it for a week we decided to call her from the shop she got it from and tell her that Ay your blackberry belongs to somebody else please don ’t use it any more

P2: yup

P1: even return it and wait quite some time to get yours

( phone ringing)

V27: Hello

P1: hello good morning can I speak to HXXXXXX please

H: yes Hxxx speaking

P1: hi Hxxx this is Farid here calling from xxxxx ha

V27 : ahe

P1: last Sunday you came by

V27: ahe

P1: you bought the xxxxx from my store correct with the package and everything

V27: Yeah

P1: ok there is a bit of a confusion I think you bought it from feda right feda is the one that sold it to you I want to apologize on behalf of xxxxx because the unit we gave you is actually on hold is not sale unit

V27: oh

P1: that unit is a reserve unit

V27: ok

P1: so now there is a bit of confusion are you free to bring the unit back

V27: bring the unit back and you ’ll exchange one for me

P1: I will exchange one for you but the thing is that we ’re out of store at the moment ah we have to take two days to process the consultation
V27:

P1: and while during that time do you have an alternate phone

V27: ahhh I don’t have an alternate phone but how is this my problem that I have to come back to your office and return it to you because of your mistake that you made

P1: yes I understand it’s a mistake am very sorry I’ll get fed a to apologize to you xxxx ah so what we can do have you used the phone a lot already?

V27: yeah I have xxxxxx about that

P1: have dropped the phone or anything

V27: no

P1: ok because right now what we can do is we’ll have to reimburse into your ATM card right

V27: yes

P1: or alternatively what you can do is you can purchase this phone at whole sale price

V27: whole sale price

P1: and then you can keep the phone but I cannot give you the package

V27: what I don’t understand is

P1: ah

V27: if I take the whole sale price then the package will not be available anymore=

P1: no the package will be

V27: =I’ll have to sign another package to get all the internet access that I want

P1: you can but the price for the package for monthly would change

V27: ok

P1: would that be more expensive

V27: is unfortunately more expensive

Comment [A6]: Money as a contextual issue

Comment [A7]: Money as a contextual issue
Call 27: Blackberry Phone

V27: that’s why that’s why I don’t want that’s the reason I wanted to gotcha this person xxxx am going to plan because the price is unchangeable and I guess he is xxxx

P1: I understand

V27: he asked me if =

P1: yes

V27: = I take the whole sale price

P1: yes yes

V27: then he’ll change everything again its really helpful for me

P1: I understand am really so sorry for this

V27: y.eah

P1: so my solution that I can give you right now is when you bring the phone back is to wait for the next two to three raf

V27: ahe

P1: I mean I can wait tomorrow latest I suppose

V27: and you want me to come over on a week days I really cannot do so am I want to help I know its not your fault I really cannot come on a week days

P1: ok is there any way that I can send someone to collect from you because on my also am between a rock in a very hard place =

V27: ahe

P1: =so I

V27: how much longer I have to wait after I return it to you

P1: that’s why it might be two weeks

V27: two weeks

P1: two weeks

V27: I think you should be the one who come up with a better solution am really cannot wait do you understand that and the client you sold
something to your client and you ask your client to return it back to you and you ask
the client to wait for two weeks

P1: yes

V27: it’s a bit XXX what do think

P1: the solution that I can

think of is I think xxxxxxx if I tell you this is a gotcha call

V27: hehehehehehehehehehehe is it xxxxx

P1: yes xxxxx isn’t it the best solution

V27: IT IS HEHEHEHEHEHEEH

P1: I LOVE IT I LOVE IT WAIT WAIT LET ME SAY

THIS FIRST GOTCHA

V27: HEHEHEHEHEHEHEHEHEHE
### Appendix B

#### THE STRUCTURE OF GOTCHA CALLS AND VICTIMS’ REACTION

<table>
<thead>
<tr>
<th>call</th>
<th>Violation</th>
<th>Sensitive Issues</th>
<th>Reaction = pⁱ</th>
<th>Reaction = s²</th>
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<tbody>
<tr>
<td>1</td>
<td>Name Authority issue</td>
<td>Clearance Relationship (neighbors)</td>
<td>Appropriate</td>
<td>Inappropriate</td>
</tr>
<tr>
<td>2</td>
<td>Name Authority issue</td>
<td>Relationship (friends) Money</td>
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<td>Inappropriate</td>
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<tr>
<td>3</td>
<td>issue</td>
<td>Time (flight) Number of seats money</td>
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<td>No comment (appropriate)</td>
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<tr>
<td>4</td>
<td>Name Authority issue</td>
<td>Money Relationship (daughter)</td>
<td>appropriate</td>
<td>appropriate</td>
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<td>5</td>
<td>Name Authority issue</td>
<td>Time Number of seats</td>
<td>appropriate</td>
<td>No comment (appropriate)</td>
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<tr>
<td>6</td>
<td>Name Authority issue</td>
<td>Money Relationship (husband) time</td>
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<tr>
<td>7</td>
<td>Name Authority issue</td>
<td>Gender (girl pretend to be a man)</td>
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<tr>
<td>8</td>
<td>Name Authority issue</td>
<td>Time Money</td>
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<tr>
<td>9</td>
<td>Name Authority issue</td>
<td>Time Color of the item money</td>
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<td>Money time</td>
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<td>11</td>
<td>Name Authority issue</td>
<td>Money Relationship (lawyer) time</td>
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<td>Acting out as a thief</td>
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<td>13</td>
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¹ Victims’ reaction to the pranksters’ behavior
² Victims’ reaction to the sources’ behavior
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<tr>
<th></th>
<th>Issue</th>
<th>Authority issue</th>
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<th>Relationship (boyfriend)</th>
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### Appendix C

**Contextual issues in Gotcha Calls**

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