

THE STRATEGY OF POLITENESS IN NOVEL *BORN IN ICE*: A LINGUISTIC AND CONTEXTUAL ANALYSIS

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Abstract

This study analyzes the politeness strategies in Nora Roberts' novel *Born in Ice*. The analysis uses Brown and Levinson's theory of politeness. A qualitative content analysis method was employed. Data were collected through documentation techniques by reading and recording dialogues and character actions that reflect politeness strategies. The analysis involved classifying both positive and negative politeness strategies, analyzing linguistic elements such as mood and modality through the Systemic Functional Grammar approach, and contextualizing the data based on interpersonal relationships (family, friendship, professional). The results revealed that positive politeness fosters empathy and strengthens interpersonal relationships, while negative politeness maintains harmony and respects individual autonomy in conflict situations. The situational context plays a crucial role in determining the politeness strategies used. This study contributes to the cross-disciplinary field of pragmatic linguistics and popular literature, expanding the understanding of politeness as a communication tool that reflects cultural values and social norms.

Keywords: *Politeness strategy, Born in Ice, pragmatic linguistics, popular literature.*

Introduction

Politeness is an essential element in social interaction, reflecting cultural and ethical values (Brown & Levinson, 1987; Watts, 2003). In Nora Roberts' novel *Born in Ice*, the interactions between characters are characterized by expressions of politeness that demonstrate empathy, attentiveness, and the dynamics of harmonious relationships (Roberts, 1995). This study aims to examine the role of politeness in the relationships between characters, analyzing the context of dialogue and actions within the novel.

In the field of linguistics, politeness has become a primary focus for understanding how communication strategies are used to maintain an individual's "face" during interaction (Brown & Levinson, 1987). Positive politeness strategies focus on fostering close relationships through warmth, empathy, and consideration for others' needs, while negative politeness strategies aim to preserve individual autonomy and avoid actions that could be perceived as intrusive or threatening to one's privacy (Brown & Levinson, 1987). In literature, politeness goes beyond verbal communication. It also includes actions, situational contexts, and the relationships between characters (Mills, 2003; Watts, 2003; Kádár & Haugh, 2019).

Since the introduction of the politeness theory by Brown and Levinson (1987), much research has extended and adapted this theory to understand how individuals manage their face or