

**THE REALIZATION OF POLITENESS THROUGH
LINGUISTIC AND NON-LINGUISTIC FEATURES
AT SERVICE ENCOUNTERS**



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Laporan Akhir Penyelidikan: **“The Realization of Politeness through Linguistic and Non-Linguistic Features at Service Encounters”**

Merujuk perkara di atas, bersama-sama ini disertakan tiga (3) naskah laporan akhir penyelidikan bertajuk **“The Realization of Politeness through Linguistic and Non-Linguistic Features at Service Encounters”** untuk makluman pihak Yang Berbahagia Profesor.

Sekian. Terima kasih.

Yang benar

PROF MADYA ALAUYAH JOHARI

KETUA

PROJEK PENYELIDIKAN

Contents

	Page
Letter of Transmittal	i
Registration of Research Team	ii
Acknowledgement	iii
List of Tables	iv
List of Abbreviations	v
Abstract	vii
1.0 Introduction	1
2.0 Literature Review	3
3.0 Methodology	16
4.0 Findings	20
5.0 Conclusions	29
6.0 Recommendations and Implications	31
References	32
Appendixes	
Appendix 1: Recording 1	37
Appendix 2: Recording 18	59
Appendix 3: Recording 50	60
Appendix 4: Address forms and Repetition	66
Appendix 5: Greetings and Partings	72
Appendix 6: Analysis of Linguistic and Non-Linguistic features	77

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Abstract

This study examines the realization of politeness through linguistic as well as non-linguistic features at service encounters. 103 recordings were made at the public service counters and later transcribed for linguistic features of politeness. Field notes were also made during these recordings to account for the non-linguistic features of politeness. The study revealed the absence of linguistic features such as address forms and language used in openings and closings. Improper address forms including kin terms were also detected. Most interactions took place without proper greetings in the openings. The closings were more positive. The customers thanked the service providers and received welcome notes from them. The lack of linguistic politeness however is complemented by the presence of non-linguistic politeness features such as eye contact and smiles. Overall these interactions seemed polite but much can be improved in terms of the realization of politeness through linguistic features.

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1.0 INTRODUCTION

1.1 SITUATION

One of the problems faced by the members of the public at service encounters is the service providers are claimed to be impolite. The affected organisations get negative remarks and comments in the mass media. To improve this image this study is conducted to find the presence and absence of linguistic and non-linguistic features which constitute politeness and how the findings can help organisations improve themselves to provide better service to the public.

The public organizations chosen for this study include Tenaga National Berhad (TNB), Telekom, Road Transport Department (RTD), Pos Malaysia, Registration Department, Hospitals and the Police in the states of Kedah, Penang, and the Head Quarters (Putrajaya/ Bukit Aman(Police)).