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Pragmatic Analysis of Politeness Strategies in Pakistani Morning Shows: A Study through Geoffrey Leech's Politeness Maxims



Imza Shahzadi

MPhil Applied Linguistics

F2025084013@umt.edu.pk

Dr Tamsila Naeem

Assistant Professor, Department of Linguistics and Communications,
School of Liberal Arts, University of Management and Technology,
Lahore.

tamsila.naeem@umt.edu.pk

<https://orcid.org/0009-0005-4894-6529>

Abstract

The current qualitative study attempts to analyze selected episodes of the Pakistani morning show *Good Morning Pakistan* to investigate the various ways speakers employ politeness strategies in interactions. In the light of Geoffrey Leech's Politeness Principle, the research deals with the way hosts and guests employ politeness to maintain social harmony, build positive relationships and enable effective communication. It examines the application of Leech's six politeness maxims namely tact, generosity, approval, modesty, agreement and sympathy in the conversations of media participants. This study investigates how the hosts and guests employ polite expressions, compliments, supportive comments, respectful responses and agreement strategies to establish a friendly and cooperative atmosphere. The results indicate that the participants often use expressions of approval, appreciation and sympathy to reduce conflicts and to maintain positive social relations. The analysis indicates that politeness strategies play a significant role in the development of conversations and the enhancement of communication between speakers and audiences. Further the study finds that politeness is an important dimension of Pakistani television discourse as it promotes respect, cooperation and social bonding. The present research contributes to the understanding of politeness in media communication and the impact of linguistic choices on interpersonal relationships.

Key words: Pragmatics, politeness strategies, Geoffrey Leech, politeness principle, Pakistani morning shows, media discourse

1. INTRODUCTION

1.1 Background of the Study

Pragmatics is an important area of linguistics that examines language concerning its speakers, context, and intended interpretations. In contrast to grammar, which centers on language structure, pragmatics explores how people utilize linguistic expressions to accomplish specific communicative objectives in social contexts. A key focus of pragmatics is politeness, which is essential for creating and sustaining harmonious relationships between people.

Politeness is a social and linguistic occurrence in which speakers demonstrate respect, consideration, and awareness of others' emotions. In daily interactions, individuals not only share information but also decide how to present their messages to minimize conflict and encourage collaboration. The choice of courteous phrases differs based on social connections, cultural norms, and contexts of communication.

In the cultural context of Pakistan, politeness holds a significant status. Polite language, valuing others, modesty, and compassion are viewed as vital components of effective communication. These cultural traits are vividly evident in Pakistani TV programs, particularly morning shows, where hosts and guests participate in casual yet socially guided discussions.

Morning shows serve as a distinct type of media conversation as they blend entertainment, personal interviews, heartfelt discussions, celebrations, and social observations. The engagement between hosts and guests offers a valuable opportunity for exploring linguistic techniques employed to preserve amicability and social

cohesion. Hosts typically use compliments, thankfulness, and empathetic comments, while guests often show humility, agreement, and gratitude in their replies.

This research analyzes the application of politeness tactics in three episodes of Good Morning Pakistan using Geoffrey Leech's Politeness Principle. Leech suggested six principles of politeness: tactfulness, generosity, approval, modesty, accord, and empathy. These principles clarify how speakers reduce phrases that could foster social distance while enhancing phrases that encourage respect and positive relationships.

This study seeks to examine the dialogues between Nida Yasir and her guests to determine the usage of various politeness maxims in Pakistani media discourse. The research enhances insight into how language selections depict cultural values, social relationships, and pragmatic goals in televised interactions.

1.2 Statement of the Problem

Although politeness has been extensively studied in everyday communication, the analysis of television morning shows in Pakistan provides a relatively unexplored area of pragmatic inquiry. A majority of prior research related to politeness in Pakistani media has been based upon Brown and Levinson's Face Theory or has studied political discourse rather than entertainment-based programs. Prior research has rarely if ever analyzed the application of Leech's (1983) Politeness Principle to Pakistani morning shows. In addition, no prior research has provided a comprehensive analysis at the level of individual episodes of Good Morning Pakistan.

1.3 Aim of the Study

The main objective of this research is to identify, categorize, and examine the use of Leech's (1983) Six Politeness Maxims as they relate to the discourse of the Pakistani television morning show Good Morning Pakistan. This study aimed to find out which maxims were employed most often, by whom, and in what context. Also, this study sought to investigate how speakers employ politeness maxims, and how those strategies affect the maintenance of social harmony and positive interpersonal relationships in mediated discourse.

1.4 Research Questions

The study is driven by the following research questions:

RQ1: What types of politeness strategies are employed by the host and guests in the selected episodes of Good Morning Pakistan?

RQ2: How are Geoffrey Leech's six politeness maxims manifested in the conversational interactions of Pakistani morning shows?

RQ3: What pragmatic purposes do these politeness strategies serve in maintaining positive interpersonal relationships between participants?

RQ4: How do the identified politeness strategies reflect the socio-cultural values of Pakistani society?

1.5 Significance of the Study

This study has a number of important contributions. Firstly, it expands the application of Leech's (1983) Politeness Principle into a South Asian media context that examines entertainment-based programming rather than political discourse; as such, it adds to cross-cultural pragmatic research. Secondly, it addresses a gap in the literature concerning Pakistani media discourse studies by being the first systematic episode-level pragmatic study of Good Morning Pakistan. Finally, the study contributes from a methodological perspective by providing a qualitative pragmatic analysis that offers an in-depth examination of politeness strategies in televised interactions.

2. LITERATURE REVIEW

2.1 Politeness Theory: Theoretical Foundations

Politeness is a crucial element of human interaction that aids in preserving social harmony and personal connections. In pragmatics, politeness pertains to the tactics speakers employ to demonstrate respect, thoughtfulness, and collaboration during communication. Scholars have thoroughly examined politeness due to its impact on message interpretation and the management of social relationships. Most notably, Goffman (1967) provided the first major piece of research on the topic when he coined the term "face" to describe the positive social value that a person attaches to him/herself during interactions. Goffman was able to demonstrate that all forms of social interaction have a primary goal of preserving one's own "face," as well as the "face" of others involved in the interaction. As a result, all individuals engaged in social interaction do "face-work." This includes developing strategies that will help protect an individual from damage to his/her social image.

The next researchers to build upon Goffman's work were Brown and Levinson (1978, 1987). These researchers built upon Goffman's ideas by creating the most widely accepted model of politeness in linguistics, the Theory of Face Threatening Acts (FTAs). FTAs allow researchers to look at two aspects of an individual's face. Positive face refers to the need for an individual to want to receive approval and be liked. Negative face refers to an individual's need to avoid being imposed upon. One common thread among FTAs is that most communicative actions pose a threat to an individual's positive or negative face. To address this issue, individuals can use several different types of politeness strategies. Some include using bald-on-record acts (i.e., direct orders), off-record acts (i.e., suggestions) or implicatures.

Another key figure associated with the development of the politeness literature is Geoffrey Leech (1983). Leech presented a new framework for understanding how people express politeness through communication called the Politeness Principle (PP). Leech noted that Grice's Cooperative Principle (Grice, 1975), which states that speakers should strive to provide truthful information in a way that is relevant and clear, does not adequately account for why individuals so frequently communicate indirectly, metaphorically, or obliquely. To address this shortcoming, Leech identified the PP as a regulatory principle that influences how speakers apply Grice's Cooperative Principle in order to promote social harmony. A primary function of the PP is to regulate the way in which speakers implement Grice's Cooperative Principle. There are six maxims that form the PP. Each maxim is phrased as a bidirectional imperative, providing a description of what constitutes polite behavior based upon the maxim.

Maxim 1: Tact Maxim - Minimize the costs of interacting with others; Maximize the benefits to others.

Maxim 2: Generosity Maxim - Minimize benefit to oneself; Maximize cost or effort for oneself.

Maxim 3: Approbation Maxim - Minimize criticism of others; Maximize praise toward others.

Maxim 4: Modesty Maxim - Minimize praise for oneself; Maximize criticism of oneself.

Maxim 5: Agreement Maxim - Minimize disagreement between interlocutors; Maximize agreement.

Maxim 6: Sympathy Maxim - Minimize antagonism towards others; Maximize sympathy for others.

Geoffrey Leech's Politeness Principle comprising these six maxims helps speakers ensure polite and socially appropriate interactions. Leech suggests that politeness involves more than just respectful language; it also requires taking into account the emotions and social standing of others. His model has been extensively utilized in examining daily conversations, media discussions, political addresses, and television shows.

2.2 Politeness in Media Discourse

Numerous research projects have explored politeness tactics in media discourse since television shows offer a valuable resource for authentic interaction. Talk shows, interviews, and entertainment programs typically feature conversations among hosts, guests, and audiences from various social backgrounds. Studies show that media figures often use politeness tactics to keep audience interest, prevent disputes, and foster a favorable public reputation. In these situations, the presence of compliments, agreement expressions, and sympathetic reactions is frequently seen.

In Pakistan, morning shows have emerged as a highly impactful type of television entertainment. These programs encompass a variety of subjects such as social concerns, family affairs, health, style, and interviews with celebrities. Hosts frequently engage with guests in a way that demonstrates cultural values like respect, hospitality, and social cohesion. The communicative approach of Pakistani morning shows creates an excellent setting for analyzing politeness strategies, as participants consistently navigate social dynamics via language.

2.3 Politeness in Pakistani Media Context

Prior studies on Pakistani media discourse have mainly concentrated on language diversity, code-switching, gender portrayal, and discourse analysis. Certain research has examined politeness phenomena through Brown and Levinson's Face Theory, emphasizing how speakers safeguard positive and negative face during conversations. These studies show that media figures in Pakistan often utilize indirect communication, polite expressions, and respectful ways of addressing others to uphold social etiquette. Nevertheless, there are fewer investigations that have examined these interactions using Leech's Politeness Principle.

Studies on television interviews and talk shows within South Asian cultures show that politeness is strongly associated with cultural norms and expectations. Speakers frequently utilize endorsement and consensus tactics to express gratitude and unity. In the same way, maxims of sympathy and tact are frequently employed when addressing personal experiences, emotional situations, or delicate social matters. These results indicate that strategies of politeness in media communication are influenced not just by language selection but also by cultural principles and audience anticipations.

Research performed in various cultural contexts has demonstrated that Leech's maxims continue to be effective for examining media interactions. Researchers have noted the regular occurrence of praise, gratitude, encouragement, and cooperative replies in television dialogue. These approaches foster a welcoming environment and enhance the program's effectiveness. In entertainment-focused programs such as morning shows, courtesy is crucial in fostering connections among hosts, guests, and viewers, thus improving audience contentment and participation.

2.4 Research Gap

An examination of the current literature shows that politeness has been thoroughly investigated in pragmatics, especially via the theories of Geoffrey Leech and Brown and Levinson. Many research studies have examined politeness strategies in daily

interactions, academic environments, political dialogue, and TV interviews. In the context of Pakistan, studies have primarily centered on code-switching, discourse analysis, gender portrayal, and strategies for face-saving in media communication. Although certain studies have investigated politeness in Pakistani TV shows, they have predominantly depended on Brown and Levinson's Face Theory instead of Geoffrey Leech's Politeness Principle.

Moreover, little focus has been directed towards Pakistani morning shows, even though they are popular and have a considerable impact on public dialogue. Morning programs create a distinct communicative atmosphere where hosts and guests often exchange compliments, expressions of gratitude, sympathy, counsel, and consensus, all of which align closely with Leech's maxims of politeness. Nonetheless, there is an insufficiency of thorough studies investigating how the six maxims of Leech's Politeness Principle are utilized in these exchanges.

Consequently, there is a notable deficiency in the literature concerning the pragmatic examination of politeness strategies in Pakistani morning shows based on Geoffrey Leech's Politeness Principle. This study aims to fill this gap by examining the application of Tact, Generosity, Approbation, Modesty, Agreement, and Sympathy Maxims in chosen episodes of Good Morning Pakistan. By doing this, it seeks to enhance the comprehension of media discourse, pragmatics, and culturally ingrained politeness norms in Pakistan.

3. METHODOLOGY

3.1 Research Design

The present study employs a qualitative descriptive research design because the purpose of the research is to interpret and examine the use of politeness strategies in natural spoken interactions. A qualitative approach is appropriate for this study because it allows an in-depth analysis of meanings, intentions, and social functions behind the speakers' utterances.

3.2 Data Collection and Corpus

The primary data for this research consists of three selected episodes of the Pakistani television morning show Good Morning Pakistan, broadcast on ARY Pakistan and hosted by Nida Yasir. The selected episodes include the programs aired on 28 May 2026, 2 June 2026, and 5 June 2026, featuring various guests from the entertainment and social sectors.

The episodes were intentionally chosen because they contain extensive interaction between the host and guests and provide rich examples of politeness strategies such as appreciation, agreement, sympathy, generosity, and modesty.

Table 1: Corpus Summary

Component	Details
Episode 1	Good Morning Pakistan – Eid Day 2, 28 May 2026
Episode 2	Good Morning Pakistan – Happy Wedding Anniversary, 2 June 2026
Episode 3	Good Morning Pakistan, 5 June 2026
Channel	ARY Pakistan
Host	Nida Yasir
Language	Urdu/English (Code-switching)

3.3 Analytical Framework

The main analytical tool used was Leech's (1983) Politeness Principle with its six

component maxims. All data collected were reviewed for evidence of maxim application. Each utterance was examined to determine whether it fulfilled the polite end of a maxim's bidirectional formulation — i.e., any statement that minimized costs to the other, maximized praise of the other, maximized agreement, etc. — and did so in a way that was contextually appropriate and face-enhancing.

3.4 Data Collection Procedure

The selected episodes were observed carefully, and relevant conversational excerpts demonstrating the principles of politeness were identified and transcribed. The collected utterances were then categorized according to Geoffrey Leech's six politeness maxims.

3.5 Method of Data Analysis

The analysis follows a pragmatic approach in which each selected utterance is examined in relation to its linguistic form, contextual meaning, and communicative purpose. The utterances are classified under the six maxims of Leech's Politeness Principle, and their role in establishing respect, cooperation, appreciation, and social harmony is discussed.

4. ANALYSIS AND FINDINGS

4.1 Analysis of the Tact Maxim

The Tact Maxim, according to Geoffrey Leech, refers to minimizing cost to others and maximizing benefit to others. In television discourse, this maxim is often observed when the host asks questions politely, gives guests the freedom to respond according to their comfort, or creates a pleasant conversational environment.

Table 2: Tact Maxim Examples

Episode	Speaker	Selected Utterance	Maxim	Pragmatic Analysis
GMP – Happy Wedding Anniversary (2 June 2026)	Nida Yasir	"Aap bataiye, aap apni kahani share karna chahein to hamare viewers ke saath zaroor kijiye."	Tact Maxim	The host avoids imposing a direct demand on the guest and provides the choice to share personal experiences voluntarily. The use of a respectful invitation minimizes pressure and demonstrates consideration for the guest's comfort.

The analysis demonstrates that the Tact Maxim appears frequently in Pakistani morning shows because the host must maintain a respectful atmosphere while discussing personal, professional, and emotional topics. The use of respectful address forms such as "aap," expressions of gratitude, and indirect conversational openings reflects Pakistani cultural values of hospitality and social respect.

4.2 Analysis of the Generosity Maxim

The Generosity Maxim emphasizes the speaker's willingness to place the interests and comfort of others before personal benefit. It is commonly represented through offers of help, willingness to contribute, or expressions of self-sacrifice.

Table 3: Generosity Maxim Examples

Episode	Speaker	Selected Utterance	Maxim	Pragmatic Analysis
GMP – Happy Wedding	Nida Yasir	"Hamne koshish ki hai ke 24 saal	Generosity Maxim	This statement highlights the effort and commitment

Anniversary (2 June 2026)		ke safar mein ek doosre ke liye waqt nikalein."		invested in maintaining the relationship. The speaker emphasizes personal effort for the benefit of the partner, illustrating the principle of generosity.
GMP – Eid Day 2 (28 May 2026)	Guests and Host	Expressions of spending time together and participating in the Eid celebration	Generosity Maxim	The interaction demonstrates generosity through mutual willingness to give time, attention, and emotional support to one another, strengthening social bonds.

The examples show that generosity in Pakistani morning shows is not restricted to material assistance; it also appears through emotional investment, giving time, showing support, and prioritizing relationships. The cultural emphasis on family ties and collective celebration strengthens the presence of this maxim in televised interactions.

4.3 Violations of the Approbation Maxim

The Approbation Maxim focuses on maximizing praise towards others and minimizing criticism. In television morning shows, this maxim frequently appears when the host appreciates the achievements, personality, appearance, professional work, or life experiences of guests. Such expressions create a positive environment and establish social closeness between the participants.

Table 4: Approbation Maxim Examples

Episode	Speaker	Selected Utterance	Maxim	Pragmatic Analysis
GMP (5 June 2026)	Nida Yasir	"Aap teeno apne apne field mein bohat kamaal ka kaam kar rahi hain aur aaj hamare show mein aap sab ka aana hamare liye khushi ki baat hai."	Approbation Maxim	The host appreciates the guests' professional achievements and expresses admiration for their presence. This utterance maximizes praise towards others, creating a respectful and welcoming atmosphere.
GMP – Eid Day 2 (28 May 2026)	Nida Yasir	"Ahsan, aap hamesha apni acting aur personality ki wajah se audience ke dilon mein khaas jagah rakhte hain."	Approbation Maxim	The statement represents praise and appreciation of the guest's talent and public image. By highlighting positive qualities, the host strengthens solidarity and creates a friendly conversational relationship.
GMP – Happy Wedding Anniversary (2 June 2026)	Guests	"Inhone hamesha mera saath diya hai aur meri zindagi ke har mushkil aur khushi ke lamhe	Approbation Maxim	The speaker appreciates the support, loyalty, and positive qualities of the spouse. This expression of admiration reflects Leech's

	mein mere saath kharay rahe."		principle of maximizing praise towards others.
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The analysis shows that the Approbation Maxim is one of the most dominant politeness strategies in Pakistani morning shows. The host frequently uses compliments to welcome guests and acknowledge their achievements, whereas guests use appreciation to recognize the support of their family members and colleagues. These linguistic choices reflect Pakistani cultural norms where respect, admiration, and public acknowledgment are considered signs of good manners and social harmony.

4.4 Analysis of the Modesty Maxim

The Modesty Maxim requires speakers to minimize praise of themselves and avoid presenting themselves as superior. It is commonly observed when guests respond to compliments by showing humility, sharing credit with others, or emphasizing continuous learning and gratitude.

Table 5: Modesty Maxim Examples

Episode	Speaker	Selected Utterance	Maxim	Pragmatic Analysis
GMP – Eid Day 2 (28 May 2026)	Guest	"Jo bhi pyaar aur izzat mujhe mili hai, woh meri audience aur Allah ka karam hai."	Modesty Maxim	The speaker avoids taking complete credit for personal success and attributes achievements to external support. This demonstrates humility and reduces self-praise.
GMP (5 June 2026)	Guest	"Maine sirf apna kaam imaandari se karne ki koshish ki hai, asal credit un logon ko jata hai jinhon ne mujhe support kiya."	Modesty Maxim	The speaker downplays personal achievement and appreciates the contribution of others. This reflects the principle of minimizing self- praise.
GMP – Happy Wedding Anniversary (2 June 2026)	Family member/guest	"Agar hamare rishte mein koi khoobsurti hai to woh dono taraf ki samajh aur compromise ki wajah se hai."	Modesty Maxim	The speaker does not present themselves as solely responsible for the success of the relationship. Instead, the credit is shared with others, demonstrating humility and balance.

The findings indicate that the Modesty Maxim plays a significant role in Pakistani media interactions. Guests often respond to praise with humility and gratitude instead of directly accepting compliments. Such responses align with Pakistani cultural and religious values that encourage humbleness, thankfulness, and avoidance of excessive self-promotion. Therefore, modesty functions as an important pragmatic strategy for maintaining social acceptance and positive interpersonal relations.

4.5 Analysis of the Agreement Maxim

The Agreement Maxim, according to Geoffrey Leech's Politeness Principle, encourages speakers to maximize agreement and minimize disagreement during

interaction. This maxim helps maintain cooperation, friendliness, and social harmony between participants. In Pakistani morning shows, agreement is commonly expressed through supportive responses, confirmation of opinions, shared experiences, and positive acknowledgment of another speaker's viewpoint.

Table 6: Agreement Maxim Examples

Episode	Speaker	Selected Utterance	Maxim	Pragmatic Analysis
GMP – Happy Wedding Anniversary (2 June 2026)	Nida Yasir and Guests	"Bilkul, rishte ko mazboot banane ke liye sab se zyada zaroori cheez samajh aur ek doosre ko waqt dena hai."	Agreement Maxim	The speaker expresses agreement with the previous opinion about the importance of understanding and time in relationships. The use of "Bilkul" strengthens solidarity and reduces the possibility of disagreement.
GMP – Eid Day 2 (28 May 2026)	Guests	"Ji, yeh baat bilkul theek hai ke Eid ka asal maza apne pyaron ke saath waqt guzarna mein hai."	Agreement Maxim	The guest supports the existing viewpoint and emphasizes shared cultural values associated with family gatherings and celebrations. This agreement creates emotional closeness between participants.
GMP (5 June 2026)	Nida Yasir and Guests	"Main aap ki baat se mutafiq hoon ke mehnat aur consistency hi kamyabi ki bunyad hai."	Agreement Maxim	The speaker directly accepts the other participant's opinion. This acceptance promotes mutual respect and demonstrates the use of agreement as a strategy to maintain a positive conversational atmosphere.

The analysis indicates that the Agreement Maxim frequently appears in the selected episodes because morning show conversations generally aim to maintain a pleasant and supportive environment. The host and guests often use expressions such as "bilkul," "ji," and "main aap ki baat se mutafiq hoon" to show approval of each other's opinions. These expressions reduce conflict and strengthen interpersonal relationships. The frequent use of agreement also reflects Pakistani cultural values that emphasize respect, cooperation, and maintaining social harmony during public conversations.

4.6 Analysis of the Sympathy Maxim

The Sympathy Maxim involves expressing concern, congratulations, compassion, and emotional support towards others. It enables speakers to acknowledge the emotions, struggles, achievements, and happiness of other individuals. In Pakistani morning shows, this maxim is especially visible during discussions related to personal journeys, family relationships, achievements, and emotional experiences.

Table 7: Sympathy Maxim Examples

Episode	Speaker	Selected	Maxim	Pragmatic Analysis
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		Utterance		
GMP – Happy Wedding Anniversary (2 June 2026)	Nida Yasir	"Aap dono ko itne khoobsurat safar par bohat mubarak ho aur Allah aap ke rishte mein hamesha khushiyan rakhe."	Sympathy Maxim	The host expresses congratulations, good wishes, and emotional support toward the couple. The utterance demonstrates sympathy by sharing happiness and celebrating the guests' joyful experience.
GMP – Eid Day 2 (28 May 2026)	Host and Guests	"Eid ke is khushi ke mauqay par hum dua karte hain ke sab ki zindagi khushiyon se bhari rahe."	Sympathy Maxim	The speaker conveys positive wishes and emotional concern for others. Such expressions reflect collective emotions and social solidarity, which are significant aspects of Pakistani communication.

The findings reveal that the Sympathy Maxim is an important component of Pakistani television discourse. Hosts and guests frequently use prayers, congratulatory expressions, and emotional support to demonstrate care and respect for one another. The use of phrases containing good wishes and blessings reflects the socio-cultural and religious values of Pakistani society, where expressing concern for others is considered a fundamental aspect of polite communication.

4.7 Summary of Findings

The analysis of the three selected episodes of Good Morning Pakistan demonstrates that all six of Geoffrey Leech's politeness maxims are represented in the interactions between the host and guests. However, some maxims occur more prominently than others due to the conversational nature of morning shows.

Table 8: Overall Summary of Politeness Maxims in Selected Episodes

Politeness Maxim	Dominant Linguistic Features	Pragmatic Purpose
Tact Maxim	Polite requests, indirect questions, respectful invitations	To avoid imposing on others and maintain comfort
Generosity Maxim	Offers, personal effort, willingness to support others	To show consideration and prioritize others' needs
Approbation Maxim	Compliments, praise, admiration, appreciation	To create respect and make others feel valued
Modesty Maxim	Humble responses, sharing credit, avoiding self-praise	To maintain humility and social acceptance
Agreement Maxim	Confirmation, acceptance of opinions, supportive responses	To strengthen harmony and reduce conflict
Sympathy Maxim	Congratulations, prayers, well wishes, emotional support	To express empathy and strengthen social bonds

Table 9: Frequency of Politeness Maxims by Count

Politeness Maxim	Frequency (Example Count)	Percentage
Approbation Maxim	18	30%

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Agreement Maxim	14	23%
Sympathy Maxim	10	17%
Tact Maxim	8	13%
Modesty Maxim	6	10%
Generosity Maxim	4	7%
Total	60	100%

The frequency analysis shows that the Approbation Maxim was the most commonly employed strategy (30%) in the chosen episodes of Good Morning Pakistan. This suggests that the host and guests frequently used compliments, gratitude, and supportive comments to foster a warm and respectful atmosphere.

The Agreement Maxim (23%) and Sympathy Maxim (17%) were also prevalent, indicating that participants commonly utilized supportive expressions, approvals, prayers, and well wishes to uphold interpersonal harmony.

Conversely, the Generosity Maxim (7%) and Modesty Maxim (10%) were less often observed since the dialogues primarily centered on appreciation, entertainment, and emotional engagement rather than self-denial or minimizing self-promotion.

The results indicate that discourse in Pakistani morning shows is heavily marked by expressions of praise, consensus, empathy, and social unity, reflecting the cultural values of respect, hospitality, and fostering positive relationships in Pakistan.

The overall analysis suggests that the language used in Pakistani morning shows is strongly influenced by the desire to maintain politeness, intimacy, and social harmony. Among the six maxims, Approbation, Agreement, and Sympathy Maxims appear more frequently, as the format of morning shows encourages praise, supportive conversations, and emotional connection between the host and guests.

The host, Nida Yasir, primarily employs approbation and tact strategies to welcome guests, appreciate their achievements, and maintain a comfortable atmosphere. The guests frequently demonstrate modesty and agreement by responding to compliments with humility and by supporting the viewpoints shared during discussions. Furthermore, expressions of prayers, congratulations, and emotional concern reveal the significance of the Sympathy Maxim within Pakistani media discourse.

In terms of practice, the results of this study have relevance for media professionals, television hosts, and those interested in understanding how language choices in entertainment media reflect and reinforce cultural values. The identification of how politeness works within this domain will provide an empirical base for understanding media communication, cultural norms regarding interpersonal interaction, and the responsibility of television presenters in maintaining respectful discourse.

Therefore, the findings of the selected episodes indicate that Geoffrey Leech's Politeness Principle provides an effective framework for understanding how Pakistani television personalities use language strategically to construct respectful and harmonious social relationships.

Conclusion

The present study examined the pragmatic use of politeness strategies in selected episodes of Good Morning Pakistan by applying Geoffrey Leech's Politeness Principle. The analysis confirmed that the interactions between the host and guests were strongly characterized by polite linguistic behavior intended to maintain harmony, demonstrate respect, and build interpersonal relationships. The findings reveal that all six politeness maxims proposed by Leech — Tact, Generosity, Approbation, Modesty, Agreement,

and Sympathy — were present in the selected conversations. However, the frequency and function of these maxims varied according to the context of interaction, the relationship between participants, and the communicative purpose of the speakers. The growing significance of morning shows as platforms for public discourse, cultural expression, and social interaction creates important questions about how politeness strategies function within these programs. Therefore, it is crucial to understand which politeness maxims are being employed; how often they occur; what patterns exist with regard to their occurrence; and under what contextual conditions they tend to be utilized. Both the practical implications and academic implications of such research relate directly to understanding media communication and cultural norms regarding interpersonal interaction in Pakistan.

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