

**AN ANALYSIS OF POLITENESS AND IMPOLITENESS  
STRATEGIES USED IN “MIND YOUR LANGUAGE 1977”  
SERIES**

**THESIS**

**Presented to Universitas Bina Darma  
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for the Degree of *Sarjana Sastra (S.S.)***

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**ENGLISH LITERATURE STUDY PROGRAM  
FACULTY OF SOCIAL HUMANITIES  
UNIVERSITAS BINA DARMA**

**PALEMBANG  
2025**

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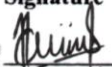

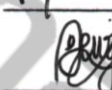


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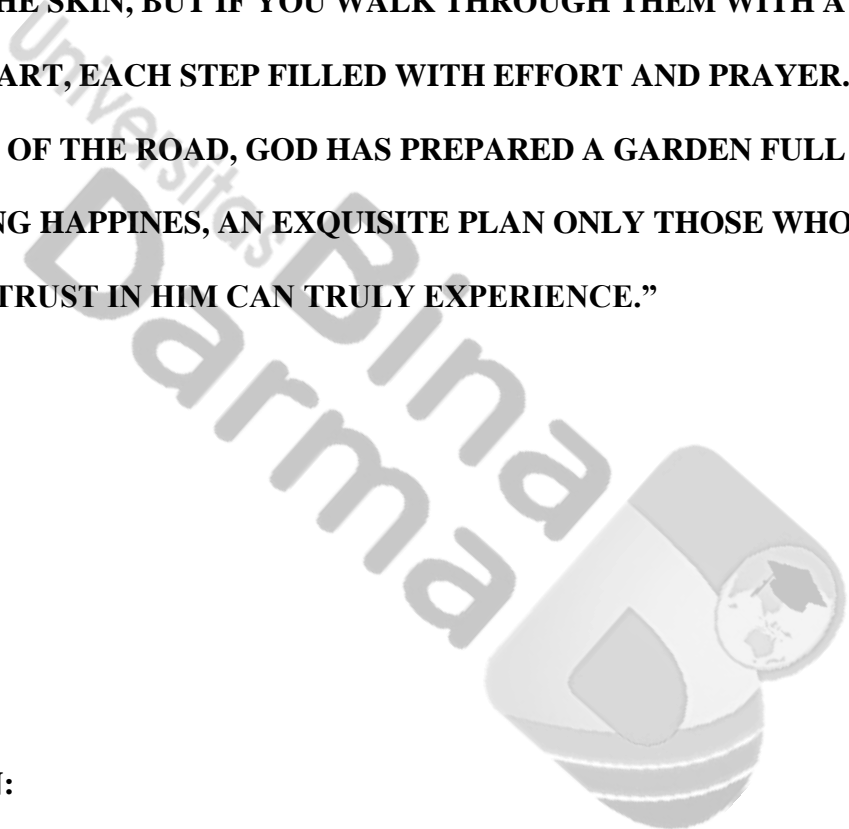
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## **MOTTO & DEDICATION**

**“CHALLENGES AND TRIALS MAY COME LIKE SHARP STONES  
PIERCING THE SKIN, BUT IF YOU WALK THROUGH THEM WITH A  
SINCERE HEART, EACH STEP FILLED WITH EFFORT AND PRAYER.  
AT THE END OF THE ROAD, GOD HAS PREPARED A GARDEN FULL  
OF BLOOMING HAPPINES, AN EXQUISITE PLAN ONLY THOSE WHO  
TRUST IN HIM CAN TRULY EXPERIENCE.”**

### **DEDICATION:**

**I dedicate this thesis to myself, my beloved family, and as my contribution to  
the English Literature Study Program of Universitas Bina Darma.**



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I sincerely hope that this thesis will be beneficial for future research and contribute to the academic study of politeness and impoliteness strategies in media. Any shortcomings in this work are entirely my responsibility, and I welcome constructive feedback for further improvements.

Palembang, 13 February 2025

The Researcher,



Fani Lestiana

## ABSTRACT

This study analyzed politeness and impoliteness strategies used in the series *Mind Your Language* (1977). The research aimed to identify the kinds of politeness and impoliteness strategies employed by characters in the series and determine which strategies were most frequently used. The theoretical frameworks were based on Brown and Levinson's (1987) politeness strategies and Culpeper's (2005) impoliteness strategies. The qualitative descriptive method was applied to analyze dialogues from *Mind Your Language*, particularly from the first season's 13 episodes. The findings revealed that politeness strategies appeared more frequently than impoliteness strategies, with bald on record politeness being the most frequently 1,443 utterances, followed by positive politeness 1,429 utterances, reflecting efforts to ensure clarity and foster social harmony in a multicultural classroom. Among impoliteness strategies, bald-on-record impoliteness 240 utterances dominated, often employed for comedic effect or to highlight cultural tensions. The study reveals how cultural backgrounds foreign students shape communication, leading to misunderstandings and humor. These findings deepen the understanding of pragmatic language use in media, particularly in multilingual settings, and underscore the role of cultural diversity in shaping politeness norms. This research offers valuable insights for pragmatics, discourse analysis, and cross-cultural communication studies, serving as a reference for analyzing intercultural dynamics in media.

**Keywords:** Politeness strategies, impoliteness strategies, mind your language, series, cross-cultural communication



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