


## Positive Politeness Strategies in the 2025 Grammy Awards Acceptance Speech

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### ABSTRACT

The Grammy Awards is an annual event of the American music industry. This ceremony is closely linked to the award acceptance speeches given by each category's nominee winners. In order to preserve their image, celebrities typically pay attention to word choice. The research objective is to analyze how positive politeness strategies are linguistically realized and function pragmatically in acceptance speeches. Nine selected speeches by Grammy Award winners were analyzed using the positive politeness strategies theory proposed by Brown and Levinson (1987). By using a qualitative descriptive method, the data were described based on their sub-categories. Therefore, the result of the study showed that eleven of the fifteen positive politeness sub-categories are generally found in the award acceptance speech. By employing positive politeness strategies, celebrities are able to construct a positive public image, which enhances their likability and public perception.

**Keywords:** *Acceptance Speech, Grammy Awards, Positive Politeness Strategies*

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### INTRODUCTION

The Grammy Awards is one of the biggest events in the United States, which has a big influence on the music industry around the world. In the American music industry, this award ceremony is known as a very prestigious event. As hosted by the Recording Academy, the Grammy Awards are intended to honor remarkable achievements and performances in the entertainment business (Guo, 2025). Some celebrities perform their best in this event, either music performance or others. With a massive audience range, performers generally maintain their image and popularity in front of the fans. This award has multiple categories, including record of the year, album of the year, song of the year, best new artist, producer of the year, songwriter of the year, and many more.

Beside music performance, the winners of each category had to deliver acceptance speeches for their achievement. (Harutyunyan, 2022) argues that acceptance speeches are formal but emotionally charged rituals that serve as both ceremonial obligation and personal performance. They are more than simply spontaneous speech; they are stylized facework in front of audiences, institutions, industries, and global publics. Therefore, the extensive use of stylistic devices that have a significant effect on the listeners in such a speech is not unintentional. The Academy Award language patterns appear to be systematic and illustrative of a broader idea that words reflect communicators' social experiences, as demonstrated by positive replication efforts and supporting empirical evidence (Markowitz, 2018).

However, celebrities uphold a moral order that maintains a separation between the extraordinary lives of celebrities and the ordinary social environments that followers inhabit through civil inattention. Instead, celebrities must quite attend to the act of being ordinary in order to enact civil inattention (Valentinsson, 2018). Studying celebrity discourse is essential because it demonstrates how celebrities intentionally develop and maintain their public image. Understanding this process enables us to critically examine how celebrity images are

more than just natural reflections of their personalities, but carefully produced narratives created by language and media representation (Gao & Zhang, 2021). Grammy acceptance speeches frequently place a great emphasis on polite behavior because the music industry encourages inclusivity, emotional transparency, and appreciation for group labor (producers, teams, supporters, and fans).

Language is an intricate system of rules and concepts that people use to express their ideas. In the exact same way, language enables people to communicate with one another and convey their necessities in a comprehensive way (Habib et al., 2024). It is a key component of human expression and communication that begins in early childhood and changes throughout every phase of a person's lifetime. People communicate with each other to deliver what they intend and utter it using language. In communication, the significance of choosing the appropriate words to speak to someone in a certain circumstance cannot be denied. Various cultures affected people on how they communicate with interpretation constraints. This kind of case could exist because of dissimilarity perspectives and inequality norms between communicators (Pirdehghan, 2024).

Pragmatics is one of the core branches of linguistics, which is broadly defined as the scientific study of language. As a linguistic study that examines an utterance, the relationship between context of the language and the speaker's intention when the speech is spoken is essential. Context plays very important role in order to interpreting utterances in this linguistic study (Khoirotusyarifah et al., 2025). The speaker, the listener, and the utterance's context are some of the significant components in pragmatics that must be considered. To completely understand what is being communicated, listeners need to interpret both verbal and nonverbal information. Speakers need to be aware of a suitable level of formality, politeness, and directness depending on the circumstance in order to effectively convey the intent of the speech (Taguchi & Roever, 2020).

Politeness strategies is one of the pragmatics theories that particularly relevant to social interaction. (Brown & Levinson, 1987) argue that politeness strategies are employed to negotiate face, a crucial sociological notion that refers to a person's asserted public self-image (Achmad et al., 2025) This theory is practical to analyze the strategies which speakers use to mitigate face threatening acts, otherwise known as FTAs (Wati et al., 2025). Positive politeness is categorized as one of the politeness strategies, alongside with negative politeness, bald on-record, and off-record. Positive politeness strategies are important in this approach because they address the listener's desire to be respected, appreciated, admired, and socially included. This strategy seeks to strengthen the conversation participants' relationships with each other and develop an appealing impression (Fitri, 2022).

The use of this strategy is to show mutual respect of both speaker and hearer. For that reason, the speaker will speak in a relaxed and approachable language to make the hearer feel comfortable and engaged about what he said. Positive politeness strategies are divided into fifteen sub-categories, they are; Notice, attend, to H; Exaggerate; Intensify interest to H; Use in-group identity markers; Seek agreement; Avoid disagreement; Presuppose/raise/assert common ground; Joke; Assert or presuppose S's knowledge of and concern for H's wants; Offer, promise; Be optimistic; Include both S and H in activity; Give (or ask for) reasons; Assume or assert reciprocity; Give gifts to H (Nurmalia & Fazharani, 2025).

Award acceptance speeches are especially fertile ground for pragmatic investigation because they are public ceremonial in which speakers must perform several interpersonal actions at the same time: express gratitude, demonstrate humility, acknowledge collaborators, and maintain persona (York-Williams et al., 2023). During public performances, it becomes increasingly important to maintain a pleasant attitude, emphasizing the significance of positive politeness practices as performative tools. Especially for celebrities, they must maintain their image as public figures. Therefore, the use of positive politeness is very influential in preserving public self-image (Kravchenko & Pasternak, 2018).

Recent studies have examined thoroughly at how politeness strategies are used in various kinds of interactional contexts, consistently highlighting the prevalence of positive politeness. (Purba et al., 2023) examined the rhetorical structure of public speeches in order to

determine the most common politeness strategies applied to presidential speeches. The researchers used a descriptive qualitative methodology based on the framework developed by (Brown & Levinson, 1987) to examine a 15-minute recording of Biden's 2020 victory speech. According to their research, positive politeness accounted for more than 80% of the politeness occurrences found.

Similarly, (Novia Sari & Prasetyani, 2024) examined Michelle Obama's public discourse during her 2022 NPR YouTube interview. In order to establish a connection and maintain a positive public image, the study used a qualitative approach based on Brown and Levinson's typology to identify thirteen different positive politeness sub-strategies. According to the results, Michelle Obama was able to improve her public image, establish strong interpersonal relationships, and create a relaxed and engaging environment throughout the conversation by using positive politeness.

Furthermore, (Kusmanto & Widodo, 2022) examined cyberpragmatics in higher education through a descriptive qualitative lens, evaluating WhatsApp interactions between students and professors using the frameworks of (Brown & Levinson, 1987; Maricic, 2000). Their research revealed six distinct forms of positive politeness, such as humor, identity identifiers, and conflict avoidance, highlighting the persistence of positive politeness strategies in digital workplaces and learning environments.

A clear gap can be identified in previous studies on politeness strategies, particularly in its focus on acceptance speeches as a different communicative genre in contrast to political speeches, interviews, and digital interactions. While previous research has explored politeness strategies in a variety of circumstances, this study emphasizes the important role of analyzing the pragmatic uses of positive politeness strategies used by celebrities. It focuses on how such strategies function not only to build solidarity and minimize social distance, but also build and maintain a positive public image.

Therefore, the researchers focus on analyzing the positive politeness strategies on an acceptance speech delivered by awardees in the 2025 Grammy Awards. In order to fill that gap, this research will answer following questions:

*What sub-categories of positive politeness strategies are found in the selected acceptance speeches of the 2025 Grammy Awards nominee winners?*

*How do these positive politeness strategies function pragmatically to construct positive public image in the 2025 Grammy Awards acceptance speeches?*

Therefore, the objective of this study is to analyze how positive politeness strategies are linguistically realized and function pragmatically in selected acceptance speeches from the 2025 Grammy Awards. The study also aims to examine the sub-categories of positive politeness strategies employed in the speeches. Furthermore, it seeks to explore how such strategies are used by speakers to construct a positive public image in a global institutional context.

## METHOD

### Research Design

This study employs a qualitative descriptive research design. Qualitative research generally emphasizes the importance of examining and interpreting observable phenomena in context (Aulawi et al., 2018). It is appropriate because this research aims to describe, identify, and interpret linguistic phenomena as they naturally occur within authentic discourse data. According to Creswell (2009), Qualitative research is a method of understanding a social human issue that focuses on generating a complex, comprehensive picture using words, presenting in-depth informant perspectives, and takes place in a natural environment. In this study, qualitative description is used to examine how positive politeness strategies are realized in public award acceptance speeches. The purpose of the qualitative descriptive method is to provide detailed, contextually grounded descriptions of linguistic patterns rather than quantifying frequency.

## Data

The data focuses on natural utterances in context since the area of inquiry is the 2025 Grammy Awards acceptance speech. This can be found in videos of the award acceptance speeches. It focuses on potential polite statements in the setting of acceptance speech. The data is presented as a clause or clauses taken from the celebrities' speeches.

## Data Sources

The data source of this research is acceptance speeches from Grammy Awards official website video. The chosen videos are based on a page of their website. It consists of video recordings of "9 Powerful Acceptance Speeches" from the 2025 Grammy Awards that were officially curated and published by The Recording Academy on its official website, grammy.com. The speeches were delivered by the following celebrities:

*Kalani Pe'a, winner of Best Regional Roots Music Album category*

*Sheila E., winner of Best Global Music Performance category*

*Doechii, winner of Best Rap Album category*

*Beyonce, winner of Best Country Album category*

*Chappel Roan, winner of Best New Artist category*

*Alicia Keys, winner of Global Impact Award category*

*Lady Gaga & Bruno Mars, winners of Best Pop Duo/Group Performance category*

*Kendrick Lamar, winner of Record of The Year category for "Not Like Us"*

*Amy Allen, winner of Songwriter of The Year category*

The videos can be found at <https://bit.ly/4s2BBL4>.

## Technique of Collecting Data

The data were collected through documentation of video-recorded acceptance speeches. This involves the following steps: (1) the researchers accessed the "9 Powerful Acceptance Speeches from the 2025 GRAMMYS" from the official website of The Recording Academy (grammy.com), (2) the researchers observed each speech video repeatedly focusing to find some potential positive politeness strategies, (3) the researchers highlighted the part of video from the official Grammy Awards website with potential positive politeness strategies, (4) the researchers coded the data manually to make data classification way easier.

## Data Coding

In order to support data identification, the researchers classify the data into a specific code. The code includes the video number (V) and the utterance quote of positive politeness strategies within the video (Q). For example, V2Q4 refers to the fourth quote in the second video.

## Technique of Analyzing Data

The data were analyzed using content analysis. It was conducted in several stages, they are: (1) the researchers analyzed the data of the acceptance speeches using content analysis, (2) the researchers re-watch and re-listen to the video carefully to identify whether positive politeness strategies exist, (3) the researchers highlighted clauses with positive politeness strategies throughout the text, (4) the researchers coded and classified each utterance based on Brown and Levinson's (1987) Positive Politeness Strategies sub-categories, (5) the researchers interpreted the pragmatic functions of each strategy in context, focusing on how these strategies construct relational alignment, politeness work, and persona performance.

## FINDINGS AND DISCUSSION

### Findings

The findings reveal that several positive politeness strategies are used in the Grammy acceptance speech. Based on the classification by Brown and Levinson (1987), the analysis shows that not all positive politeness sub-categories exist in the data. The researchers found there are eleven among fifteen sub-categories. Therefore, the findings can be shown as following table below:

Table 1. Frequency Distribution of Positive Politeness Sub-categories

Positive Politeness Sub-categories	Occurrences
Strategy 1: Notice, attend, to H	3
Strategy 2: Exaggerate	8
Strategy 3: Intensify interest to H	3
Strategy 4: Use in-group identity markers	16
Strategy 7: Presuppose/raise/assert common ground	6
Strategy 8: Joke	4
Strategy 9: Assert or presuppose S's knowledge of and concern for H's wants	1
Strategy 12: Include both S and H in activity	6
Strategy 13: Give (or ask for) reasons	4
Strategy 14: Assume or assert reciprocity	1
Strategy 15: Give gifts to H	37
<b>Total</b>	<b>89</b>

The table above shows that giving gifts to hearers was the most frequently sub-categories with 37 appearing in the speech. Moreover, using in-group identity markers was found the most after giving gifts to hearer with 16 data, followed by exaggerating with 8 data. Moreover, several sub-categories did not exist in the data. The strategies that do not appear include seeking agreement (strategy 5), avoiding agreement (strategy 6), offering or promising (strategy 10), and being optimistic (strategy 11).

## Discussion

### Strategy 1: Notice, Attend, to H

Noticing audience in public speech is one of strategies to respect the audience. This strategy appears three times in nine acceptance speeches. In general, the output of this strategy leads the speaker to notice the hearer's condition.

For example, in his acceptance speech, Kendrick Lamar stated:

Data V8Q3 (00.00.47)

*"Dre what's up, doc Dre what's up, Swiss what's up"*

The utterance above shows Kendrick mentioning Dre. This can be interpreted as a form of respect to Dre. In addition, Kendrick Lamar's face will be positive in front of the audience, because the audience knows that the speaker is noticing and attending to the hearer. Indirectly, this makes Kendrick seem more humble. The way he engages his audience indirectly suggests that he is not the only one whose presence deserves attention.

Similarly, Sheila E. said:

Data V2Q4 (00.00.28)

*"uh to my team, there you are, glor Stefan MIM we we we see this together, uh executive producer Iris, um my team, wow there's so many, Stephanie, and Ian, Lynn, uh Kim everyone"*

Here, she mentioned her team in the middle of her speech. This action could make the team feel recognized and appreciated. By noticing people who contributed to her success, people assume that Sheila is not arrogant enough to claim her success through her own efforts without any favor.

The use of noticing and attending to hearer in public speech leads to the speaker's good image. In this case, celebrities who use this strategy will appear more at ease with the audience and less inclined to feel exclusive. In intense communication, noticing and attending to hearer means that the speaker shows the attention and concern on what the hearer wants. In addition, the speaker should consider the condition of the hearer.

### Strategy 2: Exaggerate

This strategy seems more emotional than previous strategy. It shows interest, approval and sympathy to the hearer. Speaker who uses this usually amplify praise or emotion. In acceptance speech, this strategy can be found frequently due to express speaker's emotion. Most celebrities show their interest in being a part of the event.

As Alicia Keys opened her speech:

Data V6Q2 (00.01.00)

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*"This is such a beautiful, beautiful night. I'm so grateful to be here with you tonight. I'm so grateful for this energy in the room tonight, the love, the community."*

Based on the utterance above, this technique was used by the speaker to open the speech. It shows that the speaker was excited to become an awardee of the nomination. Alicia praises the magnificent night at the very first of her speech. She expresses her emotion to share her excitement to the audiences.

Likewise, Beyonce repeatedly used expressions such as:

Data V4Q1 (00.00.49)

*"Oh my god, wow, I really was not expecting this, wow I want to thank God, oh my God that I'm able to still do what I love after so many years"*

Beyonce also uses exaggerating strategy as the opener of her speech. She shows her emotion repeatedly to strengthen what she feels. She shares her emotion to the hearer, that being awardee in the event she has won before are still satisfy her. She uttered words as if she were surprised in a good way. She said that he did not expect this to happen, showing her happiness indirectly.

Exaggerating frequently found in acceptance speech because the awardees tend to feel appreciated by the event organizers. This strategy shows that the speaker shares their feelings with the audience. It reduces selfishness and arrogance because the speaker is enthusiastic about their surroundings. By using this strategy, the speakers who share their emotion can maintain the good relationship with the hearer.

### **Strategy 3: Intensify interest to H**

This strategy aims to reach listeners so that they feel good because the speaker shares common interests. This increases the hearer's attention and relevance in the conversation or public discussion by providing details, enthusiasm, or a strong emotional connection to the subject under discussion. Celebrities frequently use this strategy to engage their audience.

Kendrick Lamar used this strategy in his speech as follows:

Data V8Q2 (00.00.40)

*"You know, she probably, you know, watching it from up there, so make sure y'all got y your smiles on"*

In his acceptance speech, he uses this strategy in order to engage the audiences. This increases the audience's interest in paying attention to what he says because they feel involved in the topic of discussion. The use of filler words "you know" indicates that he is sharing his interest with the listeners.

Another utterance that he says is:

Data V8Q6 (00.01.30)

*"I can't give enough thanks, you know, to these these places that I rolled around"*

In public conversation, the use of this strategy can also be interpreted as an emphasis on what the speaker is saying. The speaker appears to want the message he is conveying to be more readily accepted by the hearer. The use of this strategy also enhances positive impressions and creates a better conversational atmosphere.

Intensifying interest to hearer may seem trivial when used in public settings, but it can have a positive impact on listeners. Unlike face-to-face conversations, public speaking should elicit different responses from each listener. This is because everyone has the right to respond to what the speaker says. Therefore, using this strategy fosters a sense of connection between the speaker and the audience.

### **Strategy 4: Use in-group identity markers**

The analysis reveals that using in-group identity markers as second most frequent of the positive politeness strategies found in the data. This is used to establish solidarity and shared identity with the audience. The strategy involves the use of linguistic features such as common names and terms, in-group language or dialect, jargon or slang, and ellipsis.

One prominent example can be seen in Amy Allen's speech:

Data V7Q6 (00.00.58)

*"we are the engine that fuels the entire music industry"*

The inclusive pronoun "we" serves as a distinct in-group identity marker in this case. The speaker creates a collaborative identity that incorporates others in the music industry as well as themselves. The speaker symbolically increases the group's significance by referring to them as "the engine," which strengthens unity and conveys pride in their shared accomplishments.

Another example can be seen in Kalani Pe'a utterance:

Data V1Q1 (00.00.05)

*"Thank you so much, Mahalo, Aloha"*

Here, phrases like "Mahalo" and "Aloha," which are culturally specific, are used as markers of in-group identity. With audiences who are familiar with the language, these phrases, which have their origins in Hawaiian culture, indicate shared understanding and cultural identity. Their inclusion encourages inclusivity and warmth by bringing the audience into that identification space, even for individuals who are not part of the culture.

These examples indicate that in-group identification markers are purposely employed to emphasize shared cultural values, create a collective identity, and reduce perceived differences between speaker and audience. In public speech, where establishing connection and unity is crucial, this strategy works particularly effective. Furthermore, the data show that using inclusive pronouns and culturally bound terms helps to implement positive politeness strategies. These signals assist speakers develop connection, express a shared identity, and increase listener involvement.

### **Strategy 7: Presuppose/raise/assert common ground**

This strategy shows that the speakers use the technique of assuming, elevating, and claiming common ground to improve their connection with audiences. It reduces social distance and promotes unity by portraying assumptions, shared knowledge, or views as though they are already accepted by both parties. It means the speaker tries to show or assume that they share beliefs, values, experiences, or interests with the hearer.

As Kalani Pe'a said in his speech:

Data V1Q8 (00.01.32)

*"Because we're resilient people, Los Angeles and Maui were connected to the Pacific Ocean, we're resilient people of the Pacific"*

In this instance, the speaker assumes a common identity of resilience by stating, "We're resilient people," without offering any explanation, as if the audience already recognizes this trait. The idea that Maui and Los Angeles are connected to the Pacific Ocean serves to further emphasize their similar condition. The speaker invites the audience to embrace a shared identity by claiming this connection, which creates a sense of unity.

Another statement by Alicia Keys sounds:

Data V6Q7 (00.03.03)

*"DEI is not a threat, it's a gift."*

In this statement, the speaker makes a value judgment as common ground, presenting Diversity, Equity, and Inclusion (DEI) as something desirable and beneficial. The speaker presents it as an established truth rather than an opinion up for debate. This method encourages the audience to agree with the speaker's point of view by indirectly framing it as the standard. This decreases the possibility of disagreement while promoting a sense of shared belief.

The strategy serves not only to promote unity, but also to affect audience perception. By portraying some identities and beliefs as common, the speaker strengthens persuasive power while maintaining interpersonal harmony. This method is effective for building unity, emphasizing shared values, and aligning the audience with the speaker's point of view. Celebrities were found using this strategy by stressing common ground in order to maintain social cohesion and understanding.

### **Strategy 8: Joke**

Joking is one of the essential sub-categories of positive politeness strategies. This strategy looks simple, but plays a significant role in order to maintain comfortable

conversation. It makes hearer feels pleasant to react what speaker says. By using this strategy, the speaker can reduce the distance between speaker and hearer.

It can be seen in Doechi speech:

Data V3Q1 (00.01.04)

*"This category was introduced in 1989 and two women have won, Lauren Hill, three women have won, Lauren Hill, Cardi B, and Doechi"*

In this example, the speaker begins with "two women have won," but then hilariously corrects it to "three women have won." This self-correction provides a light comedy impact, as including one's own name in a list of achievements can often elicit a negative reaction from the hearer. The way Doechi uses a humorous tone while including herself in the list reduces the sense of arrogance. Joking is utilized to maintain harmony while sharing information.

Similarly, Kalani Pe'a stated:

Data V1Q11 (00.02.49)

*"You can be an indie artist and win four Grammys like me, yes yes"*

The phrase "like me, yes yes" begins a humorous and perhaps self-referential joke. While the speaker highlights their personal accomplishments, the humor tone keeps the statement from appearing arrogant. It generates a sense of relatability and encouragement, portraying the speaker as successful yet approachable. This demonstrates how joking can soften potentially face-threatening actions, such as self-praise, by framing them in a lighter manner.

Thus, both examples show that humor is employed strategically to balance seriousness and approachability, rather than only for entertainment. By adding jokes, the speakers can discuss serious issues in a good and inclusive manner. Joking plays an important role in increasing audience engagement and reducing social distance. It enables speakers to communicate messages that are less official and more conversational.

### **Strategy 9: Assert or presuppose S's knowledge of and concern for H's wants**

This strategy refers to the speaker's aim to convey understanding of the hearer's needs, feelings, or expectations while also expressing concern for them. It occurs when the speaker conveys or implies that they understand what the listener wants or desires. By doing so, the speaker reduces social distance and establishes connection with the listener, who feels acknowledged and emotionally supported.

As Doechi uttered:

Data V3Q6 (00.02.37)

*"I know that there is some black girl out there, so many black women out there that are watching me right now and I want to tell you, you can do it, anything is possible, anything is possible"*

In this case, the speaker clearly says "I know," implying an assumption of awareness of the presence of a specific audience segment. By referring to "black women" and "black girls," the speaker acknowledges a certain community and assumes their participation in the conversation. This indicates an understanding of the audience's desire for acknowledgment and presence.

Therefore, the statement expresses concern by mentioning this group, implying that the speaker values their presence. This generates a sense of solidarity and emotional connection because the audience feels seen and appreciated. In terms of positive politeness, acknowledgement minimizes social distance and strengthens solidarity between the speaker and the listener. Thus, the example shows how the speaker not only assumes the hearer's existence, but also conveys worry about their identity and expectations.

### **Strategy 12: Include both S and H in activity**

Including both S and H in activity refers to the speaker's effort to engage both themselves and the listener in a common action or objective. It is often accomplished through the use of inclusive words like "we" and "let's," which position the speaker and hearer as participants in the same activity. By including both parties, the speaker minimizes social distance and creates a sense of collaboration and togetherness.

Alicia Keys said in her speech:

Data V6Q8 (00.03.33)

*"So, let's keep showing up with compassion with empathy what I call Soul Care, keep opening the doors, the dreams that the world is ought to be, a dream that the world as it ought to be as the great Tony Morrison said"*

In this case, the word "let's" (let us) explicitly refers to both the speaker and the hearer in the suggested action. Rather than instructing the audience directly, the speaker frames the message as a shared commitment, making it less intimidating and more collaborative. This inclusive approach emphasizes collective engagement and builds interpersonal connections by positioning the audience as equal contributors to the activity.

Another example is statement from Kalani Pe'a:

Data V1Q7 (00.01.15)

*"We need to work with each other, be more sustainable, and that's how we thrive in a community, that's how we thrive as native Hawaiians from Maui de who dealt with the wildfires"*

Here, the speaker said "we need to", emphasizing shared goal and responsibility with the hearer. The speaker includes himself alongside the audience in addressing community issues. This not only lowers hierarchy distance, but it also fosters the idea that success is a result of collaborative work. This comes across as more polite than giving instructions, because it sounds like an invitation rather than an order.

Based on these results, it can be determined that incorporating both the speaker and the hearer in the activity is an effective way to promote solidarity and cooperation. The speaker increases the speech's persuasive and relationship influence by emphasizing activities as shared rather than ordered. According to the study, using inclusive phrases like "let's" and "we" plays a crucial role in managing image, especially in public. This strategy creates a sense of solidarity and shared responsibility.

### **Strategy 13: Give (or ask for) reasons**

This strategy describes the speaker's attempt to make their intentions more understandable and acceptable to the hearer by offering explanations or arguments for their statements. Giving or asking for reason can treat the hearer as a cooperative participant in the conversation. The speaker minimizes face-threatening acts by strengthening mutual comprehension and reducing potential resistance by outlining the reasoning behind a statement.

The example can be seen in Chappel Roan's speech:

Data V5Q5 (00.01.35)

*"I would demand that labels in the industry profiting millions of dollars off of artists is would offer a livable wage in health care, ... because I got signed so young ... and couldn't afford health insurance ..."*

In the example above, the speaker explains their demand by using the conjunction "because." Instead of making a straightforward or potentially intimidating statement, the speaker backs it up with a story of their own struggles. The reasoning makes the statement more convincing and less aggressive by allowing the audience to understand its realistic and emotional background. Additionally, it makes the speaker seem relatable and credible, which strengthens solidarity.

Another example is statement from Sheila E:

Data V2Q5 (00.00.50)

*"uh this album was almost impossible to make, but just to explain to you real quickly, that this kind of music can't exist without diversity people from Venezuela, Peru, Japan, Mexico, Cuba, Puerto Rico, the flavor the sauce from New Orleans to Oakland, Oaktown"*

Here, the speaker emphasizes the value of diversity in composing music to explain why the record was challenging to produce. The explanation provides an argument that emphasizes how difficult the creative process is. The speaker offers specific justifications for their argument by mentioning many cultural influences (Venezuela, Peru, Japan, Mexico, etc.). This makes the message stronger and inspires the audience to recognize the value of diversity.

Based on these findings, it can be stated that providing reasons strategy serves both persuasive and relational function. It shows how providing reasons helps the speaker in directing the audience's interpretation. The speaker provides logical and experiential support rather than only expressing opinions or expectations, which increases the message's acceptability. Therefore, giving reason is a useful strategy which encourages mutual comprehension, improves clarity, and minimizes imposition.

#### **Strategy 14: Assume or assert reciprocity**

Assuming or asserting reciprocity emphasizes the speaker's effort to highlight a relationship of mutual exchange between themselves and the hearer. This strategy is used by speakers to suggest that if one side does something or provides something, the other is expected to do the same. The speaker minimizes the imposition of their request and presents it as fair and reasonable by highlighting this balance.

As Chappel Roan said:

Data V5Q6 (00.02.28)

*"I was giving everything, thing too, so record labels need to treat their artists as valuable employees with a livable wage and health insurance and protection labels."*

In her speech, Chappel Roan highlights their personal contribution by using the phrase "I was giving everything," which indicates sacrifice, effort, and dedication. Her contributions before to the industry reflect one side of a reciprocal relationship. The following argument that recording labels "need to treat their artists" serves as the expected outcome of this argument. The speaker implies that artists deserve fair compensation and protection in exchange for their significant contributions.

In addition, this strategy strengthens the statement's persuasiveness. The audience is suggested to see the matter as a reasonable expectation based on previous contributions rather than as a one-sided demand. By referring to common standards of justice and cooperation, this reduces the possibility of disagreement. The data provided shows that the speaker creates an appropriate balance between effort and reward by using reciprocity.

#### **Strategy 15: Give gifts to H**

This strategy describes the speaker's effort to present the hearer positive value in an expression of gratitude, sympathy, or support. These "gifts" are psychological rewards that make the recipient feel valued and appreciated rather than physical gifts. It happens because the hearers have their own desire to be admired and cared for. By providing such expressions, the speaker fulfills the hearer's positive face and strengthens solidarity.

The example of this strategy can be found in Bruno Mars speech:

Data V7Q1 (00.00.54)

*"Gaga I'm so honored to be a part of this song with you. I'm so hon honored to have a small part in your giant musical Legacy."*

In this situation, the speaker conveys admiration and humility by highlighting the honor of working alongside the hearer. The repeating of "so honored" intensifies the praise, acting as a positive "gift" that raises the hearer's level and emphasizes the significance of it. Bruno shows respect by giving emotional gifts to Gaga. The way the speaker praises can fulfill the hearer's desire to be admired.

In addition, Lady Gaga also said on her speech:

Data V7Q2 (00.01.13)

*"Bruno you are an incredible human being. You're a musician for the ages. I don't know music without Bruno."*

In return, Gaga also praised Bruno. The speaker expresses significant praise and appreciation to the hearer. The use of highly positive expressions like "incredible human being" and "musician for the ages" is presented as an emotional gift, emphasizing the hearer's value and accomplishments. Through this reciprocal process, Gaga also fulfills Bruno's desire to be cared for.

In other case, Beyonce said:

Data V4Q2 (00.01.07)

"oh my God, I'd like to thank all of the incredible country artists that accepted this"

Based on the example above, Beyonce expressed gratitude to all the artists involved by thanking them for their support. It shows the use of appreciation directed at a group. By describing the artists as "incredible," the speaker provides a positive comment that serves as a sort of acknowledgement and gratitude, leading to a group harmony. This makes listeners feel valued because their efforts are appreciated.

Doechii also said in her speech:

Data V3Q7 (00.02.50)

"don't allow anybody to project any stereotypes on you that tell you that you can't be here, that you're too dark, or that you're not smart enough, or that you're too dramatic, or you're too loud, you are exactly who you need to be, to be right where you are, and I am a testimony"

In this case, the speaker expresses encouragement and emotional support. The use of encouragement here is based on acknowledging struggle and offering solidarity, which means there is possibility that the speaker feels or experiences what the hearer might be experiencing. Instead of praise, the "gift" affirms the hearer's identity and value by encouraging and assuring them. This creates a stronger emotional bond with the audience and boosts confidence. In infer, the data show giving gifts to the hearer is an effective way to convey gratitude, sympathy, and support. Interpersonal relationships are strengthened by these expressions because they serve as psychological rewards that provide the hearer the feeling of respect and value. The use of this strategy also creates a more positive emotional atmosphere and minimizes social distance. Giving gifts to hearer clearly aims for the satisfaction of the hearer for being respected.

## CONCLUSIONS

In conclusion, this study reveals that eleven of the fifteen sub-categories of positive politeness strategies proposed by Penelope Brown and Stephen C. Levinson are present in selected acceptance speeches from the 2025 Grammy Awards, indicating the widespread use of positive politeness in this communicative context. These strategies are linguistically realized in various kinds of forms that reflect the speakers' desire to establish a relationship with their audience. Furthermore, the findings show that positive politeness strategies function pragmatically as effective tools for celebrities to construct and maintain a positive public image, enhancing their likability and public perception. The significance of the study lies in its contribution to the pragmatics field, particularly by emphasizing the relevance of analyzing both the forms and functions of politeness strategies within a certain communicative genre. The findings also carry practical implications, as they demonstrate how language may be intentionally applied in public discourse to affect audience perception and manage public persona.

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