

## ONLINE DISKURSDA XUSHMUOMALALIK STRATEGIYALARI TAHLILI

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**Annotatsiya:** Ushbu maqola ijtimoiy tarmoqlardagi onlayn muloqot jarayonida qo'llaniladigan xushmuomalalik strategiyalarini tahlil qiladi. Tadqiqot Brown va Levinson nazariyasiga asoslanib, ijobiy, salbiy, bald-on record va off-record strategiyalarni o'rganadi. Genderga oid izohlar misolida yuzga ta'hdid qiluvchi aktlar va ularni yumshatish vositalari aniqlanadi. Natijalar shuni ko'rsatadiki, ayollar ko'proq ijobiy va yumshatuvchi strategiyalarni qo'llasa, erkaklar bevosita va konfrontatsion uslublarni tanlaydi. Anonimlik va platforma qoidalari diskurs xarakteriga sezilarli ta'sir ko'rsatadi.

**Kalit so'zlar:** xushmuomalalik, onlayn diskurs, ijtimoiy tarmoqlar, anonimlik, gender, strategiya, kommunikatsiya

## POLITENESS STRATEGIES IN ONLINE DISCOURSE ANALYSIS

**Annotation:** This study examines politeness strategies in online discourse on social media platforms. Based on Brown and Levinson's theory, the research analyzes positive politeness, negative politeness, bald-on record, and off-record strategies in gender-related comments. The findings reveal that female users tend to employ supportive and mitigating expressions, while male users often prefer direct and confrontational language. The study also demonstrates that anonymity and platform norms significantly influence communicative behavior and the occurrence of face-threatening acts. The research highlights the interaction between language, gender, and digital communication practices.

**Key words:** politeness, online discourse, social media, anonymity, gender, strategy

### INTRODUCTION

The rapid circulation of technology and advanced social media platforms has drastically updated the scope of social communications between people, making central to discussions of gender issues.

New forms of linguistic expressions and engagement tools have been emerged as a result of linguistic nuances and communication tactics have been brought into daily interaction thanks to the new era's digital transformation.

This is irrefutably known that social media minimized the inconvenience in instantaneous communication, as it contributed special settings or rules where conventional communicational patterns have to be questioned or modified. In order to alleviate the misapprehensions and subtle negotiations and fully understand how users convey their objectives through online environments, this research paper also encompasses pragmatic study, as well.

The consequences of pragmatism has become much more apparent, that users are able to define or comprehend intentions and decipher the messages without any obstacles. Thus, this article explores the usage of politeness strategies in social media platforms that are

ubiquitous in today's globalized world which are related to gender comments within social media interactions. Additionally, the studies and novelties that have been conducted so far indicate how cultural contexts are influenced by the variations by social media. User's perceptions of politeness, directness and expression of circumstances of emotional tensions including humor and sarcasm are often shaped by cultural assimilations. By combining these three main elements we can analyze the complex interaction between language, culture, technology in modern online social practices. This is universally known that platforms like TikTok, Facebook and Instagram facilitate the large scale communication as well as participation in debates about gender equality, identity and representation. Although these platforms highly advocate equal communication based on social justice, it might also affect some difficulties and conundrums that they misinterpret the meaning, maintain interpersonal harmony. One of the noticeable cases in online interactions is the diminishing of contextual cues.

The loss of facial expressions and the body language, intonation, gestures and immediate reflection to your partner and feelings towards the listener creates the tendency of misinterpretation, escalation and face-threatening acts (FTAs). Above-mentioned or previous experiments continue to opine that context-reduced communication reinforces the likelihood of sexist comments, harassment, ignorance of basic knowledge, stereotyping and personal attacks, particularly, affecting woman and gender matters [Yuzar et al, 2023; Chen et al., 2020; Yin&Abdullah2024].

As it is globally used in social networks anonymity and easy access to anyone's personal rolodex or profile may exacerbate these issues, enabling users to express their discriminating remarks and impolite reactions without fear of its severe repercussions.

Digital politeness strategies are related to gender-related discourse according to several factors, including gender division and identity, platform goals and interactional goals. Based on the findings about women's speech acts in social media, we can encapsulate that female users have strong propensity to employ indirect speech, mitigations and emotional markers such as humor or emojis to hand a balance between the speakers, particularly to maintain harmony, whereas male users have a tendency to favor direct, assertive and confrontational communication constantly apply through sarcasm and mockery [Aydin, 2025; Sigalingging et al., 2025]. As it is clearly argued so far, positive politeness is observed to build integrity and trust cumulatively, as a dichotomy negative politeness is rooted on disagreements, misunderstandings and tensions elaborately. In spite of existing research on FTAs, online impoliteness and gender bias are quite ample, few studies have been integrated this phenomena especially with gender-analyzed social media interactions. To a broader perspective, anonymity, algorithmic culture and platform rules highly contribute and shape these research treats. These strategies reflect, reinforce and challenge gender norms and how users navigate face-threatening dynamic in digital communication. Meanwhile, culture and geography are also as factors in communication diversity, some of the specific types of strategies by scholars are fundamental. In the research on one of the popular social media that is Instagram, 100 comments have been taken and classified, as well as netizens' speech acts were equally observed. This politeness strategy is based on Brown and Levinson, that are categories into four strategies. The writer

defined if there are 35 positive politeness strategy, 10 negative politeness strategy, 18 bald on record strategy and 28 off record strategy. This indicated that people tend to support each other in a positive way by using informal language. In addition to this occasion, public figures like singers, artists, specifically people on the spotlight, politicians, even presidents frequently use social media. As a perfect exemplification, when politicians post somehow rolodex or announcement, the public people commence expressing their comments like criticism, support, agreement, opposition that creates a strong discursive atmosphere. Encountering some comments like “I support your social reform”, means the positive politeness by signifying solidarity, compassion, whereas social media comments may demonstrate some directive ideas like “Your policy is unfair unless you change” such kind of recordings are ascribed as bald-on record strategies. Sarcasm or irony – such as off-record strategies is prevalent, at times seemed as impoliteness. By analyzing such kind of examples and reflections in social media we can encapsulate that social media creates opportunities for the increase of complex politeness dynamics shaped by power relations, social distance and ideological positioning. As it is commonly known, politeness strategies conducted by Brown and Levinson (1987) politeness strategies are categorized into four main categories: positive politeness, negative politeness, bald-on record, off-record strategies. Positive politeness strategies that are operated to maintain on solidarity, support and mutual courtesy. However, negative politeness strategies are opined as stark dichotomy towards positive ones, negative politeness may be indirect or mitigating as it almost focuses on speaker’s respect and autonomy: “I may have mistaken, but I would be elated if this matter is reconsidered”. Bald-on records strategies are too direct without any mitigation or alleviation, while off-record strategies may seem direct they left the interlocutor to conclude or comprehend interpretation. In digital communication this types of strategies are influenced by autonomy and feedbacks’ impact. In most cases the absence of immediate feedback often shaped by face-threatening acts, especially in gender-related and political debates or discussions.

In order to support in gender-related issues, some users might employ calm language or expressions or emojis while others may use confrontational or sarcastic remarks that challenge or discriminate others’ opposing views. Social media serves as a powerful tool for shaping public, opinion, influencing ideological expressions and constructing social identities. Performing tasks and providing ample insights about how digital users construct identities, negotiate disagreement and keep the interpersonal harmony in online environments.

### METHODOLOGY

The study encompasses a qualitative approach to politeness strategies in social media comments, in this research the textual analysis was substantially handy to examine interaction patterns and gender-biased differences.

According to the findings the users of the internet equally apply all kinds of strategies in their compatible contexts: “I really support your idea, keep it up”, “Well, some people must be very happy with this....”. Data were compiled through non-participatory observation, recorded and noted based on these rolodex factors such as gender, humor, emojis and sarcasm were also considered to fully understand the real objectives of the users.

This methods allows the study to embrace both the linguistic patterns and social dynamics of politeness strategies in authentic social media interactions.

## RESULTS

Before the deep investigation, the collected social media comments appeared as unstructured raw data, consisting spontaneous reactions – supporting, oppositional, sarcastic, neutral or emotionally charged without clear linguistic categories. At this stage it is impossible that we cannot define the systematic relationships between linguistic expressions, potential face-threatening acts (FTAs), after the systematic classification using Brown and Levinson`s (1987) politeness strategies, distinct and some stark patterns may have been illustrated in gender-related issues:

By studying 35 comments written by women, it is clear that

Using positive politeness strategies is much more common and widespread used to express or convey solidarity, support, encouragement: “Thanks for bringing this up. More people are willing to talk about this conundrum these days”. In this example the FTA type is face-enhancing, “more people” signifies much more mild and supportive tone, reinforces collective awareness. At some circumstances using emojis may be inappropriate, because people may misapprehend, such in case using this kind of strategy bolsters clearer communication and reduces misinterpretation.

By conducting research on 10 comments, it is advocated that using negative politeness strategies mitigates potential threats to the listener`s face often in sentimental contexts: “I understand your point but maybe should you look at this structural issue first”. In this comment FTAs type is disagreement but quite mild and calm. Interpretes harmony while challenging argument; reflects cooperative stance in gender debates.

Furhermore, by analyzing 18 comments used by male users, we can deduce that they surpass to employ direct statements without any mitigation: “Women nowadays just complain and gripe too much and excessively. If you want equality, stop being overly sensitive”. FTA type is threat to positive face by using direct accusation, imperative tone.

Ultimately, the last strategy off-record may also be recognized as indirect and sarcastic remarks allowing interpretation by the listener by using irony, rhetorical tone, implicit accusation: “So we’re blaming men again? Interesting...”

These examples illustrate how politeness strategies function in real online discourse, reflecting both gendered communication tendencies and the interactive dynamics of social media.

## DISCUSSION

Considering the academic atmosphere of the communication, mainly the speakers want to make their speeches easily understood. Strategy bold on record is preferred over off the record. In this type of speech, speakers use utterances, denoting that the mood of utterances represents the speaker's intention. The forms reveal the function of utterance. The utterances are understood easily as they often contain performative verbs that represent the intention of the speakers. The concise messages are characterizing this type of communication mark this strategy. These are usually carried out as the persons with more power deliver the utterances to less powerful individuals or as the speakers consider the person they are talking to has close relation with them. The second strategy is using

positive politeness in which the participants of communication try to minimize the potential of their speeches to make their listeners feel uncomfortable. The speakers carry out this strategy since they think their speech potentially has a terrible impact on the cheerful face of the listener. The utterances of this strategy at least consist of two parts, namely utterances for reducing the potential of face-threatening and utterances revealing face-threatening face to listeners. The speakers use three strategies to reduce threatening face acts: claiming common ground, showing speaker and listener cooperate for the same reason, and fulfilling the listener's interest. The third strategy is redressive action which is implemented through negative politeness. Like a positive strategy, negative politeness is used to minimize the threatening act on the listener's face. Some utterances produced by the lecturers and administrative staff obey some strategies, such as stating indirect utterances, giving hedges to utterances, expressing deference utterances, avoiding first and second pronouns, stating FTA as a common interest, and apologizing. The last strategy is off the record. This strategy is used as the speaker thinks that it is better not to state the intention directly. In other words, the speaker lets the listener interpret the utterance himself/herself. This means the speakers are not engaged in interpreting the utterances. There are some strategies carried out in the conversation. Some of them make over-generalized utterances, displacing the hearer and uttering ellipsis, leaving some items in utterances. In social media interactions, politeness strategies are implemented through internal and external modifications. Internal modifications include syntactical softeners, specific words or phrases, and intensifiers that reduce face-threatening acts. For instance, interrogative sentences allow the listener flexibility in responding, while conditional sentences soften the speaker's intention and enable cooperative replies. Words like please ("tolong") or forgive me ("maaf") serve as additional mitigators. External modifications involve compliments, reasoning, and promises, which help the addressee feel respected and encourage a cooperative response. Compliments acknowledge the listener positively, reasoning justifies the speaker's intention, and promises show consideration, all contributing to smoother communication.

### CONCLUSION

Social media interactions exhibit unique politeness dynamics shaped by gender, platform norms, and anonymity. Users employ a combination of positive, negative, bald-on record, and off-record strategies to manage face-threatening acts. Internal modifications, such as syntactical softeners and mitigating words, along with external modifications like compliments, reasoning, and promises, enhance clarity and cooperation.

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