Negative Politeness Strategies Used by American Girl in TV Series *Emily in Paris*

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Abstract. The objective of this study is to identify and describe the negative politeness strategies across cultures. The use of politeness strategies will be different depend on the context and the factors that influence it. With regard to that, the TV series *Emily in Paris* was chosen for this study in which Emily Cooper, the main character, played the young American girl hired by a marketing company in Paris. This study applies the theory of politeness proposed by Brown and Levinson (1987) and the supporting theory by Holmes and Wilson (2017) about social factors that can affect politeness. This research is descriptive qualitative research. The data were taken from Emily Cooper's utterances in the form of words or phrases. The results of this study exposed that there are five kinds of negative politeness strategies found in Emily's utterances: giving deference, apologizing, questioning, or hedging, stating the FTA as a general rule and being conventionally indirect. At the same time, the social factors that influence Emily in using politeness are the participant, the setting, the topic, and the function. In addition, apologizing became the most used strategy for Emily because she tried to be polite and avoid offending her interlocutors.

Keywords: *Emily in Paris, Negative Politeness, Politeness, Politeness Strategy*

INTRODUCTION

The use of language to communicate in social interaction is different from one to another. This difference can be influenced by several factors, such as context, age, social distance, educational background, power, gender, and profession. For example, when talking to colleagues, an employee will use language that tends to be friendly, relaxed, and informal. As in utterance, "Hey John, my friend, I want to talk to you." That utterance shows that the speaker directly said what he wanted to the addressee, who already know each other, indicated by the phrase "my friend." It will be considered as an impolite expression if the speaker uses it with someone elder or of higher status. Yet, when the employee talks to his boss, he will use a different way to communicate with his boss, such as, "Excuse me, sir, if you would not mind, I want

to talk to you just for three minutes." Using the expression "Excuse me, Sir", and "if you would not mind" shows that the employee respects the boss by using polite language. This is due to the social distance between employees and their bosses.

Learning about polite language and politeness is capable of helping everyone in behaving during the interaction since politeness implies the degree of behavior that the individual should perform. People need to decide how to act based on the situation and enable the speaker and the hearer to feel comfortable during the conversation (Probosini: 2020). When people want to build relationships with others, it is essential to be polite. Thus, other people will respect and appreciate those who can speak politely. Briefly, when people want to build a relationship, they need to pay attention to the politeness strategy they use.

There are two strategies, namely, positive politeness strategy and negative politeness strategy. The use of politeness strategies depends on the context of the situation. Suppose the speaker and the hearer are good friends or want to decrease the distance between him and the listener. In that case, the speaker can use a positive politeness strategy by expressing the same interest and desire to the hearer since positive politeness minimizes the conflict, builds a good relationship, and shows the closeness between the speaker and the listener. In other situations, the speakers want to show their respect towards the hearer and awareness of their needs. The speaker can use a negative politeness strategy by showing deference, apologizing, questioning, and hedging (Brown and Levinson 1987).

The topic related to politeness strategies is not a new study concept in the field of linguistics. Therefore, three previous studies under the same theory by Brown and Levinson (1987) have revealed and discussed the use of politeness strategies. The first previous study is conducted by Probosini (2020), dealing with the politeness strategies in workplace interaction through the movie *the Devil Wears Prada.* The method is qualitative research. The findings show that positive politeness is frequently used by the protagonist in order to create harmonious relationships and to show their solidarity in the workplace. The second study by Putra and Ariyanti (2016) presented the analysis of politeness strategies, the aspects that drive the use of politeness, and the effect of applying the politeness strategy by the major characters in the movie *In Good Company*. The results found that negative politeness strategies are the most used strategies by the main characters. However, that strategy is categorized as an unsuccessful strategy due to social distance and power factors that made it less effective than it actually is. Furthermore, the third study conducted by Yalmiadi and Iddris (2021) in "Politeness Strategy in Directive and Expressive Utterances as Found in *Jane Eyre Movie*" showed politeness strategy in a directive expressive speech reflected by the characters in the *Jane Eyre* movie. The results found that the negative politeness strategy is the most used in the film.

This research differs from the previous studies because it focuses on recognizing what negative politeness strategies found in Emily's utterances and how social factors affect politeness used in the TV series *Emily in Paris*. American TV series *Emily in Paris* is a popular series and one of the trending series on Netflix. This series portrays Emily's life while in Paris. Emily is an American girl who moves to Paris for her new job. She gets her new life in Paris and works in a marketing firm. Furthermore, in order to get the result of this study, several questions will be given,

among which are: 1.) What is the negative politeness strategy used by Emily in the series? 2.) What are the social factors that affect the negative politeness strategy used by Emily in the series?

Politeness

During the conversation, there are some principles about language. One of them is politeness. Mills (2003) defines politeness as an act of respecting someone with whom the speaker is speaking and avoiding any offense directed at them. This means, politeness is how people talk properly with others without giving their interlocutors threats. This is in line with Yule (1996) who stated that politeness during the conversation can be the action to show awareness toward the hearer's face. The concept of the face that Yule refers to here is a kind of self-image of a person in public. That points out everyone's emotions and social sense, and they are expected to be recognized.

Nonetheless, this politeness does not come naturally to a person. Politeness has not been there since people were born, but rather something that must be learned and developed when growing and socializing with others. As Watts (2003) said, politeness is not acquired from birth but must be learned and socialized. According to Huang (2008), politeness can also be noted as a public norm in a particular community or group. It is indeed required to be polite to show a moral and civilized person. Huang also said that to meet a certain standard of politeness; people must tolerate and refrain from an act or attitude that is said to be impolite or immoral.

Politeness Strategy

A politeness strategy is used to avoid the imposition or the act that will threaten the hearer's face. There are four politeness strategies outlined by Brown and Levinson (1987). Among others, off-record strategy, bald on records strategy, positive politeness strategy, and negative politeness strategy. Concerning politeness strategy, Brown and Levinson (1987) disclosed that politeness strategy is how we save the interlocutor's face. According to Schein (1989), people interact socially, maintain their identities, and make faces for others. The word "face" here refers to the deference that a person has for him or herself and keeping up that "self-esteem" in open or private circumstances (Schein 1989). Generally, we attempt to avoid humiliating the other individual or making them feel awkward. By speaking politely, Holmes (2013) said people would feel comfortable, and even the interlocutor would be friendly when responding to the speaker. Not only makes the communication run smoothly, but politeness can also suppress conflicts, so it is essential to be polite. People are not paying much attention on how they speak these days. It shows that human beings are unaware that the use of language can affect a person's behavior.

Negative Politeness Strategies

The negative politeness strategy is used to respect the social distance and recognize the status differences. Brown and Levinson (1987) said that a negative politeness strategy is a heart of respect behavior, which minimizes the particular imposition that face-threatening acts cause in an avoidable way. Also, negative politeness is more focused and specific. Using this strategy, the speaker is usually afraid of being considered impolite when the speaker wants to convey something, so the message conveyed is said carefully (Ardianto and Setiawan 2016). Mahmud (2019) noted that the negative politeness strategy points out an effort to express

awareness not to be forced, that is, by using apologies and hedges to prevent threatening the hearer's liberty of action.

Negative politeness is assumed that it possibly will not impose on the listener and interfere with their area. Thus, they automatically think that the situation may have a certain social distance or discomfort. Based on Brown and Levinson (1987), there are ten negative politeness strategies. Those are:

a) Be Conventionally Indirect
   "I am looking for scissors."
b) Question, Hedge
   "It was delicious, wasn't it?"
c) Be Pessimistic
   "You could not give me an opportunity, could you?
d) Minimize The Imposition
   "Could I meet your boss for just ten minutes?"
e) Give Deference
   "Excuse me, sir, would you mind if I turn off the air conditioner?"
f) Apologize
   "I hope you'll forgive me if…"
g) Impersonalize S and H
   "It would be appreciated if…"
h) State the FTA as General Rule
   "Visitors will please refrain from smoking in this room."
i) Nominalize
   "It is our responsibility to make sure customer satisfaction."
j) Go on Record as not as incurring debt, or as not indebting H
   "I could easily do it for you, no problem!"

Social Factors Influencing Politeness

Social factors strongly influence language. Some elements must affect the main character's use politeness strategies during their talk. Nowadays, communication is necessary for human interaction to accomplish its purposes, especially in the workplace. People in these situations tend to be more careful when talking to their interlocutors. They might choose a specific setting in a discussion to fit in the topic of conversation that contains their implicit politeness strategies to determine the interlocutors' reactions during an exchange to achieve their goals.

Four types of social factors influence how a speaker expresses and uses politeness. They are the participants, the setting or the social context of interaction, the topic, and the function (Holmes and Wilson 2017).

1. The participants

The first social factor that influences politeness is the participant's factor. The participants here are the speaker and the hearer involved in a conversation. Although some people adjust the way they talk when speaking to adults and children, most people talk differently to them (Holmes 2013). The differences are determined by the speaker's background, including social identity, age, sex, and personal qualities. This participant's factor is also known as the social distance between the speaker and the interlocutors. It resulted in an interaction and the participant's choice of politeness, such as a negative politeness strategy to show the conversation's formal context or a positive politeness strategy to lead the conversation's informal setting.

2. The setting

Many factors in the social context can influence which language is used in a given situation (Trudgill: 2000). Depending on where the interaction or conversation occurs, the setting or social context of the interaction might be a significant factor. This can be done as a conversation where the speaker and the listener decide on politeness strategies depending on the context. In formal contexts or situations in which they are involved, the speaker and the listener, for example, tend to use negative politeness.

3. The topic

The third social factor is the topic talked about during the conversation. Deciding what politeness strategy to use can be seen from the speaker and the hearer's topic. If the speaker and the hearer have work or job topics, the strategy that will be used is negative politeness. Nonetheless, if the topic changes, the politeness strategy will also change. On the other hand, people will make an effort to develop one major topic for communication to run well.

4. The function

The other factor that influences the selection of the appropriate politeness strategy is the speaker and the listener's reasons to interact or speak to each other. It signifies that the purpose is essential in treating someone when making a request, expressing desire, or telling others to take action. A negative politeness strategy can be used to give orders or make indirect requests to the hearer's face without offending the hearer's positive face; besides, a positive politeness strategy can be used to show direct appeal through utterances to fulfil the speaker's desire by the hearer.

RESEARCH METHOD

This research uses descriptive qualitative method to identify negative politeness strategies and understand how Emily uses them as the main character of the TV series: *Emily in Paris.* Bogdan and Biklen (1998) define qualitative research as descriptive research. The research results of the qualitative study should contain data excerpts to clarify and improve the presentation. Therefore, the data of this study is the utterances in the forms of words, phrases, or sentences, which are taken from Emily's utterances through the popular TV series on Netflix entitled *Emily in Paris.*

This research chooses the TV series *Emily in Paris* because this series was top-rated at that time and became the most viewed on the film platform. The series depicts how an immigrant from America, Emily, comes to Paris to work in a marketing firm that requires good communication skills. With the cultural differences between America and Paris, there must be a strategy when Emily has to communicate politely and properly with her interlocutors. Thus, it is exciting to see how the politeness strategy is implemented in this series. Furthermore, negative politeness was selected in this study because politeness is an essential subject matter for communicating and behaving by paying attention to the hearer's emotions. This study chose Emily Cooper, the main character of the TV series *Emily in Paris*, as the subject of the study. Since this study focused on Emily Cooper as the main subject to be analyzed, the setting was commonly in her new office named *Savoir* in Paris, a restaurant, and a client's office. This study used observation and

documentation as data collection techniques because the data were collected by analyzing scripts containing Emily's utterances that grouped into the features of the negative politeness strategies.

Based on Creswell and Creswell (2018), one of the qualitative research characteristics is the researcher as a key instrument. Thus, researchers are used as the instrument in seeking the answers to research questions because they are the people who describe and give the interpretation of the data. Data collection procedures began by finding and downloading the series, including the transcription. After watching the whole episode of that series several times, the situation and utterances in Emily's daily life were analyzed accordingly to answer the research questions based on the script. This step was acknowledged by the politeness theory of Brown and Levinson (1987). The next step was identifying utterances that were classified as negative politeness to know the social factors that influence them. The theory of Holmes and Wilson (2017) is utilized in this step. The last step was reporting the results of the analysis. The researcher started to write the report after finding all the data needed. Since the research was qualitative, the author presented the results in a narrative form.

RESULT AND DISCUSSION

Negative politeness strategies across cultures between America and Paris are reflected in the TV series *Emily in Paris*. The result show that there are five types of negative politeness strategies used by Emily Copper, namely apologizing, questioning & hedging, giving deference, stating the FTA as a general rule, and being conventionally indirect subsequently. The politeness used by the speaker is affected by four social factors, including the participants, the setting, the topic, and the function. The detailed explanations are depicted as follows:

1. Apologizing

The first negative politeness found in this series is apologizing. The results found that six utterances showed Emily used this strategy. They are:

(01) "I'm so sorry for what happened at the auction, Pierre."
(02) "I'm sorry, Olivia, but I can't be your brand ambassador."
(03) "I'm sorry if I offended you."
(04) "… I'm sorry if I was talking too much about work."
(05) "First, let me apologize for speaking English…."
(06) "I… I just came here to apologize for the other day, for offending you…."

The data above found Emily's utterances that show she uses apologizing strategies in the series. Apologizing can reduce the effect of face-threatening acts that the speaker caused to the hearer. By strategy of apologizing, a speaker shows polite behavior to the interlocutor. This reduces the threat that is faced. There are several ways in which a speaker apologizes. Among them are giving overwhelming reasons for doing FTA, showing reluctance to do FTA, apologizing, and admitting violations (Brown and Levinson 1987).

(01) "I'm so sorry for what happened at the auction, Pierre."
Context:
Pierre Cadault   : "Ah, Emily dear. How are you? Come in, sit!"
Emily   : "**I'm so sorry for what happened at the auction, Pierre**."

Pierre Cadault   : "You do not need to apologize. We both took it in the face last night."

Datum number (01) occurs when Emily begs forgiveness from her client Pierre Cadault for his dress that was damaged at the auction. Emily came to meet Pierre at his house. She apologized that the dress she wore at the auction was damaged due to an unexpected incident. Emily apologized as she felt she should be responsible for everything related to her client's business.

(02) "I'm sorry, Olivia, but I can't be your brand ambassador."
Context:
Olivia   : "what do you think?" [While showing the contract to Emily]
Emily   :" Oh, uh, no. No, no, no. Um… **I'm sorry, Olivia, but I can't be your brand ambassador**."
Olivia   : "You're under a contract with someone else?"
Emily   : "Well, yeah, kind of, um. You see, I had a bit of an unfair advantage at your lunch. I'm a marketing executive at Savoir, and I think you should come back."

In datum number (02), Emily says sorry to Olivia for objecting to the offer to be a brand ambassador of her brand. Here, Emily shows her reluctance to refuse Olivia's request because, actually, Emily was trying to talk to Olivia to get Olivia to pick Savoir again to help market her brand, not to make Emily a brand ambassador. Emily politely declined by saying, "**I'm sorry, Olivia, but I can't be your brand ambassador**."

(03) "I'm sorry if I offended you."
Context:
Luc   : "Ah, you come to Paris, and you don't speak French. That is arrogant."
Emily   : "Hm. More ignorant than arrogant." [sighs]
Luc   : "Well, let's call it the arrogance of ignorance."
Emily   : "**I'm sorry if I offended you**."
Luc   : "Oh, I am not offended by anything."

Moreover, datum number (03) shows that Emily admitted the impingement that she had caused. Here, Emily is asking sorry for offending her colleague, Luc, when Emily tries to correct the way Luc speaks English (03).

(04) "… I'm sorry if I was talking too much about work."
Context:
Antoine   : "How are you enjoying Paris?"
Emily   : "I love it. I mean, who wouldn't, right**? I'm sorry if I was talking too much about work.** Sometimes I just get a little over enthusiastic, and, uh, I know it's a party."

The datum number (04) happened when Emily begged for forgiveness from her client, Antoine, because she talked too much about working at the party, which is considered impolite to discuss work outside of working hours. One of the articles talks about office-party etiquettes. One of the manners mentioned is "do not talk about work (too much)". The party should be a time to relax and socialize, not for a company meeting, discussing work plans or, company financial reports. It will annoy people by making them talk about work when they are trying to relax (Green 2019).

Then in datum number (04), it happened when Emily introduced herself in front of her colleagues and boss at her new office for the first time. She begged forgiveness for using English since she could not speak French yet.

(05) "First, let me apologize for speaking English…."
Context:

Emily	:" **First, let me apologize for speaking English**. I did Rosetta Stone on the plane, but it hasn't kicked in yet." [someone leaves the room]
Sylvie	:" Oh, Patricia doesn't speak English. Please continue."

In datum number (05), it happens when Emily, for the first time, introduces herself in front of her colleagues and boss at her new office. She begs forgiveness for using English since she cannot speak French yet. And also, she is aware that not everyone can understand English.

(06) "I… I just came here to apologize for the other day, for offending you…."
Context:

Emily	: "Monsieur Cadault"
Pierre Cadault	:" Do I know you?"
The woman	: "It's the *ringarde* from the marketing firm the other day. "
Emily	: "Emily from Savoir. **I… I just came here to apologize for the other day, for offending you,** and… to let you know that… you're right. I am a basic bitch with a bag charm. You think *ringardes* don't respect designers. We worship designers so much that we spend all we've saved on a dumb accessory just to feel like we're somehow on your runway. You may mock us… but the truth is… [chuckles] …you need us. Without basic bitches like me, you wouldn't be fashionable."

The datum number (06) occurs when Emily meets again with Pierre Cadault because she feels that Pierre is offended by the hanger on her bag. She apologized that she had come to see him using something he did not like. In addition to apologizing for her ignorance about something that offended Pierre Emily, she also apologized with the intention that Pierre still chose Savoir to be the marketing team for his fashion show. Emily was polite by apologizing first before expressing her desire to see Pierre.

The social factor that makes Emily use this strategy is Emily's reason apologized to her interlocutors. First, Emily wanted to decline an offer from a client politely and respectfully, so she showed her reluctance by apologizing to Olivia. Secondly, she admitted to her offense, such as offending or disturbing the other person while talking to her. Third, she wanted to beg for forgiveness because she used English. She noticed that not everyone in the office understood and wanted to use or hear people speak languages other than French in the office, so she apologized on the first day she came to work because she could not speak French. Not all French people think it rude if someone speaks English. However, it is because they thought communicating across language differences was difficult. They wanted to speak with people who could speak French rather than people who speak English. That is their comfort zone (Johnston 2021).

2. Question or Hedging

The following strategy is questioning and hedging. This strategy is in the form of interrogative sentences. This structure is chosen because the speaker does not want to force the hearer to do as the speaker wants to. The results show there are three utterances found in Emily's utterances that use questions and one utterance that use hedging. They are:

(07) "Uh, Timothée, would you mind getting a picture of us?"
(08) "Could I… Could we meet later or…?"
(09) "Do you mind if I ask you a couple of questions?"
(10) "… I was wondering if I could come by the atelier to discuss something …."

Here, Emily used questioning and hedging as a strategy toward her interlocutors. Using questions as a politeness strategy helps to satisfy the speaker's desire not to assume that the other person is capable or willing to do what the speaker wants. This is in line with what Lafi (2011) stated that the use of question is frequently used to give choices to the hearer to receive or reject the speaker's request.

(07) "Uh, Timothée, would you mind getting a picture of us?"
Context:

Emily   : "Uh, Timothée, **would you mind getting a picture of us**?"
Timothée   : [takes the phone with smile]

In data number (07), Emily wanted to capture dinner moments with Camille's family. Emily wants to take pictures and make a short video with Camille for her family's champagne product campaign. She asked Camille's younger brother for help with it. Emily uses a question to ask Timothée for help without threatening his negative face by saying, "**would you mind getting a picture of us**?".

(08) "Could I… Could we meet later or…?"
Context:

Emily   : "Uh, but, uh, I would love to tell you more about it. **Could I… Could we meet later or…?**"
Olivia   : "Tomorrow. Lunch. Lucien will set it up."

The data number (08) occurs when Emily tries to get Olivia to discuss more about the event which Olivia is organizing in her office. Olivia's manager tells Olivia that she has to go to another event. Here Emily is trying to invite Olivia to meet her again to discuss the continuation of what has been discussed. Instead of asking her directly, such as "we have to meet again later", Emily expressed her intention in the form of a question, which means Emily is trying to reduce the potential negative effect on Olivia's face.

(09) "Do you mind if I ask you a couple of questions?"
Context:

Emily   : "Uh, *bonjour. Je suis* Emily from Savoir."
The Model   : "I don't speak French."
Emily   : "Me either. Um, okay, good. **Do you mind if I ask you a couple questions?**"
The Model   : "Okay."

 In data number (09) Emily wants to interview a model that her client uses for the advertising process. Emily politely asked the model in advance if she would be willing to be interviewed or not. Emily avoids offending the model by saying, "**Do you mind if I ask you a couple of questions**?". It shows that Emily was not trying

to force her thoughts. Instead, she makes it sounds like a polite request and thus shows respect on the faces of her addressee.

(10) "… I was wondering if I could come by the atelier to discuss something …."
Context:

Mathieu : "Emily from Savoir, how are you?"

Emily : "I am good, thanks, Mathieu. **I was wondering if I could come by the atelier to discuss something** with you and Pierre."

Hedging in a politeness strategy is used when the speaker does not directly force the listener to do something. Hedging is often used to show hesitancy (Lafi 2011). This is a negative politeness strategy based on avoidance to help save the listener's negative face. Emily asked if she could come to the studio to discuss something with Mathieu using hedging to reduce the effect of the FTA. Thus, hedging strategies are used to avoid the possibility of facing threats. For example, in datum number (10), Emily threatens Mathieu's face if she says, "I have to come to the studio to discuss something with you and Pierre." However, she avoided threatening Mathieu's face by saying, "**I wonder if I can come to the studio to discuss something with you and Pierre?**" thus making it sound like a polite request. These examples show that Emily focused on avoidance-based strategies through questioning and hedging, ensuring politeness when speaking to the interlocutor.

Emily uses questioning and hedging as negative politeness strategies because the participants are involved in the conversation. The difference and the social distance between Emily, her clients, and her interlocutors made Emily soften and make her speech more polite. For example, Emily did not directly ask a model from her client project to answer some questions, but she asked first if she was willing and did not mind a few questions. Also, because Emily had just met Timothée for the first time, she was reluctant to ask him to take a picture of Camille and her. Therefore, the social factor that influences Emily the most in this strategy is whom Emily is talking to.

3. Give Deference

The third order of using the negative politeness strategy is giving deference. Brown and Levinson (1987) state that there are two ways to behave to the interlocutor, namely by lowering himself and by treating the other person as a superior. This strategy found four of Emily's utterances using the give deference strategy. Those are:

(11) "You are completely right. And I should not be here, telling you what fashion is. But… But Grey Space admires your work. They wish that they could do what you do. You are the original."
Context:

Pierre : "Fashion is not about a concept. It's about looking beautiful. Any woman who wears this looks awful. The world's gone crazy. Huh! This is the revenge of *la ringarde*. Fashion respects the people who wear it. This is disrespectful!"

Emily : "**You are completely right**. And I should not be here, telling you what fashion is. But… But Grey Space admire your work.

They wish that they could do what you do. **You are the original."**

In data number (11), Emily lowers herself by saying she should not talk improperly about fashion. At the same time, she praises the hearer by saying, "**You are completely right,"** and "**you are the original**," to persuade and convince Pierre that he is a genuinely fabulous designer and that everything he says about fashion is true.

(12) "It is so nice to meet you, Monsieur Brossard."
Context:
Mr. Brossard   : "Hello"
Emily   : "It is so nice to meet you, **Monsieur Brossard**"
Mr. Brossard   : "It's a pleasure. Welcome to Paris"

Data number (12) shows how Emily addressed Mr. Paul Brossard as the boss at Savoir. Emily addresses Mr. Brossard as senior by using the title "Monsieur". This is one way to be polite by using a give deference strategy. Addressing someone with their titles or family names is one of the independence politeness strategies proposed by Scollon and Scollon (2001).

(13) "Monsieur Cadault."
Context:
Emily   : "**Monsieur Cadault**."
Pierre Cadault   : "Do I know you?"
The woman   : "It's the *ringarde* from the marketing firm the other day."
Emily   : "Emily from Savoir."

The data number (13) occurred when Emily greeted her client, Mr. Pierre Cadault, at an event that Pierre was attending. Like data number (12), Emily is polite by addressing her client "Monsieur".

(14) "With all due respect, I have been sent here for a reason…."
Context:
Mr. Brossard   : "Perhaps you have something to learn from us, but I'm not sure if we have much to learn from you."
Emily   : "**With all due respect**, I have been sent here for a reason, so if you wouldn't mind, I would really like to share some of my ideas about your social media strategies."

Datum number (14) happened when Emily said she was there to bring the American perspective in terms of marketing strategy, but Mr. Brossard replied that he was not sure he could get new experiences from her. Precisely, Emily will be the one who will learn a lot from Savoir's marketing team. Mr. Brossard thinks Emily did not have any experience promoting fashion and luxury brands. Thus, here Emily defends herself in front of Mr. Brossard politely with the words "**with all due respect**" to show that Emily respects him as a senior boss at the office.

The reason why Emily uses this strategy is because of the participants to whom she speaks are her boss and her client. Her social distance from her boss and client influences Emily's use of politeness strategies. In such a situation, Emily decided to use a give deference strategy by addressing them with the word "**Monsieur**". Then another reason that made Emily used this strategy was the setting where this conversation took place. Since this conversation appeared in the office, using this

strategy is the right choice. Holmes and Wilson (2017) emphasize that the setting or the social context might be an important influence since the speaker could decide what politeness strategy depending on the context. In datum (14), Emily was still talking to her boss Mr. Brossard at the office. However, other social factors also emerge here, such as what topics are discussed. Because in that conversation, Emily and Mr. Brossard were talking about work, more specifically about Emily's lack of experience in dealing with clients from the owners of luxury brands while working in a marketing office in Chicago. With such a topic of conversation, Emily tried to answer Mr. Brossard politely and used the phrase "**with all due respect**" to defend herself from Mr. Brossard without offending Mr. Brossard as a senior boss at Savoir. In addition, Emily used the term "**with all due respect**" because of the social distance between her and Mr. Brossard

Furthermore, in the utterance datum (11), Emily used this strategy because Emily felt that she had offended Pierre Cadault's feelings with her impudence and spoke about Pierre's fashion concept in front of him. Also, Emily tried to convince Pierre Cadault to collaborate with Gray Space, which only makes him angry and humiliated. Therefore, Emily tried to make Pierre feel respected again by saying, "**You are completely right**." Emily chose this strategy because she wanted to make Pierre felt respected and appreciated again.

4. State the FTA as a general rule

The following negative politeness strategy is stating the FTA as a general rule. The strategy is applied where the speaker has to do face-threatening acts as an example of a rule, general regulation, or social obligation for this strategy. As in datum (15) concerning the general regulation. It began when Brooklyn Clark asked Emily if she had a weed or not. Then Emily used the general rule that weed or marijuana is strictly prohibited in Paris. Emily did not directly mention that Brooklyn Clark could not get or consume the weed in question because of the regulations in force in France. This is intended to separate the interlocutor from the imposition of the FTA so as not to threaten her face. Therefore, what Emily said can be called a general rule by saying "**marijuana is highly illegal in French.**"

(15) "...Actually, marijuana is highly illegal in France."
Context:
Brooklyn Clark   : "Do you have any weed?"
Emily   : "Um, not on me. **Actually, marijuana is highly illegal in France.**"

Emily used this strategy because she did not want to say directly that she did not have marijuana and could not give it. Emily uses this strategy because the marijuana or weed that Brooklyn asks for is illegal in France. France has a regulation about weed, known as Cannabis law. It says that "*according to Article R. 5132-86-1 of the French Public Health Code (PHC), the culture, manufacture, transport, import, export, holding, offer, transfer, acquisition, and use of cannabis (plant and resin) and THC (natural and synthetic) are prohibited*" (Thiénot and Chambrion 2022). The social factor of the setting influenced Emily to say that. Emily probably would not have said this if she were in a country that legalized marijuana or weed. But because in France, the use of marijuana is illegal or prohibited.

5. Be conventionally indirect

The last negative politeness strategy is being conventionally indirect. The speaker's desire is delivered indirectly. The contextual meaning differs from the literal meaning. As in datum (16), Emily tried to tell Mathieu that she couldn't meet him because she had an appointment with some friends by saying, "**I'm going to a gallery opening with some friends.**" This was meant to avoid imposing Mathieu's face. Emily would threaten Mathieu's face if she directly said she could not meet him.

(16) "Oh, I'm going to a gallery opening with some friends."

Context:

Mathieu   : "He's working nonstop with Fashion Week so close. But I can meet you for a drink tonight, if you'd like."

Emily   : "**Oh, I'm going to a gallery opening with some friends**."

Emily used this strategy because of the social factor and the function. That is why Emily was saying that. Emily said she would go with her friends to a gallery opening as an expression implying that Emily could not meet her client named Mathieu, who asked Emily to meet him to discuss work matters. Emily did not want to offend Mr. Mathieu by her refusal, so Emily chose the negative politeness strategy of being indirect to express face-threatening acts without threatening Mr. Mathieu's positive face.

CONCLUSION

Negative politeness that is found in the TV series *Emily in Paris* reflects cross-cultural negative politeness strategies between the American people and France. It shows that five out of ten types of negative politeness strategies are found in the TV series: *Emily in Paris*. They are from the most to the fewest, namely apologizing, questioning or hedging, giving deference, stating the FTA as a general rule, and being conventionally indirect. Apologizing is the most negative politeness strategy that Emily applies, and the fewest one is, being conventionally indirect strategy, only found one utterance that shows in the TV series. Besides, the social factors also influence how Emily uses politeness. Four social factors that strongly influence the use of politeness are the participants, the setting, the topic, and the function. Emily succeeds in using negative politeness by addressing her boss 'Monsieur', the title for French male in formal instead of 'Mr.', and using apologizing strategy when using English to the hearer because not everyone in her new office can speak English.

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