

POLITENESS STRATEGIES AND GENDER INTERACTION IN *THE GREAT GATSBY*: A SOCIOLINGUISTIC ANALYSIS

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Abstract

This study examines the use of politeness strategies in the gender interaction between Jay Gatsby and Daisy Buchanan in *The Great Gatsby*. Drawing on Brown and Levinson's (1987) politeness theory, the study aims to identify the politeness strategies employed by both characters, examine the contextual factors that influence their linguistic choices, and explain how these strategies reflect gendered interaction in the novel. This research employed a qualitative descriptive design using document analysis. The data consisted of 73 utterances extracted from the direct dialogues between Gatsby and Daisy. The utterances were coded based on Brown and Levinson's (1987) four politeness strategies and analyzed through data reduction, data display, and interpretive analysis supported by recent sociolinguistic studies on politeness and gender. The findings indicate that positive politeness was the most frequently used strategy (34.25%), followed by negative politeness (28.77%), bald-on-record (20.55%), and off-record strategies (16.44%). The characters' strategy choices were primarily influenced by rank of imposition, followed by social distance and relative power. The findings further suggest that politeness strategies function as linguistic resources through which Gatsby and Daisy negotiate intimacy, emotional tension, and social expectations within their interpersonal relationship. This study contributes to pragmatic and sociolinguistic research on literary discourse by demonstrating how politeness theory can illuminate gendered interaction in fictional dialogue.

Keywords— gender interaction, literary discourse, politeness strategies, sociolinguistic analysis, *The Great Gatsby*

Introduction

Language plays a central role in human interaction because it enables individuals to express ideas, negotiate relationships, and construct social identities. From a sociolinguistic perspective, linguistic choices are shaped not only by grammatical competence but also by social relationships, communicative purposes, and cultural expectations (Manuel, Tan, & Nazareth, 2025; Safarovna, 2026). Consequently, politeness has remained an important area of inquiry because speakers continuously adjust their language to maintain interpersonal harmony while managing face needs during communication (Brown & Levinson, 1987; Fathi, 2024; Priya, Firdaus, & Ekbal, 2024). Recent studies further demonstrate that politeness strategies reveal how speakers negotiate social relationships and achieve communicative goals across different interactional contexts (Hamood & Challob, 2023; Indriani, 2025).

Gender is another important sociolinguistic dimension influencing language use. Contemporary research suggests that differences in communication are more closely associated with socially constructed gender roles and interactional expectations than with biological distinctions (Mohchehra, 2026). These expectations influence how speakers express opinions, negotiate interpersonal relationships, and employ politeness strategies. Recent studies likewise report differences in the frequency and realization of politeness strategies across male and

female speakers in various communicative settings (Ali, 2023; Khatimah, Ma'ruf, & Sulistyowati, 2024; Saritza & Natsir, 2023). Rather than treating gender as a fixed determinant of language, these studies emphasize that politeness emerges through interaction within specific social and cultural contexts.

Literary discourse provides a valuable context for examining these sociolinguistic phenomena. Unlike naturally occurring conversation, literary dialogue represents author-constructed communicative interaction designed to develop characters, relationships, and narrative meaning. Although fictional, such dialogue can be examined pragmatically because it reflects purposeful linguistic choices situated within particular social contexts (Boymurodova, 2026). *The Great Gatsby* by F. Scott Fitzgerald offers an appropriate setting for this analysis because the interactions between Jay Gatsby and Daisy Buchanan are shaped by social class, emotional history, interpersonal hierarchy, and gender expectations characteristic of American society during the 1920s. These aspects have encouraged continued scholarly attention to the novel, particularly in studies examining gender representation, discourse, and broader social issues (Auma & Okumu, 2024; Yu, 2025).

Despite this growing body of research, the sociolinguistic dimension of politeness in *The Great Gatsby* remains insufficiently explored. Argadita (2015) examined Daisy Buchanan's utterances using Brown and Levinson's (1987) politeness theory and focused primarily on the politeness strategies employed by a single character. More recent studies by Auma and Okumu (2024) and Yu (2025) investigated gender representation, female characterization, and feminist perspectives within the novel. While these studies provide valuable insights into gender and literary interpretation, they devote limited attention to how politeness strategies operate within the interaction between Gatsby and Daisy. Consequently, the relationship between politeness, contextual factors, and gendered interaction in their dialogues remains underexplored.

To address this gap, the present study adopts Brown and Levinson's (1987) politeness theory as its primary analytical framework to examine the conversations between Jay Gatsby and Daisy Buchanan. Unlike previous studies that focus on individual characterization or thematic interpretation, this study investigates the interaction between both characters by identifying the politeness strategies they employ, examining the contextual factors underlying those strategies, and interpreting how their linguistic choices represent gendered interaction within the narrative. By integrating pragmatic analysis with sociolinguistic perspectives, this study contributes to a more comprehensive understanding of how politeness functions as an interactional resource in literary discourse.

Accordingly, this study addresses three research questions. First, what types of politeness strategies are employed by Jay Gatsby and Daisy Buchanan in their dialogues? Second, what contextual factors influence the use of these politeness strategies during their interactions? Third, how do the politeness strategies employed by Gatsby and Daisy represent gendered interaction in *The Great Gatsby*?

Literature Review

Pragmatics and Literary Discourse

Pragmatics examines how meaning is constructed and interpreted within particular communicative contexts. Rather than relying solely on the literal meaning of linguistic expressions, pragmatic analysis considers speakers' intentions, shared knowledge, interpersonal relationships, and situational factors that influence communication (Fathi, 2024; Indriani, 2025). This perspective is particularly valuable in literary discourse because fictional dialogue represents constructed communicative interaction through which authors develop characters, interpersonal relationships, and narrative conflict. Although literary conversations are not naturally occurring speech, they provide meaningful representations of language use that can be examined through pragmatic and sociolinguistic perspectives to understand how meaning is negotiated within the fictional world (Ågerup, 2024).

Brown and Levinson's (1987) Politeness Theory

Among the major theories in pragmatics, Brown and Levinson's (1987) politeness theory remains one of the most influential frameworks for examining how speakers manage

interpersonal relationships during communication. The theory is built upon the concept of face, which refers to an individual's public self-image that participants seek to maintain throughout interaction. Brown and Levinson (1987) distinguish between two types of face. Positive face represents an individual's desire to be appreciated, accepted, and approved by others. Negative face refers to the desire for autonomy and freedom from imposition.

Communication frequently involves face-threatening acts (FTAs), namely utterances that potentially threaten either the speaker's or the hearer's face. To reduce these threats, speakers employ four politeness strategies. Bald-on-record strategies express messages directly without mitigation when efficiency or urgency is prioritized. Positive politeness attends to the hearer's positive face by expressing solidarity, approval, shared identity, or cooperation. Negative politeness minimizes imposition through indirectness, deference, or mitigation, thereby respecting the hearer's autonomy. Off-record strategies communicate intended meanings indirectly, allowing hearers to infer the speaker's intention without imposing explicit interpretation (Brown & Levinson, 1987).

Brown and Levinson (1987) further argue that speakers select an appropriate politeness strategy by considering three sociological variables: social distance (D), referring to the degree of familiarity between interlocutors; relative power (P), describing differences in social authority; and rank of imposition (R), indicating the degree of burden associated with a speech act. These variables provide the analytical framework for identifying the politeness strategies employed by Gatsby and Daisy and explaining the contextual factors underlying their linguistic choices in the present study.

Politeness, Gender, and Social Identity

Recent sociolinguistic research consistently demonstrates that politeness is closely associated with gendered interaction and the construction of social identity. Rather than treating gender as a fixed biological characteristic, contemporary scholars view it as a socially constructed identity that is continuously negotiated through interaction (Akmal, Nisrin, & Asma, 2026; Indriani, 2025; Mammadova, 2025). Consequently, speakers' linguistic choices reflect communicative purposes, interpersonal relationships, and contextual expectations instead of predetermined gendered speech styles.

Empirical studies support this perspective. Akmal et al. (2026) report that politeness practices frequently reflect culturally constructed gender expectations, while Mammadova (2025) argues that politeness contributes to the ongoing negotiation of social identity during interaction. Likewise, Hamood and Challob (2023) demonstrate that speakers' politeness choices are influenced by interpersonal intimacy, communicative goals, and relative power. Collectively, these findings suggest that politeness strategies should be interpreted within their interactional contexts rather than as inherent characteristics of male or female language.

Previous Studies on Politeness in Literary Texts

The relationship between politeness and gender has also been investigated in literary discourse. Muhammad and Diannurdianti (2023), in their study of *Harry Potter and the Prisoner of Azkaban* by J. K. Rowling, found that female characters predominantly employed positive politeness. Whereas male characters more frequently relied on direct or negative politeness strategies. Their findings illustrate how literary dialogue can reveal interactional patterns comparable to those examined in pragmatic studies while remaining grounded in fictional discourse.

Within *The Great Gatsby*, previous studies have primarily examined gender representation rather than dialogic interaction. Argadita (2015) analyzed Daisy Buchanan's utterances using Brown and Levinson's (1987) politeness theory and found that positive politeness and off-record strategies predominated in her speech. More recent studies by Auma and Okumu (2024) and Yu (2025) explored gender representation, female characterization, and feminist perspectives in the novel, demonstrating how Fitzgerald portrays women within the social expectations of the 1920s. Although these studies provide valuable literary insights, they focus primarily on individual characterization and thematic interpretation rather than the interactional negotiation of politeness between Gatsby and Daisy.

Research Gap in *The Great Gatsby* Studies

The existing literature indicates that the relationship between politeness and gender in *The Great Gatsby* has not been comprehensively examined through dialogic interaction. Previous studies have either analyzed Daisy Buchanan's utterances independently (Argadita, 2015) or discussed gender representation from broader literary and feminist perspectives (Auma & Okumu, 2024; Yu, 2025). Consequently, limited attention has been given to how Gatsby and Daisy jointly negotiate interpersonal relationships through politeness strategies during conversation. By examining the dialogues between both characters using Brown and Levinson's (1987) politeness theory while interpreting the findings through contemporary sociolinguistic perspectives on politeness and gender, the present study provides a more comprehensive explanation of how politeness functions as an interactional resource in the representation of gendered interaction within the novel.

Research Method

This study employed a qualitative descriptive design to investigate the politeness strategies used in the dialogues between Jay Gatsby and Daisy Buchanan in *The Great Gatsby*. A qualitative approach was considered appropriate because the study sought to describe and interpret politeness strategies within the communicative context of fictional interactions represented in the novel (Creswell & Creswell, 2023). The data source was the 1925 edition of *The Great Gatsby*, published by Charles Scribner's Sons (Fitzgerald, 1925). The unit of analysis consisted exclusively of spoken dialogues exchanged between Jay Gatsby and Daisy Buchanan. Narrative descriptions, internal monologues, and conversations involving other characters were excluded to ensure consistency with the research objectives.

Data were collected through document analysis (Morgan, 2022). The novel was read repeatedly to identify all dialogues between Gatsby and Daisy. In this study, an utterance was defined as a single spoken expression conveying a primary communicative intention. When a single dialogue contained more than one politeness strategy, it was segmented into smaller analytical units so that each unit represented only one dominant strategy. This segmentation produced the final corpus of 73 analyzable utterances and did not alter the overall dataset because each segmented unit remained part of the original dialogue.

To enhance analytical consistency, the researcher developed a coding guide based on Brown and Levinson's (1987) operational definitions of bald-on-record, positive politeness, negative politeness, and off-record strategies. Each utterance was coded according to its linguistic form, immediate conversational context, and pragmatic function. Ambiguous cases were reviewed repeatedly by comparing the utterance with its surrounding dialogue before the final classification was determined. The coding and interpretation were conducted by the researcher. The consistency of the analysis was strengthened through theory-supported interpretation by comparing the findings with contemporary sociolinguistic studies on politeness and gender.

The analysis was guided by Miles, Huberman, and Saldana's (2020) interactive model, which consists of data reduction, data display, and conclusion drawing and verification. During the analytical process, the identified politeness strategies were classified using Brown and Levinson's (1987) framework, examined in relation to social distance, relative power, and rank of imposition, and subsequently interpreted to explain patterns of gendered interaction between Gatsby and Daisy. Since this study analyzed a published literary work and involved no human participants, ethical approval was not required. All data were obtained from publicly available textual sources and used solely for academic research purposes.

Results and Discussion

Results

The analysis identified 73 utterances containing politeness strategies in the dialogues between Jay Gatsby and Daisy Buchanan. Each utterance was classified according to Brown and Levinson's (1987) four strategies based on its linguistic form, immediate conversational context, and pragmatic function. The distribution is presented in Table 1.

Table 1. Distribution of Politeness Strategies

Politeness Strategy	Frequency	Percentage
Off-record	12	16.44%
Bald-on-record	15	20.55%
Positive politeness	25	34.25%
Negative politeness	21	28.77%
Total	73	100%

Note. Percentages are rounded to two decimal places; therefore, individual percentages may produce a total of 100.01% before rounding.

Table 1 indicates positive politeness was the most frequent strategy, with 25 occurrences (34.25%). Negative politeness followed with 21 occurrences (28.77%), while bald-on-record and off-record strategies occurred 15 times (20.55%) and 12 times (16.44%), respectively. The distribution indicates that the selected dialogues frequently involve linguistic choices that manage interpersonal closeness and sensitivity.

Positive politeness is particularly evident when Gatsby attempts to recreate familiarity with Daisy after their long separation. For example, Gatsby asks, "*Do you like it?*" (p. 82) while showing Daisy his surroundings. The question could be interpreted as a simple request for information if considered without context. Within the scene, however, Gatsby's question invites Daisy to evaluate something associated with him and encourages her participation in the interaction. Its pragmatic function therefore extends beyond information seeking and serves to establish shared attention and approval. This contextual function supports its classification as positive politeness because the utterance attends to Daisy's positive face by seeking her involvement and favorable response.

Negative politeness appeared in 21 utterances. Daisy's question, "*You're sure you want me to come?*" (p. 81), occurs when Gatsby invites her to participate in the gathering. Rather than assuming that the invitation is unconditional, Daisy seeks confirmation before accepting it. The utterance minimizes the possibility of imposing on Gatsby and leaves him the opportunity to reaffirm or withdraw the invitation. Similarly, Gatsby's "*I'd like to show her around*" (p. 81) uses the modal expression 'I'd like to' to reduce the force of his intention. These examples demonstrate how mitigation and attention to the interlocutor's freedom contribute to negative politeness.

Bald-on-record strategies occurred 15 times. Gatsby's "*I want you and Daisy to come over to my house*" (p. 81) directly expresses an invitation without substantial mitigation. Daisy's "*Come here quick!*" (p. 85) is similarly direct and emphasizes immediacy. In both cases, the conversational context reduces the need for extensive mitigation. The speakers prioritize the immediate communicative purpose over face management.

Off-record strategies were the least frequent, with 12 occurrences. Gatsby's "*We've met before*" (p. 78) indirectly evokes the history shared by the two characters without explicitly stating the emotional significance of their previous relationship. Another example is "*It's stopped raining*" (p. 81). In the immediate context of their emotionally tense reunion, the statement refers literally to the weather but also provides an indirect way to acknowledge the easing of tension. The classification therefore depends on the surrounding interaction rather than on the literal sentence alone. These examples demonstrate why contextual interpretation is necessary when distinguishing off-record strategies from ordinary descriptive statements.

To make the classification more transparent, Table 2 presents representative examples from the four strategy categories.

Table 2. Representative Examples of Politeness Strategy Classification

Utterance	Speaker	Context	Strategy	Classification rationale	Dominant social factor
"Do you like it?" (p. 82)	Gatsby	Gatsby invites Daisy's evaluation while showing her his surroundings.	Positive politeness	Seeks Daisy's involvement and approval, creating shared attention.	Social distance
"You're sure you want me to come?" (p. 81)	Daisy	Daisy responds to Gatsby's invitation.	Negative politeness	Seeks confirmation and minimizes possible imposition on Gatsby.	Rank of imposition
"Come here quick!" (p. 85)	Daisy	Daisy calls Gatsby during an emotionally immediate exchange.	Bald-on-record	Direct expression prioritizes immediacy and efficiency.	Relative power
"It's stopped raining" (p. 81)	Gatsby	Gatsby comments on the weather after the tension of their reunion.	Off-record	The literal statement indirectly signals the easing of emotional tension.	Rank of imposition

The contextual factors associated with the 73 utterances are presented in Table 3

Table 3. Factors Influencing the Use of Politeness Strategies

Factor	Description	Frequency	Percentage
Social Distance (D)	Degree of familiarity between speaker and hearer	26	35.62%
Relative Power (P)	Difference in social authority between interlocutors	16	21.92%
Rank of Imposition (R)	Degree of burden imposed by the speech act	31	42.47%
Total		73	100%*

Note. Percentages are rounded to two decimal places; therefore, individual percentages may produce a total of 100.01% before rounding.

Rank of imposition was the most frequently identified contextual factor, accounting for 31 utterances (42.47%). Social distance occurred in 26 utterances (35.62%), while relative power occurred in 16 utterances (21.92%). These frequencies indicate that emotionally or socially consequential acts were more frequently associated with strategy selection within the coding framework used in this study.

The interaction was also examined according to speaker. Table 4 presents the distribution of strategies in Gatsby's 32 utterances and Daisy's 41 utterances.

Table 4. Comparison of Politeness Strategies by Jay Gatsby and Daisy Buchanan

Politeness Strategy	Gatsby (f)	Daisy (f)
Positive Politeness	12 (37.50%)	13 (31.71%)
Negative Politeness	5 (15.63%)	16 (39.02%)
Bald-on-record	9 (28.13%)	6 (14.63%)
Off-record	6 (18.75%)	6 (14.63%)
Total	32 (100%)	41 (100%)

Note. Percentages are calculated separately from Gatsby's 32 utterances and Daisy's 41 utterances. Percentages are rounded to two decimal places.

Gatsby used positive politeness most frequently, with 12 occurrences (37.50%), whereas Daisy used negative politeness most frequently, with 16 occurrences (39.02%). Gatsby also employed bald-on-record strategies more frequently than Daisy. Both characters used off-record strategies six times. These differences describe the interactional patterns of Gatsby and Daisy in the novel and should not be generalized to male and female speakers beyond the studied characters.

Discussions

The findings demonstrate that Brown and Levinson's (1987) four politeness strategies provide a useful framework for examining how Gatsby and Daisy manage interpersonal relationships in their dialogues. Positive politeness was the most frequent strategy, followed by negative politeness, bald-on-record, and off-record strategies. The predominance of positive politeness is consistent with studies showing that speakers may use politeness to strengthen interpersonal relationships and encourage cooperation (Bashir, 2023; Hamood & Challob, 2023). In the present study, however, positive politeness is particularly connected with Gatsby's attempts to restore closeness with Daisy after their separation.

The interpretation of "Do you like it?" (p. 82) as positive politeness illustrates the importance of considering pragmatic function rather than linguistic form alone. As a question, the utterance could function as a straightforward information-seeking act. Its position within Gatsby's attempt to involve Daisy in his environment gives it an additional relational function. Gatsby seeks Daisy's response and approval, which reduces interpersonal distance and creates shared involvement. This interpretation is consistent with research emphasizing the importance of contextual information in understanding politeness and face-related interaction (Priya et al., 2024; Soubki, Choi, & Rambow, 2024). Thus, the classification does not depend on the interrogative form itself but on what the utterance accomplishes within the interaction.

The relatively high frequency of negative politeness being 28.77% of all utterances also reflects the emotionally sensitive nature of the relationship. Daisy's "You're sure you want me to come?" (p. 81) illustrates how mitigation can protect the interlocutor's autonomy when an interaction involves a potentially consequential request or acceptance. Hamood and Challob (2023) similarly found that politeness choices vary according to interpersonal relationships and communicative circumstances. The present findings extend this observation to fictional dialogue

by showing how negative politeness represents Daisy's caution within a relationship complicated by their past and her existing social position.

Rank of imposition was the most frequently identified contextual factor at 42.47%. This result can be explained by the nature of the interactions examined. Many exchanges involve invitations, emotionally significant disclosures, requests, disagreement, or attempts to influence the other character's decisions. Such acts potentially carry greater interpersonal consequences than routine exchanges. Brown and Levinson's (1987) politeness framework predicts that greater imposition increases the need for face management. Recent research likewise demonstrates that politeness choices are sensitive to contextual variables and communicative goals (Almora & Heryono, 2025; Yakumbu, Nasrullah, & Pratita, 2025). The present finding should therefore be understood as an association within the study's coding scheme rather than as evidence that rank of imposition universally determines politeness.

Social distance was the second most frequent factor at 35.62%. Gatsby and Daisy have a history of romantic intimacy, but their separation creates uncertainty about their current relationship. Their dialogue therefore moves between familiarity and emotional distance. Gatsby's *"We've met before"* (p. 78) cautiously invokes their shared past, while Daisy's *"I'm glad, Jay"* (p. 81) uses Gatsby's first name and expresses personal warmth. These examples show that social distance is not treated as a fixed property in the interaction. Instead, it changes according to the speakers' immediate relational positioning, consistent with recent work emphasizing the dynamic relationship between face, politeness, gender, and interpersonal interaction (Soubki et al., 2024).

Relative power occurred least frequently. This does not mean that power is irrelevant to the interaction. Rather, its influence appears more situational than the other two factors. Gatsby's role as host, for example, gives him temporary control over particular exchanges. His direct expressions can therefore be understood partly in relation to the immediate interactional setting. This interpretation is consistent with contemporary research showing that interpersonal power can vary according to interactional roles rather than functioning as a permanently fixed characteristic (Almora & Heryono, 2025; Soubki et al., 2024).

The comparison between Gatsby and Daisy also reveals different interactional patterns. Gatsby's greater use of positive politeness corresponds with his repeated attempts to establish solidarity and emotional closeness. Daisy's greater use of negative politeness corresponds with greater attention to mitigation and interpersonal caution. Similar gender-related differences have been identified in studies of politeness in literary and non-literary interaction (Ali, 2023; Khatimah et al., 2024; Muhammad & Diannurdianti, 2023). Nevertheless, the present findings should not be interpreted as evidence that men generally prefer positive politeness or that women generally prefer negative politeness. The data represent only Gatsby and Daisy. Their linguistic choices are shaped by their particular relationship, social circumstances, and narrative roles.

Brown and Levinson's (1987) framework provides a systematic basis for classifying the politeness strategies found in Gatsby's and Daisy's dialogues, but its application requires contextual caution. The theory has been criticized for its assumptions about the universality of face and for presenting politeness primarily as strategic management of face-threatening acts. Behzadpoor (2023), for example, found that Brown and Levinson's (1987) framework could account for the use of power, social distance, and rank of imposition in politeness choices but also emphasized that politeness is dynamic and strongly context-dependent. Fathi (2024) similarly demonstrates the continuing analytical value of Brown and Levinson's (1987) framework while proposing refinements to its categories. These perspectives support the use of the framework as a systematic coding instrument in the present study rather than as a universal explanation of politeness. Other approaches, including discursive and relational perspectives, may emphasize how politeness is evaluated and negotiated through interaction and could therefore produce different interpretations of the same fictional dialogue. The present analysis consequently treats Brown and Levinson's (1987) categories as analytical tools while interpreting their application in relation to the literary and interpersonal context.

The findings should also be considered within the limitations of the study. The dataset was restricted to 73 utterances from the dialogues between Gatsby and Daisy in a single novel.

The findings therefore describe the representation of their gendered interaction in *The Great Gatsby* and cannot be generalized to male and female speakers in broader social contexts. In addition, the analysis was conducted by a single researcher; hence, interpretive decisions may be influenced by researcher judgment despite the use of a coding guide, repeated review of ambiguous cases, and theory-supported interpretation. The study also relied primarily on Brown and Levinson's (1987) framework; consequently, other pragmatic approaches may identify different aspects of politeness, particularly those related to relational or discursive meanings. Future research could address these limitations by comparing multiple literary works and characters, involving additional coders or peer validation, and applying alternative pragmatic frameworks to examine whether similar patterns emerge across different literary and sociocultural contexts.

Overall, the findings demonstrate that politeness functions as a context-dependent resource through which Gatsby and Daisy negotiate intimacy, emotional tension, and social expectations. The different patterns identified in their speech reflect their particular relational positions and narrative circumstances rather than fixed characteristics of male and female language. By examining these patterns through Brown and Levinson's (1987) framework and contemporary sociolinguistic perspectives, this study contributes to the understanding of how politeness can illuminate gendered interaction in fictional discourse, particularly in a classic literature piece such as *The Great Gatsby*.

Conclusion

This study found that all four politeness strategies in Brown and Levinson's (1987) framework occurred in the dialogues between Jay Gatsby and Daisy Buchanan in *The Great Gatsby*. Positive politeness was the most frequent strategy (34.25%), followed by negative politeness (28.77%), bald-on-record (20.55%), and off-record (16.44%). The analysis also showed that rank of imposition was the most frequently identified contextual factor (42.47%), followed by social distance (35.62%) and relative power (21.92%). These findings answer the first two research questions by demonstrating the range of strategies used in the dialogues and the contextual factors associated with their selection.

The comparison between the two characters showed that Gatsby used positive politeness most frequently (37.50%), whereas Daisy used negative politeness most frequently (39.02%). These patterns should not be interpreted as fixed male and female speech styles. Rather, they reflect the particular relational positions, social circumstances, and narrative roles of Gatsby and Daisy. This finding addresses the third research question by showing how politeness contributes to the representation of gendered interaction within the novel.

This study contributes to pragmatic and sociolinguistic research by demonstrating how Brown and Levinson's (1987) politeness framework can be applied to examine gendered interaction in constructed literary dialogue. The findings may also support the use of literary texts as contextual materials for teaching pragmatics and discourse analysis, provided that fictional dialogue is treated as a representation of interaction rather than equivalent to naturally occurring conversation. Future research may examine multiple literary works, characters, and pragmatic frameworks to determine whether similar patterns occur across different literary and sociocultural contexts.

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