

ENGLISH USED BY NON-ENGLISH DEPARTMENT STUDENTS IN EMAIL: DEIXIS AND POLITENESS STRATEGY

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ABSTRACT

Email is a digital means of communication that enables the transfer of messages and information through the Internet. In academic contexts, it is frequently utilized as a platform for sending assignment materials or offering feedback on designated tasks. Pragmatics has a significant connection to the utilization of English in email correspondence. Recognition of cultural norms and communicative conventions is paramount when it comes to English emails, especially in formal and professional settings. Non-English department students may encounter difficulties in grasping and implementing these norms, and this aspect will be investigated in the following analysis. The study aims to discover the types of deixis and politeness strategies employed by non-English department students in their email communication. A descriptive qualitative method was used to analyse the deixis and politeness strategy according to Brown and Levinson theory. The data were taken from the English assignment that was submitted by the non-English department students. Based on the data analysis, the 5 types of deixis and 4 kinds of politeness strategies were used by the students in their email. Besides, this study contributes to English language teaching both in spoken and written communication, including writing emails, letters, or other forms of written expression.

Keywords: *Email, Deixi, Non-English Department Students, Politeness Strategy*

INTRODUCTION

English has become a global lingua franca, widely used across various fields. In higher education, English is a mandatory subject taught to students from all disciplines. Learning English for non-English department students enables them to use English as the communicative language in active or passive. Throughout the learning process, the lecturer may assign tasks in English that must be submitted by the students. As time evolves, the process of communication and task submissions are not only conducted face-to-face but also through email. Email is an electronic communication form that facilitates the exchange of messages and information over the Internet.

Nowadays, email is one of the most commonly used written communication forms in academic, professional, and social contexts. Email serves as a method for the exchange of messages from one system to another. Electronic mail (email) is the exchange of messages stored on a computer from one user to one or more recipients via the internet. Email provides a fast,

cost-effective, and convenient means of communication, both in a business and personal context. In the realm of education, email plays a crucial role. For academic purposes, email is often employed as a medium to transmit assignment documents or provide feedback on assigned tasks. Academic email can be evaluated as a business email.

There are no clear recipes in academic email. However, it is necessary to pay attention to netiquette, cyber incivility, and formality (Konuk, 2021). Additionally, email can be utilized to send invitations or information regarding academic events such as seminars or workshops. The use of email in disseminating information within the educational and academic domain contributes to the establishment of a serious and professional image. Email communication in an academic setting can present challenges related to workload and compromised relationships (De Gagne et al., 2020). The use of English in email communication is closely related to pragmatics.

Pragmatics is one of the linguistic branches that examines the relationship between language and its users (Yule, 2014). As a branch of linguistics that studies the connection between language and its contextual use, pragmatics becomes a highly relevant area of study in analyzing the variety of language that is used in emails, especially when English users are non- native speakers. Additionally, awareness of cultural norms and communicative conventions in the context of English emails becomes a crucial focus, considering that emails are frequently used in formal and professional situations. Emails written by second-language users are more impolite and informal than emails written by native speakers (Chen, 2015). Non-English department students may face challenges in understanding and applying these norms, and this is what will be explored in this analysis. Within the scope of pragmatics, two crucial aspects are deixis and politeness strategy.

Deixis is the phenomenon in which the meaning of certain words and phrases in an utterance requires contextual information. There are five types of deixis (Brown & Levinson, 1987), including:

1. Person Deixis: This type of deixis involves the localization of an entity in relation to the position of the speaker and/or hearer. It includes first, second, and third person pronouns, which typically refer to the speaking and hearing participants, and designate the non- speech or narrated participant, respectively.
2. Spatial Deixis: Spatial deixis involves the specification of locations relative to points of reference in the speech event. It includes words or phrases that specify proximal or distal

distance from the speaker.

3. Temporal Deixis: Temporal deixis shows the orientation or position of the referent of actions and events in time. It includes words or phrases that specify time adverbials, tenses, and time expressions.
4. Social Deixis: Social deixis involves the encoding of social information, such as social status, in language.
5. Discourse Deixis: Discourse deixis, also referred to as text deixis, refers to the use of expressions within an utterance to refer to parts of the discourse that contain the utterance, including the utterance itself.

Meanwhile, Politeness theory, proposed by Penelope Brown and Stephen C. Levinson, centers on the notion of politeness, construed as efforts on redressing the affronts to the hearer's face or public self-image. The theory outlines four main types of politeness strategies:

1. Bald on-record: This strategy involves a direct, unmitigated speech act without any attempt to lessen its impact. It is often used in situations where the speaker has a close relationship with the hearer or when the speaker has a higher social status.
2. Positive politeness: This strategy involves the use of language to emphasize common ground and shared interests between the speaker and the hearer. It is often used to show respect and consideration for the hearer's feelings.
3. Negative politeness: This strategy involves the use of language to avoid imposing on the hearer or threatening their autonomy. It is often used to show deference and to avoid causing offense.

Off-record: As a communication act, off-the-record strategies are carried out in a manner in which no clear communication intention is attributed. In this situation, the actor places himself on the "outside" and gives some defensible interpretation. Additionally, Brown & Levinson (1987) listed one of the main strategies of non-recording and its sub-categories, giving hints, giving association clues, presupposing, understating, overstating, using tautologies, using contradictions, being ironic, using metaphors, and using a rhetorical question (Fadoli, 2022).

These politeness strategies are used to navigate social interactions and to maintain positive social relationships. They are particularly relevant in the context of email communication, where the absence of non-verbal cues can make it difficult to convey politeness and to interpret the politeness of others. The utilization of deixis and politeness in emails written by non-English

department students will be comprehensively analyzed in this research. The study aims to address the following objectives: (1) What types of deixis are employed by non-English department students in their email communication? (2) What forms of politeness strategy are contained in the emails?

METHOD

This study is qualitative research employing the descriptive pragmatic method to depict and analyze the usage of deixis in the emails of non-English department students. Furthermore, politeness analysis is also utilized to examine patterns of politeness strategies in the context of email writing by non-English department students.

Research data were collected from assignments submitted by non-English department students of Nahdlatul Ulama Indonesia University via email. Students were given various topics and then asked to submit assignments via email according to their chosen topics. Assignment topics included; (1) Job application, (2) College permission letter, (3) Request for a speaker, (4) Invitation, (5) Submitting Document. There were 93 students from four non- English department programs who were requested to submit assignments via email. Data were collected based on the following criteria: (1) Assignment document submission using the email body, (2) The email body was written in English. Based on these criteria, 26 emails met the criteria and were used as research data. The collected data will be classified based on the type of assignment and then analyzed pragmatically.

Several steps used in the data collection process are as follows: (1) Assigning tasks to students to send emails in English based on their chosen topics, (2) Selecting emails for analysis, (3) Classifying emails based on their topics, (4) Analyzing email writing using descriptive pragmatic methods.

RESULT AND DISCUSSION

1. Topics Classification

Based on the collected data, there are 8 students who chose the topic of invitation, 5 job applications, 6 college permission letters, 3 document submissions, 2 letters of notice, and 2 requests. The classification of email topics in student assignments is illustrated in the following chart.

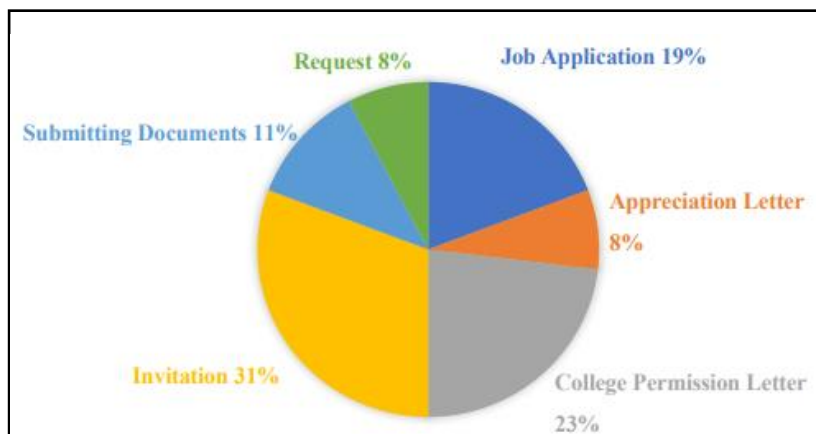


Chart 1. Topics Classification of Students Assignment

a. Job Application

According to (Sotyaningrum, 2008), a job application letter is a letter from a job seeker to a prospective employer containing a request to fill an available job position. A job application letter includes a request to work for an institution, company, or limited liability company (PT), which typically comprises sections containing personal information, services that can be provided, education, expertise, and experience. Nariyah et al. (2021) state that a job application letter serves as the initial step for an individual to work in a particular place.

Furthermore, Seli & Anggih (2021) assert that a job application letter is a formal personal letter addressed by an individual to an institution or organization with the aim of obtaining employment. Typically, an individual seeking employment will submit a job application after obtaining information about job vacancies. Job vacancies can be communicated through advertisements, information from individuals, and official announcements from institutions in need of labor. According to Seli & dkk. (2021), the writing of a job application letter is based on: (1) advertisements, announcements, circulars containing information about job vacancies, and (2) trial and error.

b. Invitation Letter

An invitation letter is a correspondence sent by an individual or entity with the intention of inviting someone to participate in an event or activity. Typically crafted as a formal request, it seeks the presence of the recipient in an event of significance. According to Cullen & Elaine O'donoghue (2005), a formal invitation letter is characterized as a document typically crafted for business purposes, institutional communications, or formal settings. In essence, students are expected to demonstrate the capability to compose a formal invitation letter.

c. Appreciation Letter

An appreciation letter is a formal expression of gratitude and recognition conveyed in written form. It is a thoughtful and considerate way to acknowledge and thank someone for their actions, contributions, or positive impact. The primary purpose of an appreciation letter is to convey sincere thanks and recognition to individuals or groups for their efforts, achievements, support, or any positive influence. It serves to express gratitude and strengthen relationships by acknowledging the value of the recipient's contributions. Doyle (2021) mentioned that in a formal situation, the writing of the appreciation letter must be written in a professional format and language.

d. Submitting Documents

Submitting documents refers to the act of presenting or handing over a set of papers, files, or records to a designated recipient or authority. This process involves providing necessary paperwork, information, or evidence to fulfil a requirement, complete a transaction, or comply with a request.

e. Permission Letter

A permission letter is a formal document written to grant or request authorization, consent, or approval for a particular action, event, or undertaking. It outlines the terms and conditions agreed upon between the parties involved and serves as an official record of the granted permission.

A permission letter should be written in a polite tone. Take care to write the sender's and receiver's addresses accurately along with the date on which the letter is written. Sometimes, the sender's address need not be mentioned when both parties are very familiar with each other. In writing the permission letter, The subject line mentions the purpose of the letter followed by the greeting or salutation. The body of the letter should explain the reason for which you are seeking permission. Mention the signature, name and designation of the sender while closing the letter (BYJU'S, 2023).

f. Request

A request letter is a formal written document designed to convey a specific appeal, inquiry, or demand from one party to another. It is a structured and polite way to articulate the need for something or seek information, assistance, permission, or cooperation. Request letters are versatile tools used in various personal, professional, and formal settings to communicate needs,

inquiries, or appeals in a structured and respectful manner. The request letter format includes detailing about the writer's need and must have very polite language (HRHelpBoard, n.d.).

2. The Use of Deixis

The researcher analyzed to find out the deixes existed on some writing assignments based on the specified topics that were submitted by the students via email.

Table 1.

Types of Deixis

Types of Deixis	Frequency	Specification
Persona	163	I, you, we, me, my, you, our, your
Temporal	20	business hours; official hours; afternoon; this event; at the opening ..
Spatial	14	this company; that campus
Social	35	Dear, Mrs; Sir/Madam, Mom, Ma'am
Discourse	26	That matches; that my training

a. Persona Deixis

1) Job Application Letter

The data analysis showed that dominant persona deixes used were “**I**” or “**me**”. It is common since email for a cover letter is a kind of personal letter commonly used for professional settings. Nevertheless, there is a common mistake frequently made by non-native speakers or students from non-English departments, as exemplified in utterance “... *i am applying for a job...*” (data number 4) where the email writer uses a lowercase “*i*” instead of the correct capitalization “**I**”, referring to personal subjectivity in accordance with English writing norms.

Another common mistake made by non-English department students is spelling or writing errors. In the example of data number 4, the word “*applying*” should be written as “**applying**”. In this case, the change in the spelling of the word is a morphological error where the word “*applying*” should be spelled correctly as “**applying**” in accordance with the writing norms in English.

2) Invitation Letter

The persona deixis found in the invitation letter written by the students showed several pronouns like “**I**”, “**we**”, and “**you**” to establish a personal connection between the sender and the

recipient. In an invitation letter, person deixis creates a sense of direct communication and personal engagement between the inviter and the invitee.

However, it is crucial to observe the norms and policies applicable within a specific organization or environment. If the letter is formal or representative of an entity, then the use of “we” may be more appropriate. If the invitation is more personal or informal, the use of “I” might be more fitting. In several invitation letters written by students, a majority predominantly utilizes “I” referring to invitations of a personal or private nature. However, the content of these invitations often pertains to seminars that inherently involve an organizing committee.

Therefore, in this context, the use of “we” would be more suitable, considering that the invitation is issued on behalf of an organization, institution, or committee. This is evident in data number 7 which stated *“I would like to ask you to kindly be the keynote speaker at our seminar....”*. In the statement, there is an inconsistency in the email writer's use of subjectivity, as the writer employs the singular pronoun “I” while referencing “our” that indicates a plural possessive adjective.

3) Appreciation Letter

The persona deixis used by non-English students were “I” and “myself”. The use of “I” and “myself” directly indicates that the email’s sender is referring to their own identity. The primary reason for using persona deixis in this text (data number 14) is to introduce the sender and disclose essential information about their identity, including their name and academic affiliation.

4) Submitting Documents

The persona deixis used by non-English students were “I” and “myself”. The use of “I” and “myself” directly indicates that the email’s sender is referring to their own identity. The speaker mentions their intention to submit an English assignment, indicating a specific purpose for the communication. This use of persona deixis emphasizes the student’s responsibility.

5) College Permission Letter

The persona deixis used by non-English students in college permission letters was “I”. That is a clear instance of person deixis, indicating the speaker or writer student’s responsibility.

6) Request

The persona deixis used by non-English students in request letters was “I”. That is a clear instance of personal deixis, indicating the sender gives a request to the recipient.

b. Temporal Deixis

1) Job Application Letter

The temporal deixis is commonly used in job application letters were *“in business hours or at office hours”*. This expression is used to specify the time frame during which the writer is available or when certain actions are expected to take place.

2) Invitation

Temporal deixis were commonly used *“on”, “at”,* or specifying dates and times to indicate the temporal dimension of the event such as Sunday, Thursday. Several invitation emails sent by the students used specific dates and times. Temporal deixis refers to words or phrases relating to time, specifically the *“when”* of an event. Data number 10 showed that the temporal deixis is evident in the specific date and time mentioned for the business meeting: *“Sunday, 18 August 2022, from 07.00 PM.”* This information provides a clear temporal reference for the event, allowing the reader to understand when it will take place. Another temporal deixis showed in data number 11 *“...at the opening of the nature school...”*. The use of *“at”* implies a specific point in time, which is the opening event of the nature school. This provides a temporal reference, suggesting that the invitation is for a future event.

3) Appreciation Letter

Temporal deixis refers to expressions in a text that refer to or anchor the time of the discourse. In the provided text data number 14, temporal deixis is not explicit, but there are some temporal elements that can be identified. The use of the phrase *“I would like to take a moment”* suggests a present or immediate temporal reference, as the email’s sender is expressing a desire to address the recipient at this moment.

The phrase *“On behalf of the accounting class, we would like to thank you”* indicates a present moment of expressing gratitude, suggesting that the thanks are in the current timeframe. While the text does not explicitly use specific temporal expressions (e.g., today, tomorrow, yesterday), the context and language used imply a present moment when the sender is expressing gratitude and recognition.

4) Submitting Documents

Data number 21 indicates temporal deixis in the phrases *“previously revised”*. This phrase refers to actions that occurred in the past, respectively.

5) College Permission Letter

The temporal deixis in the text (data number 16) is expressed through the mention of a specific time-related event, which is the inability to attend the usual classes due to illness. Phrases like *“at this time”* and *“due to illness”* provide a temporal context, indicating the present moment when the request for permission is relevant. Meanwhile, in data number 19, the temporal deixis in the text is related to the expression *“today’s English lesson”*, which specifies the time of the event. The word *“today”* serves as a temporal deictic expression, anchoring the absence to the current day when the English lesson is scheduled. This helps in providing a clear reference to the specific time frame of the intended communication.

6) Request

The temporal deixis in the text (data number 22) is *“good afternoon”* which indicates the time when the sender writes the email.

c. Spatial

1) Job application Letter

The spatial deixis commonly used were *“this or that company/office”*. The use of spatial deixis with the word "office" is very common, considering that a job application is a document aimed at seeking employment in an office.

2) Invitation

The most common word that indicates spatial deixis used by non-English students to send an invitation letter is the word *“venue”* to provide the location details ensures that the invitee knows where the event will take place and can make necessary arrangements.

Nevertheless, not all data concerning invitation letters include spatial deixis. As the evidence in data number 12 which stated

“I intend to invite you to the event which we will hold on Sunday, 29 of December 2022. with the theme of charity education for children affected by evictions. Thanks for your time”.

The spatial deixis in the text is not explicitly stated, as the location of the event is not specified. Spatial deixis typically involves referencing a specific location or place. In this text, the primary focus is on the temporal deixis (mentioning the date of the event) and the purpose of the event, but there is not direct reference to the location where the event will take place.

3) Appreciation Letter

Spatial deixis refers to expressions in a text that refer to or anchor the location of the discourse. In the provided text, spatial deixis is not explicitly stated, but there are elements that can be interpreted spatially. The phrase *“we look forward to seeing you grow within our university”* in data number 12 suggests a spatial relationship within the university community, emphasizing the speaker's anticipation of email's recipient continued presence and impact within the university environment. While spatial deixis is not as overtly expressed as temporal deixis in this text, the university's name and the reference to growth within the university community contribute to the spatial context.

4) Submitting Documents

Data number 20 mentions a spatial deixis element in the phrase *“in a pdf file”*. This specifies the format in which the assignment is presented and can be considered a spatial reference related to the method of submission.

5) College Permission Letter

The spatial deixis in the text data number 16 is less prominent, as the primary focus is on temporal deixis related to the student's illness and the recommendation to rest. However, there is a subtle spatial deixis element in the mention of *“your usual classes”*. The use of *“your”* in these phrases serves as a spatial deictic expression, indicating the specific classes or course associated with the recipient. This spatial reference helps to specify the location or context of the classes for which the student is seeking permission not to attend.

In data number 17, the spatial deixis in the text is relatively limited, as the focus is more on temporal deixis and the explanation for not paying attention in class. However, there is a subtle spatial deixis element in the mention of *“boarding school”*. The term *“boarding school”* serves as a spatial deictic expression, indicating the physical location where the speaker was at the time, away from the class.

6) Request

There is not an explicit spatial deixis in the Request email that was sent by non- English students.

d. Social Deixis

1) Job Application Letter

The social deixis commonly used were addressing the recipient with formal titles like “Dear Mr./Mrs. [Name]” and using polite language that reflects social deixis, indicating respect and professionalism

2) Invitation

Social deixis refers to the reference to the social characteristics of, or distinctions between, the participants or referents in a speech event. In the provided text, the use of “*Dear Mrs. [Name]*” and the invitation to a business meeting are examples of social deixis. The use of “*Mrs.*” and the invitation to a business meeting both reference the social characteristics and distinctions between the participants in the speech event. The text also includes a request for the recipient to inform the sender if they are unable to join the meeting, which is another example of social deixis as it involves the social interaction between the participants in the speech event.

On the other hand, there is still a lack of awareness among non-English major students regarding the appropriate choice of words. In data number 8, it is written, “*I would like to invite you to attend this activity. I hope for the attention of the **father or mother**”.* “*Father and mother*” translates to “*Bapak dan Ibu*” in Bahasa Indonesia. Actually, in the writing of official letters according to Indonesian culture, the use of “*Bapak*” or “*Ibu*” is very common. These terms are employed to convey respect and courtesy to the letter’s recipient. However, in this letter, there is a diction error as the words “*father/mother*” which refer to the terms for biological parents. The suitable words to describe this context are “*Sir/Madam*”.

3) Appreciation Letter

Social deixis involves language elements that refer to social relationships, roles, and statuses within a communication context. In the provided text (data number 12), there are several instances of social deixis:

- a) Addressing the Recipient: The use of “*Dear Mrs. ...*” at the beginning of the message is an example of social deixis. It is a formal and respectful way of addressing the recipient, indicating a social relationship and the formality of the communication.
- b) Self-Introduction: The speaker introduces themselves as his real name providing information about their identity. This self-introduction contributes to social deixis by establishing the speaker's role in the communication.

- c) Acknowledgment and Gratitude: Phrases like *"On behalf of the accounting class"* and *"we would like to thank you"* convey a sense of social cohesion and acknowledgment. It indicates a collective effort from the accounting class and recognizes the recipient's role within the social context of the university.
- d) Expression of Gratitude: The statement *"We are so grateful to have you"* emphasizes the positive social relationship between the speaker (representing the accounting class) and the lecturer. It expresses appreciation for the recipient's contributions.
- e) Polite Closure: The use of *"Thank you, ma'am"* and *"Best Regards"* in the closing part is socially appropriate and reflects politeness. It further establishes a respectful tone in the social interaction.

Overall, social deixis in this text is evident through the choice of address, self- introduction, acknowledgment, gratitude, and polite closure, all of which contribute to establishing and maintaining a positive social relationship within the university context.

4) Submitting Documents

Data number 20 shows the social deixis that is reflected in the way the sender identifies herself and her affiliation. By stating *"I am from the Accounting Department"*, the sender establishes her identity and social role within the context of the message. This information helps position the communication within the social framework, providing context about the person sending the message and their academic or professional association.

Meanwhile in data number 21, the phrases *"Dear Mrs. ..."* and *"Best Regards"* indicate a level of formality and respect, contributing to social deixis. The use of titles and polite closing remarks reflects the social context of the communication.

5) College Permission Letter

The social deixis in the text (data number 16) is reflected in the way the writer addresses Mrs. [Name] and discusses a personal matter related to attending classes. The use of *"Dear Mrs. ..."* at the beginning establishes a specific social relationship between the sender and the recipient. Additionally, the sender seeks permission due to illness and provides a medical recommendation, making the communication more personal and socially oriented. The closure with *"Thank you"* and *"Best Regards"* adds a polite and respectful tone to the message, contributing to the social aspect of the discourse. Overall, the text reflects social deixis by framing the communication within the context of a student addressing a teacher and seeking understanding for a personal situation.

6) Request

The social deixis in the text (data number 22) is “*.., Mom*”, “*I would like to ..., Mom*”. These expressions reflect the social roles and norms, showing the sender’s deference to the recipient.

e. Discourse Deixis

1) Job Application Letter

The discourse deixis can be seen in the utterance “*that you are looking for*” (data number 2), the discourse deixis is expressed through the use of the relative pronoun “*that*”. Discourse deixis refers to linguistic elements that help organize and guide the flow of discourse or conversation. In this context, “*that*” functions as a relative pronoun that introduces a subordinate clause providing additional information.

2) Invitation

The discourse deixis can be seen in the following utterance (data number 12) “*I would like to invite you to attend this activity*”. The term “*this activity*” is a deictic expression that refers to a specific, contextually understood activity. The use of “*this*” indicates proximity in the discourse, suggesting that the speaker and the audience share an understanding or knowledge of the particular activity being referred to.

The discourse deixis in the text refers to the ongoing communication between the sender and the recipient. The use of phrases in data number 12, such as “*I intend to invite you*” and “*Thanks for your time*” implies a current or ongoing discourse, where the sender is expressing her intention to invite the recipient and thanking her for her time in advance. Discourse deixis is concerned with how language refers to elements in the ongoing communication, and these expressions contribute to the continuity of the discourse.

3) Appreciation Letter

Discourse deixis refers to expressions in a text that refer to or anchor the ongoing discourse, helping to maintain coherence within the conversation or written communication. In the provided text, there are elements that contribute to discourse deixis such as, the phrase “*I would like to take a moment to introduce myself*” signals the speaker's intention to initiate a self-introduction, setting the direction of the discourse and establishing a communicative focus.

The speaker mentions being an “*accounting student at Nahdlatul Ulama Indonesia University*”, which contributes to the ongoing discourse by providing information about the speaker's identity and role within the university community. Expressions like “*we want to formally*

recognize", *"we would like to thank you"*, and *"we are so grateful to have you"* contribute to maintaining the ongoing discourse, as they express the collective sentiments of the accounting class and convey the purpose of the communication.

4) Submitting Documents

The discourse deixis in data number 20 is apparent in the mention of the specific purpose of the message, which is to submit an assignment. The phrase *"I am writing with regard to submit the assignment"* signals the main topic or discourse of the communication. On the other hand, the phrase in data number 21 stated *"I hope you are willing to tell me"* Contains elements of discourse deixis as it refers to the ongoing interaction and communication between the sender and the recipient.

5) College Permission Letter

The discourse deixis in the text is evident in phrases like *"I would like to inform you"* and *"please give permission"*. These expressions are directed specifically towards the recipient which indicating the participant roles in the communication.

The inclusion of *"I have also attached a letter of permission from the doctor for your consideration"* explicitly ties the document being referred to (the attached letter) to the ongoing communication. Overall, these elements contribute to the discourse deixis in the text.

6) Request

Discourse deixis is seen in the phrase *"I would like to consult with Mom on how to fulfil my expectations"*. The use of *"consult with Mom"* refers to the ongoing discourse or conversation between the sender and the recipient, indicating a communicative purpose.

3. The Use of Politeness Strategy

The findings were given together with examples of evidence discovered throughout the analysis. This study contains the description of the politeness strategy of the written text assignments which were sent by the students via email. The results of the data analysis are shown, and the frequency of occurrences of those strategies are described.

Table 2.

Types of Politeness Strategy

Types of Politeness Strategy	Frequency	Specification
Bald on Record	67	You can contact me at ...
Positive Politeness	50	I would like to ...; We are faithfully inviting you ...
Negative Politeness	17	I regret to inform ..; I am sorry ..; I hope ..
Off Record	1	For your ...

1) Bald on Record

Bald on record is a communication strategy where a person is direct and explicit in expressing their thoughts or making a request. According to Brown & Levinson (1987), bald on record strategy is a direct way of saying things, without any minimization to the imposition, in a direct, clear, unambiguous and concise way. In a formal letter, bald on record means stating the main point clearly and straightforwardly.

In table 3 bald on record strategy and its realization are employed by the students in writing the text via email.

Table 3.

Bald on Record and its Realization in Emails

Politeness Strategy	Realization	Frequencies
Bald on Record	Clear opening and introduction	15
	Direct expression to the main point	17
	Specific Details	13
	Expression of Confidence	5
	Polite and Clear Closing	17
Total Bald on Record		67

Table 3 above gives information related to the frequency of bald on record strategy realized in writing text by the non-English department students via email. The table shows that there are 67 data of bald on record strategy. The utterance below is an example of bald on record strategy that is found in email.

Data number 5 showed about the job application letter. The sender is straightforward in expressing her intention to apply for the position of finance. She states, *"I am applying for the position of finance based on the job vacancy information in the Republika newspaper"*. This is a direct and unambiguous statement.

Meanwhile on the other type of email, especially invitation, there was found that the sender showed her intention in inviting the recipient. The utterance in data number 12 *“I intend to invite you to the event which we will hold on Sunday, 29 of December 2022, with the theme of charity education for children affected by evictions”* represents a Bald on Record strategy. In this context, the sender is directly expressing her intention to invite the recipient to the event without using mitigating language or additional politeness markers. This approach is straightforward and to the point, characteristic of the Bald on Record communication style.

In data number 16 regarding the email concerning a permission letter, there is also the employment of the Bald on Record strategy. This is evidenced in the statement as follows: *“I would like to inform you that I am unable to attend your usual classes due to illness. For the purposes of healing at this time it is recommended by the doctor to rest”*. The text is an example of a bald on record communication, as the writer straightforwardly communicates their message without extensive politeness or indirect language. The writer directly informs the recipient about their inability to attend classes due to illness, provides the reason for the absence (doctor's recommendation to rest), and explicitly requests permission not to attend the course. Additionally, the writer includes a letter of permission from the doctor to support their request.

Data number 20 about submitting documents, there is a kind of bald on record strategy. The utterance *“I am writing with regard to submitting the assignment to fulfil the English individual task about Analyzing an Article Entitled General Journal: Definition, Examples, How to Create and Record it . I will attach this task in the form of a pdf file”*. The text is an example of a bald on record communication style. In this style, the speaker is straightforward and explicit in conveying their message without employing additional politeness or indirect language. The sender directly states the purpose of the message – submitting the assignment for the English individual task – and indicates the attachment of the task as a PDF file. The language used is clear and to the point, without extensive expressions of courtesy or formality.

2) Positive Politeness

The positive politeness strategy in emails is to foster a positive and friendly communication environment while acknowledging and respecting the recipient. Positive politeness aims to build rapport, reduce social distance, and create a sense of connection between the sender and the recipient. This strategy involves using language and expressions that emphasize common interests,

shared values, and mutual understanding. In table 4 below, the positive politeness and its realization are employed by the email's senders.

Table 4.

Positive Politeness and its Realization in Emails

Politeness Strategy	Realization	Frequencies
Positive Politeness	Greetings and Salutation	26
	Expressing Interest	1
	Optimistic Language	5
	Gratitude and Appreciation	5
	Inclusive Language	11
	Polite Request	6
	Acknowledging Achievement	1
Total Positive Politeness		50

Positive politeness in emails can be expressed through various strategies and linguistic devices. One of the ways to show the positive politeness in writing the email is by using warm and friendly greetings such as "Dear [Name]" or "Hello [Name]" contributes to a positive tone from the beginning.

The data gathered showed that almost all of the emails that were sent by the students used the term "Dear [Name]" to greet the recipient. The use of "Dear, .." in the greeting of an email shows a form of positive politeness and a degree of formality. "Dear" is a courteous and respectful way to address the recipient. It conveys a sense of politeness and acknowledges a level of formality in the communication. In professional settings, using "Dear" is a common practice. It sets a professional tone and is often appropriate when corresponding with colleagues, clients, superiors, or anyone with whom you maintain a professional relationship.

The other way to show positive politeness is by expressing an interest. Expressing interest in an email serves several important purposes, contributing to effective communication and relationship-building. Expressing interest contributes to a positive and friendly tone in the email. It sets a congenial atmosphere and makes the communication more enjoyable for the recipient.

In the utterance "*We want to discuss with you about our next projects and also about the facilities which we should provide to our clients*". The utterance in data number 10 above is expressing interest in collaboration. The text mentions the desire to discuss future projects and facilities, indicating an interest in collaboration. This expresses a positive attitude toward the recipient's potential contributions.

In addition to expressing interest, the use of inclusive language also influences positive politeness. Inclusive language in email refers to using words and expressions that embrace diversity, promote equality, and make all individuals feel respected and included. It is a communication approach that considers the diverse identities, experiences, and perspectives of the audience. In emails sent by non-English students, the majority still struggle with the proper use of pronouns in their respective emails. The utterance *"I am writing to let you know that the Accounting class will hold a seminar on journalism. I will attach this invitation in the form of a pdf file"*. For instance, in an email regarding an invitation to a seminar, there is a common misunderstanding regarding pronoun usage. Logically, seminars are organized by a committee, and, therefore, the appropriate pronoun is "we" to refer to the team, rather than "I", which refers to an individual. However, students still fail to comprehend this distinction.

Nevertheless, not all non-native English-speaking students are oblivious to the use of pronouns. Based on the gathered data, there are 11 utterances that already conform to the appropriate use of inclusive language. One of them is *"We are happy to invite you to attend the business meeting of our company, PT Indonesia. We want to discuss with you about our next projects and also about the facilities which we should provide to our clients"*. The use of "We" throughout the text creates a sense of inclusivity, suggesting a collaborative and friendly atmosphere. Positive politeness often involves language that fosters a feeling of unity.

A polite request is a form of communication in which an individual asks for something or seeks assistance from another person in a courteous, respectful, and considerate manner. Polite requests are characterized by language and expressions that convey a sense of politeness, acknowledging the recipient's autonomy and showing appreciation for their potential cooperation. The goal of a polite request is not only to obtain the desired outcome but also to maintain positive relationships, foster goodwill, and create a positive and harmonious communication environment. Politeness in requests often involves using words, phrases, and tones that reflect courtesy, gratitude, and a recognition of the recipient's time and willingness to help.

In emails written by the non-English department students, only six emails were identified that contained polite requests. The utilization of polite requests is indicated by the use of the phrase "would like". "Would like" is generally considered more formal and polite than "want." It is often used in professional or formal settings, or when addressing someone with whom you want

to maintain a polite tone. For example in data number 8, *“I would like to invite you to attend this activity”*. It is a courteous way of expressing a desire for the recipient to participate in the mentioned activity. The use of “would like” adds a level of formality and politeness to the request, acknowledging the recipient's autonomy and allowing them the option to accept or decline without pressure.

3) Negative Politeness

Negative politeness in email refers to a communication strategy that involves minimizing imposition or intrusion on the recipient and showing deference to their autonomy and freedom. This type of politeness is employed when making requests, asking for favors, or presenting opinions in a manner that seeks to avoid placing undue pressure or obligation on the recipient. It often involves using language and expressions that convey a sense of distance, respect, and acknowledgment of the recipient's right to make their own choices.

Table 5.
 Negative Politeness Strategy and its Realization

Politeness Strategy	Realization	Frequencies
Negative Politeness	Apologizing	8
	Hedging Language	9
Total Negative Politeness		17

Table 5 gives information related to the negative politeness strategy realized by the non-English departments students in writing emails. Actually the students rarely used the strategy, but in certain types of emails such as a college permission letter, students use negative politeness. As an example, in the following statement:

*“Dear Mrs. S***** A***** K***,
 I am S***** M****zah from the Accounting Department. I regret to inform you that I cannot attend today's English lesson because I am sick.
 Thank you for your attention”*
 (Data 19- College Permission Letter)

The phrase *“I regret to inform you”* can be considered a subtle expression of regret or apology, which is a component of negative politeness. In negative politeness, individuals often seek to minimize imposition or disruption, and expressions of regret or apology are a way to achieve this. While the message is not overly mitigated, the acknowledgment of the situation and gratitude for attention contribute to a polite and considerate tone.

Another type of negative politeness found in the data is hedging language. Hedging language refers to the use of words, phrases, or expressions that soften the impact of a statement, convey a degree of uncertainty, or make a statement less direct.

Hedging language is used to soften the impact of a statement, making it less forceful or categorical. As an example in the following utterance *“I hope for the attention of the ...”* includes a form of hedging language. The use of “I hope” introduces an element of desire or expectation, softening the request for attention. In this context, it suggests a polite and considerate tone, acknowledging the recipients' autonomy to decide whether or not to provide attention. The phrase is crafted to express the speaker's wish for consideration without imposing or assuming that attention will automatically be granted.

4) Off Record

Off-record is a politeness strategy in communication that involves conveying a message indirectly or subtly, allowing the recipient to infer the intended meaning without stating it explicitly. This strategy is employed when speakers want to maintain a degree of politeness or avoid imposing directly on the listener. Instead of making a straightforward request or statement, the speaker provides a hint or clue, allowing the listener to read between the lines and understand the message without feeling obligated to comply.

Table 6.
 Off Record and its Realization

Politeness Strategy	Realization	Frequencies
Off Record	Indirect Communication	0
	Implied Meaning	1
Total Off Record		1

Table 6 gives information related to off record strategy. According to the data, the off-record strategy is only 1 in which it is in a kind of implied meaning. The following utterance shows the email sent by the students which contains an off-record strategy.

*Dear Mrs, S***** A******

*I am I*** M*****ni from an undergraduate student in the accounting study program. I intend to ask permission from the university that on Wednesday, November 30, I will not be able to come to campus because I have typhus. Likewise with this letter, I also include a sick note and advice to rest from the doctor.*

For your attention, I thank you profusely

(Data number 15 – College Permission Letter)

The phrase *“For your attention, I thank you profusely”* at the end of the message can be interpreted as a form of off-record communication. In this context, the expression of gratitude is not directly related to the main purpose of the message, which is to request permission due to illness. Instead, it serves as an additional, polite closing statement. The off-record element lies in the indirect way of expressing gratitude and the choice of words. The use of *“For your attention”* suggests an acknowledgment of the recipient's time and consideration without explicitly stating the request for permission. The expression *“I thank you profusely”* adds emphasis to the gratitude, possibly as a way to convey sincerity and appreciation.

Unfortunately, off record strategies were rarely used by the students. The data gathered showed that the email texts were straightforward and do not include elements of off-record communication. In off-record communication, the sender conveys a message indirectly, allowing the recipient to infer the intention. The texts provided are more on record and directly stating the purpose of the message

CONCLUSION

Non-English department students used all of Brown and Levinson's deixis and politeness strategy methods in their emails. However, students' comprehension regarding certain vocabulary and levels of formality in the expression of formal language still requires attention. Students need to be provided with an understanding of how language style in writing letters can be accurate and formal.

The use of English in emails is a significant aspect of written communication, particularly in professional and formal settings. Effective email communication involves considerations related to language, tone, and clarity. The level of formality in an email depends on the context and the relationship between the sender and the recipient. In professional settings, maintaining a formal tone is often advisable. Students need to pay attention to grammar and spelling since mistakes can detract from the professionalism of the communication.

The results study can be helpful to other institutions in Indonesia, especially for practitioners of EFL classroom interaction who are interested in how each other should act in communication to grasp effective ways of interaction in English language teaching especially in written expressions. This study's findings are also likely to contribute to the literature on deixis and politeness investigation, particularly in interaction contexts. Additionally, this study makes a valuable

contribution to the field of English language teaching, encompassing both spoken and written communication, which includes the composition of emails, letters, and various other written forms of expression.

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