

Ingratiation in Selected T.V Shows: A Socio-Pragmatic Analysis

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Abstract: *Ingratiation is defined as a number of strategic behaviors that are developed mainly for influencing a specific other regarding the achievement of a person's personal qualities. This study deals with a socio-pragmatic analysis of ingratiation in selected talk shows. It mainly aims at identifying the socio-pragmatic strategies used by the hosts and the guests in the selected talk shows for achieving the influence related to ingratiation. The problem of this study is that the use of ingratiation by the selected guests and hosts in the selected talk shows have not been investigated. This study hypothesizes that the selected participants in these talk shows have used different devices like speech acts, presuppositions, politeness, impoliteness strategies and their use of such strategies are related to different social factors like gender, age, religion, culture and status to achieve the impact related to ingratiation. Furthermore, it hypothesizes that ingratiation is a social psychological strategy that is based on linguistic factors in order to achieve its success and it is a linguistic phenomenon and not only social psychological phenomenon. This strategy is significant since it reveals the different socio-pragmatic strategies used by the participants in these T.V shows to achieve the influence related to ingratiation. It is also significant since it reveals the importance of ingratiation*

Keywords: Ingratiation, socio-pragmatics, pragmatic strategies, social factors, American talk shows, speech acts, politeness and impoliteness, presuppositions

INTRODUCTION

The problem of this study is that the selected participants in the selected talk shows use ingratiation that influence the audience which help them to control the minds of their audience and their ways of thinking. Consequently, this study tries to answer the following questions:

- 1- How do the selected participants in the selected T.V shows use speech acts to achieve the influence related to ingratiation?

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- 2- How do the selected participants in these T.V shows use politeness and impoliteness strategies to achieve the impression related to ingratiation?
- 3- How do the selected participants use presupposition strategies to achieve the impression related to ingratiation?
- 4- How the selected participants use different pragmatic strategies based on social factors like age, gender, religion, status and culture to achieve the impression related to ingratiation?

Based on the above questions, the present study attempts to fulfil the followings:

- 1- Identifying the ways in which the participants in the selected talk shows use speech acts to achieve ingratiation.
- 2- Pinpointing how the participants in these T.V shows use politeness and impoliteness strategies to achieve the impression related to ingratiation.
- 3- Explaining the ways used by the selected participants in the selected T.V shows for using presupposition strategies to gain the impression related to ingratiation.
- 4- Identifying the ways in which the selected participants use these pragmatics strategies based on their knowledge of social factors like age, gender, religion and culture to achieve the impression related to ingratiation.

This study hypothesizes the followings:

- 1- Different types of speech acts like the assertive, directive and especially the expressive one can be used for gaining ingratiation impression. Expressive speech act is mainly used for gaining the love and admiration of others since it helps in becoming intimate with the target of ingratiation.
- 2- Different types of presupposition like the factive and especially the existential can be used for shedding light on the target of ingratiation for showing the achievements of the target and flattering him or her constantly so as to gain their love and admiration.
- 3- Positive politeness strategies are more effective in gaining the ingratiation impression rather than the negative politeness or the impoliteness strategies. Positive politeness strategies like the informal language, joking, saying personal details and expressing feelings toward the target are influential in becoming intimate with a person and gaining his or her love and admiration.
- 4- Social factors can be used with the above pragmatic strategies for gaining the ingratiation impression. Factors like status and race can be mentioned by the ingratiator for praising the target or for mentioning him or her positively so as the ingratiator will be loved and admired by the target of ingratiation.

To fulfil the aims and test the hypotheses of this study, the following procedures are followed:

- 1- Presenting a theoretical background of socio-pragmatics, ingratiation, the selected T.V shows and the selected hosts and guests.

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- 2- Collecting T.V shows that have guests or hosts who use ingratiation strategies and gain the impact of such strategies. Then, spotting the sentences that contain the use of different pragmatic strategies and their related social use in these selected T.V shows.
- 3- Analyzing the selected data based on an eclectic model that consist of speech act theory by Searle, the impoliteness and politeness theories, presupposition based on Yule (1996).
- 4- Presenting conclusions for this study based on the analysis of the turns of guests and hosts in the selected talk shows.

Theoretical Background

The theoretical background of this study consists of ingratiation, socio-pragmatics and the selected Talk Shows with their selected guests.

Ingratiation

Ingratiation is certainly the most important self-presentational phenomenon. Most of people's social behaviors are formed by the aim of being liked by others and show to others that they have features like warmth, humor, reliability, charm and physical attractiveness. Furthermore, the ingratiation aims at gaining the impression of likeability (Jones & Pittman, 1981: 235).

Jones and Wortman (1973) define ingratiation as selected strategic behaviors that are directed at influencing a specific other person regarding the personal qualities' s attractiveness.

Kelleher (1996: P. B1) defines strategies ingratiation as strategic moves used by particular person for an increased likeability or for getting raise, a promotion or gaining a positive evaluation. This definition means that people use the ingratiation strategy to be like by other. Ingratiation is also defined as a number of assertive acts that are directed to gaining the audience admiration and likeability who control important rewards for the ingratiation (Tedeschi & Melburg, 1984).

Wortman and Linsenmeier (1977) state that ingratiation behaviors can or can not be assertive in their nature or intentional. So, ingratiation is not always related to deception and manipulation. There are four main strategies for ingratiation that are: 1- other-enhancement, 2- making favors, 3- agreeing with the opinion and 3- self-presentation (Jones, 1984: 34).

Other enhancement deals with presenting favorable or flattering opinions and positive evaluations about the target person. The impact of such strategy is related to that when another person is dealing in a positive way about them, they will like such individuals in return (Wortman and Linsenmeier, 1997: 142). The usage of flattery, praise and agreement are all forms of ingratiation. Making or rendering favors is the second tactic and is combined with the strategy of other enhancement and this tactic relies on the idea that the target individuals will feel as they are indebted to the ingratiation and seeing such ingratiation as a helpful and a friendly person (Appelbaum, 1998: 86).

Opinion conformity is the third type of ingratiating behavior. Opinion conformity deals with the idea that a person expressing an opinion or behaving in way that is in agreement with the opinions, judgments and views of the ingratiation target (Jones, 1964: 88).

Ingratiation is regarded as the most important type of self-presentational behavioral. Most of our social behavior is directed toward efforts of making others like them and showing attributes like warmth, charm, reliability and attractiveness. Ingratiating actions are shown as ingratiation since the success of the ingratiating action depends mainly on the concealment of the motives behind ingratiation. The ingratiator may deceive himself because of the illicit or the hidden nature of ingratiation. The ingratiator does not desire to see himself as ingratiating and the target of this behavior wants to believe that the ingratiator is sincere in following the social contact (Jones and Pittman, 1982: 236). Moreover, there are three underlying features for any attracting seeking behavior that are the followings:

- 1- Incentive value refers to the importance of being liked by a specific person. This point varies according to the relationship between the target and the actor of ingratiation and the amount of power that the target of such ingratiation has upon the actor. In most cases of ingratiation, the incentive value is greater than zero since the ingratiator cares about others' evaluation of him or her as attractive (Jones, 1982: 237).
- 2- Choosing a specific ingratiation strategy is controlled by the probability of its success and by the possibility that the likeability will increase. So, the motivational aspect that is the incentive value is limited by the cognitive aspect. The dilemma is created by the idea that when the ingratiator's dependence on the actor increase, his or her motivation to ingratiate increase, however, the subjective probability of its success decrease (Jones, 1982: 237).
- 3- Perceived legitimacy: the motivational and cognitive factors form ingratiation. Besides, ingratiation is formed by moral or evaluative factors. In addition, the form of the ingratiation behavior varies based on opportunities and resources like the suitability of a sitting. Perceived legitimacy deals with the degree to which a person's presentation of self is in agreement with the phenomenal self and with the norms of acceptable behaviors. The moral condition is complicated by the conflict with other values that favor self-interest and self-salesmanship. So, from such a complicated factors including the moral ones, the ingratiator must choose the best ingratiation strategies for achieving his or her aims (Jones, 1982: 237). The theory of ingratiation does not specify how these three elements of ingratiation interact with each other. However, if any one of them is zero, ingratiation will not take place. The moral decisions have less impact on ingratiation when compared to decisions related to cognitive or emotional factors. Consequently, when the benefits of achieving success related to ingratiation behavior increase, a person uses the ingratiation strategy even though this person knows that this behavior is not acceptable or moral.

Socio-Pragmatics

Like pragma-linguistics, socio-pragmatics is a subfield of pragmatics. Leech (1983) states that socio-pragmatics is defined as an abstract field that deals with particular conditions of language

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use and culture specific cases. Sociolinguistics is also identified as the field that mainly deals with social relationships, statuses, patterns and interaction with language use and structure (Verschueren, 1999: 7). The social side of socio-pragmatics is made clear by Rover (2001:1) stating that it deals with the knowledge of the social conditions that control language use and cases like relative power, social distance, the degree of impositions, taboos and conventional procedures.

Schmitt (2002: 80) explains that socio-pragmatics sheds light on social based assessments, beliefs and the interactional principles that governs people's choices of strategies. For instance, if a person asked for having some sugar, his request can be direct or indirect one. Socio-pragmatics investigates the social aspects that control such request and the type of the relationship between the participants of such conversation and the amount of the acceptability of such request.

Leech (2003: 104) points out that politeness is part of the field socio-pragmatics since the field of socio-pragmatics deals with explicating the social behavior. Furthermore, Culpeper (2011: 5) states that impoliteness studies are best situated within socio-pragmatics since most of the investigations regarding politeness are made in this field and because impoliteness fits the research aims of such field.

As an important issue in socio-pragmatics and for this study, politeness is regarded as one of the most significant aspects of human communication. It is the purposeful manipulation of language for achieving goals by saying the social suitable expressions (Culpeper et al .2003:1547). Lakoff (1975) argues that politeness is related to the social side of the behavior and it deals with the types of behaviors that have been developed in the societies to minimize clashes in interpersonal interaction (Watts et al. 2005: 45).

Socio-pragmatics can overlap with fields that deal with the social aspects like critical discourse analysis and sociolinguistics shedding light on the ways in which the situational contexts influence the norms that the speakers use. As a consequence, socio-pragmatics contains several perspective studies to pragmatics like interactional sociolinguistics, variational pragmatics, linguistic anthropology, CDA, and other related disciplines (Angermuller et al. 2014: 259).

The Selected American Talk Shows

This study will analyze some of Jimmy Faloon late night talk shows with celebrities that are Dua Lipa, Billie Elish and Taylor Swift. This study selects some of the parts of these talk shows that contain ingratiating actions by the host of the show Jimmy Faloon or by one of his above-mentioned guests.

The Analysis of the Selected Talk Shows

Jimmy Faloon interview with Dua Lipa

“Dua Lipa: You are my very first U.S T. V performance.

Jimmy Faloon: I was!

Dua Lipa: hmm

Jimmy Falloon: and do you remember when you finished your song? Do you remember what I'm about to say?

Dua Lipa: I remember it so well. I was so excited and so nervous and I couldn't believe what just happened.

Jimmy Falloon: Yea

Dua Lipa: and you came up on the stage and you were like "Dua Lipa, everyone"! And I was like "O My God and I just hugged you.

Jimmy Falloon: yea.

Dua Lipa: So hard!

Jimmy Falloon: Yea. You basically Jumped on me and uh

The audience laughter

Jimmy Falloon: with love, nothing but love. (Showing a picture were Dua Lipa was hugging him). And I appreciated that" (The Tonight Show Starring Jimmy Fallon, 2019).

Starting with ingratiation, both Jimmy Falloon and Dua Lipa use ingratiation. Jimmy Falloon uses ingratiation by agreeing with everything Dua Lipa says, by showing positive remarks regarding how she met him for the first time and by showing his and her picture to the audience to show how he met Dua Lipa for the first time. Dua Lipa on the other hand achieved the impression of ingratiation by showing warmth, humbleness, charm to be admired by her audience and shedding light on the way in which she met Jimmy Falloon for the first time. She uses strategies like other enhancement by shedding light on Jimmy Falloon as her first T.V US performance and flattering him by explaining how she hugged him.

Dealing with pragmatic strategies and starting with speech acts, Dua Lipa firstly uses assertive speech acts by saying "You are my very first U.S T. V performance" to assert that Jimmy Falloon is the first T.V presenter who presents her in A T.V show in USA. She uses this speech act to make her self close to Jimmy Falloon and the American audience, to remove any distance between them and to gain Jimmy Falloon and the audience's admiration. On the other hand, Jimmy Falloon uses directive speech act by shedding light on Dua Lipa's song on the stage and asking her about the things that he was about to say about her. He uses this speech act to remind her of the details related to that show where they first met. He uses this speech act to be liked by Dua Lipa and to remove any distance between them and to show himself as the loveable and charming host of this show. Then, Dua Lipa uses the assertive speech act to assert that "and you came up on the stage and you were like "Dua Lipa, everyone" to assert that he welcomes her to the audience. She then uses the expressive speech act by saying "And I was like "O My God and I just hugged you" to express her emotions regarding being on the stage with Jimmy Falloon. She uses these speech acts to be loved and admired by the audience and Jimmy Falloon and to become intimate with her. Then, Falloon uses the assertive speech act by saying "Yea. You

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basically Jumped on me and uh” to assert that Dua Lipa was so excited to the extent that she hugged him. He uses this assertive speech act to make the audience laugh and to become intimate with Dua Lipa. Then, he uses the expressive speech act by saying “with love, nothing but love” to express his emotions regarding being with Dua Lipa on the stage at that time.

Dealing with politeness and impoliteness strategies, Neither Jimmy Faloon nor Dua Lipa use impoliteness strategies to be close to each other. On the other hand, both of them use politeness strategies. Both Dua Lipa and Jimmy Faloon use positive politeness strategies by using informal language, joking with each other, trying to break the barrier between them and become intimate with each other through remembering their time together. The use of positive politeness strategies is very influential regarding gaining the impression of being admired and loved by the audience.

Dealing with types of presupposition used by Dua Lipa and Jimmy Faloon, Dua Lipa uses firstly existential presupposition by saying “You are my very first U.S T. V performance” by assuming the existence of a T.V performance and United States to insure for the audience and for Jimmy Faloon that he is the first person who presented her on the stage in United States. Then, Jimmy Faloon uses the factive presupposition by saying and “do you remember when you finished your song? Do you remember what I’m about to say?” by assuming that Dua Lipa have memories regarding such an event and this event really happened. He uses this presupposition to become intimate with Dua Lipa by giving more details about his first meeting with Dua Lipa to gain Dua Lipa and the audience likability. Then, Dua Lipa uses the factive presupposition by saying “I remember it so well. I was so excited and so nervous and I couldn’t believe what just happened” to ensure for the audience that her first meeting with Jimmy Faloon is true. She uses this presupposition to show agreement on what was said by Jimmy Faloon and to support his words positively so as to become closer to him.

Coming finally to the use of social factors, Dua Lipa uses ingratiation strategies, expressive, assertive speech act, existential, factive presupposition and positive politeness and relates them to the social factors of status by referring to Jimmy Faloon’s job as a T.V presenter and his race as American. Furthermore, Jimmy Faloon uses the same ingratiating strategies and relates them to the social factor of status by referring to Dua Lipa’s job as a singer.

Billie Eilish Talks Making “What Was I Made For?” for Barbie and Hints at New Album | Tonight Show

“Jimmy Faloon: Billie Eilish (the audience cheering)

Billie Eilish: Hello Jimmy.

Jimmy Faloon: We love you; they love you. Welcome back to the show.

Billie Eilish: Thank you.

Jimmy Falloon: I can't wait to talk about what was I made for. I don't know why it is in the competition. It is the song of the year. It is the song of the year. Right now, I am calling it. Right now, I am calling it. (Billie Eilish laughing) .

Jimmy Falloon: Let us talk about this song for one second. It was number one for 14 weeks on the billboard charts. It is streamed over 2 billion times. It is nominated –(audience cheering) billion. Nominated for A Critic's Choice Award, a Golden Globe, five Grammys including song of the year and record of the year (the audience cheering) Not too shabby! Not too shabby! Billie Eilish. What was I made for! I I got to say I heard this song before I saw the movie.

Billie Eilish: Hmm

Jimmy Falloon: And I listened to it.

Billie Eilish: Hmm

Jimmy Falloon: First of all, hi, how are you?

Billie Eilish: Hi Jimmy (audience laughing)

Jimmy Falloon: yea, and I was like, man, just this song is heartbreaking, just beautiful. I loved it so much. And and I go and then I took my kids to go to see Barbie.

Billie Eilish: Hmm

Jimmy Falloon: and watched the movie. I am waiting for your song and it was not in the movie. And I go "huh". I think it would be probably after the Cansas thing they may be able to do that. And I go " Oh, it is going to be towards the end". (Billie Eilish laughing). And then when it came on, dud, it knocked me down.

Billie Eilish: hmm

Jimmy Falloon: it was the perfect scene. And it just christ the end. I was trying not to cry in front of the whole theater.

Billie Eilish: oh, yea!

Jimmy Falloon: I was weeping like a baby.

Billie Eilish: yea, yea.

Jimmy Falloon: it was unbelievably beautiful" (The Tonight Show Starring Jimmy Fallon, 2023).

Starting with ingratiation strategies, Jimmy Falloon use different ingratiation strategies like agreeing with everything Billie Eilish says. Furthermore, he uses other enhancement strategy by saying positive things about her, flattering her. He repeatedly refers to her song as the best song of the year for flattering her and for showing himself as the charming friend of Billie Eilish and humble host of the show.

Dealing with the pragmatic strategies and with speech acts, Jimmy Falloon uses the expressive speech act by saying "We love you; they love you. Welcome back to the show"

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to express his and the audience's love for Billie Elish. He then uses the expressive speech act by welcoming the coming of Billie Elish in his show. He uses these speech acts to be liked and loved by the audience and to become close to Billie Elish. He then uses the expressive speech act by praising Billie Elish's new song and showing his admiration for this song by saying "I don't know why it is in the competition. It is the song of the year. It is the song of the year". He then uses the assertive speech act by asserting that this song is first and the best song of the year and to mention the awards that it gains. He then uses the assertive speech act to assert that he listens to it. He then uses the expressive speech act for expressing his feelings toward his song by saying "and I was like, man, just this song is heartbreaking, just beautiful. I loved it so much." He uses this speech act to show his love for this song so as to get closer to Billie Elish and to be loved by the audience. He then uses the assertive speech act to assert that he went with his family to the theater to watch Barbie film and to listen to Billie Elish's new songs. Furthermore, he uses the expressive speech act to express his feelings regarding Billie Elish's song by saying "it was the perfect scene. And it just christ the end. I was trying not to cry in front of the whole theater". Finally, he uses the expressive speech act to express his feelings regarding Billie Elish's new song by saying "it was unbelievably beautiful".

Dealing with presuppositions, he firstly uses the existential presupposition by assuming the existence of Billie Elish in his show once before this time. He uses this presupposition to show Billie Elish that she is a friend for him and for this show. He then uses the existential presupposition to assume the existence of a song presented by Billie Elish in the end of Barbie film to ensure that this song is the best song and there is no better song in this year. He uses this presupposition to become intimate with Billie Elish and to be loved by the audience.

Dealing with politeness and impoliteness, Jimmy Faloon did not use any impoliteness strategies to ingratiate himself and for becoming closer to Billie Elish. On the other hand, he uses positive politeness strategies by trying to be intimate with Billie Elish through welcoming her in the show and constantly praising her song. He also gives personal details about himself by telling her how he takes his children to watch the movie and to listen to her song. Furthermore, he uses informal language when talking to Billie Elish and the audience.

Coming to the social aspects, Jimmy Faloon uses the social factor of status by shedding light on Billie Elish's job as a singer and her song in Barbie's film as the best song ever. He uses this social factor to become close and intimate with Billie Elish and to be loved by the audience.

Taylor Swift's 10-Minute Version of All Too Well Almost Wasn't Recorded (Extended) | Tonight Show

“Jimmy Falloon: Welcome, welcome, welcome back! It’s so great to see you!
Taylor Swift: You know what? It’s really great to see you, too.
Jimmy Falloon: I miss you, bud.
Taylor Swift: I miss you too.
Jimmy Falloon: I promised you this time I did not talk to your mom. I’m not gonna give any embarrassing videos of you.
Taylor Swift: wow!
Jimmy Falloon: Like I did last time, yeah. I know. This is a—
Taylor Swift: Yea, we don’t let my mom have a phone around me anymore.
Jimmy Falloon: (laughing) Because just of that?
Taylor Swift: the last time that I was on the show my mom sent videos that she had secretly record of me to Jimmy after I’d gotten LASIK and was high as hell.
Jimmy Falloon: Yea, yea. (the audience laughing). And that’s why ----
Taylor Swift: it’s literally become memes----
Jimmy Falloon: Oh yea!
Taylor Swift: They become gifts!
Jimmy Falloon: They went on to live a different life that we never knew.
Taylor Swift: They will be the legacy that lives on after my music had faded.
Jimmy Falloon: (laughing) yea, that’s right, no please. I want to talk to you about- --
Taylor Swift: Googles were taped to my face. (Jimmy Fallon laughing). Sorry, it is an important detail.
Jimmy Falloon: it was so funny. A A ---
Jimmy Falloon: I just want to--- I think you’re phenomenal. I just want to say that.
Taylor Swift: Thank you. I think you are phenomenal.
Jimmy Falloon: No, but you are just unbelievable. (The audience laughing). There’s no--- . I don’t even know if you understand how great you are(the audience clapping) , how cool you are and how phenomenal you are. But I mean---
Taylor Swift: Can I just interrupt and say it’s really phenomenal to be in the presence of men and women who have served our country, so thank you for everything that you do. (The audience cheering and applauding)
Jimmy Falloon: It’s a kind of perfect. They are amazing!
Taylor Swift: They are amazing (the audience applauding). We don’t. We never done that—and you are amazing”(The Tonight Show Starring Jimmy Fallon, 2021).

Starting with ingratiation strategies, both Jimmy Falloon and Taylor Swift use ingratiation strategies. Jimmy Falloon uses other-enhancement by replying positively to everything Taylor Swift says. He also repeatedly flatters Swift by repeatedly praising her and saying how amazing she is.

Dealing with pragmatic strategies and dealing firstly with speech acts, Jimmy Faloon uses the expressing speech act by welcoming Taylor Swift in his show and showing how he is happy for seeing her. Then, Taylor Swift uses the expressive speech act for expressing her feelings of happiness regarding seeing Jimmy Faloon again. Then, Jimmy Faloon uses the expressive speech act for showing that he misses Taylor Swift. Besides, Taylor Swift uses the expressive speech act for expressing the same emotions by saying *I miss you too*. Both Faloon and Taylor Swift use the expressive act to get close to each other and to be loved and liked by the audience. Furthermore, Jimmy Faloon uses the commissive speech act for promising Taylor Swift not to ask her mother to send new embarrassing videos of her. Then, Taylor Swift uses the assertive speech act for asserting that she keeps the phones away from her mother after this incident. She then uses the assertive speech act to assert that her mother took videos of her secretly and sent them to Jimmy Faloon. She then uses the assertive speech act to assert that her videos are used by people as memes and gifts. Then, Jimmy Faloon uses the assertive speech act to assert humorous way that her videos have a life of their own. She then uses the assertive speech act to assert in a funny way that her videos will be her legacies. She uses this speech act to show her self as the funny and loveable actor for the audience. She then uses the expressive speech act for apologizing from Jimmy Faloon and the audience for interrupting Jimmy Faloon. Then, Jimmy Faloon uses the expressive speech act for expressing his feelings regarding posting Taylor Swift's videos by saying that this was funny. Furthermore, Jimmy Faloon uses the expressive speech act to praise Taylor Swift by saying that she is phenomenal. Then, Taylor Swift uses the expressive speech act as a compliment by saying that Jimmy Faloon is phenomenal so as to be intimate with him. After that, Jimmy Faloon uses the expressive speech act to praise Taylor Swift and expressing feelings of admiration for Taylor Swift's different qualities. He uses this speech act for becoming loved and close to the audience and Taylor Swift. Then, Taylor Swift uses the expressive speech act to express her feelings for the audience and thanking them. She uses this speech act to be close, loved and admired by the audience and Jimmy Faloon. Finally, both Jimmy Faloon and Taylor Swift use expressive acts for praising their audience as being amazing. Both of them uses these speech acts for being admired and loved by the audience.

Dealing with types of presupposition, Jimmy Kimmel firstly uses the existential presupposition to assume the existence of Taylor Swift for the audience so as to show that this show is just like her home and to be intimate with her. Furthermore, Jimmy Faloon uses the existential presupposition to assume Taylor Swift's mother existence for promising Taylor Swift not to take her pictures from her mother. Besides, Taylor Swift uses the existential presupposition for assuming her mother's existence to shed light on how mother sent embarrassing videos of her to Jimmy Faloon. Then, Taylor Swift uses the lexical presupposition by using the words memes, gifts and google to imply that her videos went viral and she was embarrassed for that. Then, Taylor Swift uses the existential

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presupposition to assume the existence of the audience who are listening to her and assuming that there within the audience men and women who serve their country. She uses this presupposition to be close the audiences and to be loved by them. Finally, both of them use the existential presupposition to assume the existence of the audience that are on the show in that night so as to describe them as amazing people. They use this presupposition to show that they love their audience so as to gain their love and admiration.

Coming to impoliteness and politeness strategies, impoliteness is used by Jimmy Falloon by using a face threatening act and threatening her negative face through saying” I promised you this time I did not talk to your mom. I’m not gonna give any embarrassing videos of you” in order interfering in her private life and seeing her personal videos. On the other hand, both Jimmy Falloon and Taylor Swift use positive politeness strategies like using informal language, talking about personal details and praising each other to get strengthen the friendship between so as to be loved and admired by their audience.

Dealing finally with social factor, Jimmy Falloon uses the status social factor by shedding light on Taylor Swift as and her job as a famous and successful singer and praising her success in her job. He uses this social factor to become closer to Taylor Swift and to be loved by her. Taylor Swift on the other hand use the social factor of race by referring to the American people who serve their country. She uses this social factor to be closer to her audience and to be loved and admired by this audience.

THE CONCLUSIONS

This study has reached the following conclusions:

- 1- Dealing with the first talk show between Jimmy Falloon (the host of the show) and Dua Lipa (the guest of the show), Both of them use ingratiation strategies. Falloon use strategies like agreeing with everything Dua Lipa says and showing positive remarks regarding everything she says. Dua lipa uses strategies like showing herself as a warmth, charming person, praising Jimmy Falloon and flattering him. Regarding pragmatic strategies, Dua lipa uses assertive speech acts to become closer to Jimmy Falloon and the audience. She then uses the expressive speech act to express her emotions of being on the stage with Jimmy Falloon so as to be intimate with Falloon and to gain his and the audience’s admiration. Jimmy Falloon on the other hand uses the directive speech act to remind Dua Lipa of their first meeting so as to be intimate with her. He uses the assertive speech acts to explain details of their first meeting to make the audience laugh and get closer to them. He then uses the expressive speech act to express his emotions regarding with Dua Lipa on the stage. Both Dua Lipa and Jimmy Falloon use positive politeness strategies like joking, using informal language, and trying to be closer to each other by mentioning their memories. Dua Lipa uses existential and factive presupposition to shed light on her memories with Jimmy

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- Falloon to become intimate with him. Falloon on the other hand use factive presupposition to be intimate with Dua Lipa by mentioning their shared memories. Finally, Dua Lipa uses the above strategies and relate them to social factor of race and status for flattering Jimmy Falloon and being like and admired by him and the audience. While, Jimmy Falloon uses the social factor of status by referring to Dua Lipa as a successful singer to be admired by her and the audience.
- 2- Within the second talk show between Jimmy Falloon and Billie Eilish, Jimmy Falloon use ingratiation strategies like flattering Eilish, agreeing with everything she says, talking about her positively and praising her new song in an exaggerated way. Falloon uses the expressive speech acts for expressing his and the audience's love for Billie Eilish and for expressing his feelings when he listened to her song. He uses the assertive speech acts for explaining the details related to this song like the awards it receives and how he waits for the song to be presented in the theater. Falloon uses the existential presupposition to shed light on Billie Eilish's existence in his show and the existence of her song as the best song of the year so as to be closer to her and the audience. Jimmy Falloon use positive politeness strategies by welcoming Eilish in her song as if it is her home, praising her and showing his feelings when he listened to her song, using informal language and talking about his personal details to be closer to her.
 - 3- Dealing with the third talk show between Jimmy Falloon and Taylor Swift, both of them use ingratiation strategies. Jimmy Falloon uses other enhancement, showing agreement with everything Taylor Swift says and flattering her by praising her repeatedly and praising the audience. Swift on the other hand uses ingratiation strategy by showing agreement to everything Jimmy Falloon says, by flattering him repeatedly and by joking with him about her personal videos. Jimmy Falloon uses expressive speech acts for welcoming Taylor Swift, showing how he misses her, praising her by saying that she is amazing and phenomenal. He uses the assertive speech act for joking with Taylor Swift and the audience. On the other hand, Taylor Swift uses expressive speech acts for showing she misses Falloon, for complimenting him and for expressing her feelings of gratitude for the audience so as to be loved and admired by both the audience and Jimmy Falloon. Jimmy Falloon uses impoliteness strategy and specifically a face threatening act that damages her negative face by interfering in her personal life and by reminding her of the way he got her personal videos. He uses this impoliteness strategy to be closer and intimate friend with Swift. Both of them use positive politeness strategies for being closer to each other and to be like by the audience by using informal language, talking about personal details and expressing their feelings to each other. Jimmy Falloon uses the social factor of status to praise Swift to be closer to her and to be admired by her and the audience. Taylor Swift, on the other hand, uses the social factor of race by praising the American people who serve their country.

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