



**AN ANALYSIS OF POSITIVE POLITENESS STRATEGY USED BY LACIE POUND  
IN “BLACK MIRROR: NOSEDIVE” SERIAL MOVIE**

**A FINAL PROJECT**

In Partial Fulfillment of the Requirement  
For S-1 Degree in Linguistics  
In English Department, Faculty of Humanities  
Diponegoro University

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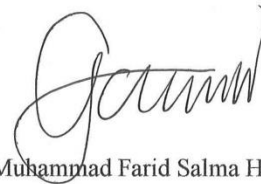
**2018**

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## PRONOUNCEMENT

I state truthfully that this project is compiled by me without taking the results from other research in any university, in S-1, S-2, and S-3 degree and in diploma. In addition, I ascertain that I do not take the material from other publications or someone's works except for the references mentioned in bibliography.

Semarang, March 2018



Muhammad Farid Salma Husna

## MOTTO AND DEDICATION

*"How low I can let it go"*

— **Pak Danang**

*This thesis is dedicated to myself*

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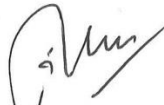
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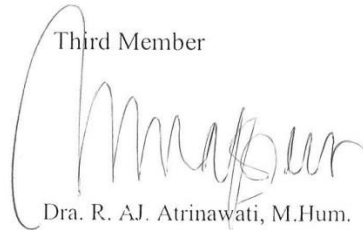
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## ABSTRACT

Nosedive a serial of Black Mirror movie is a science fiction movie which shows a character who manages to use of Positive Politeness Strategy in most of the conversation in order to create images of herself. The episode is set in a world where an app permitting someone to rate everything out of five is so essential to everyday living that people judge someone socially by theira personal rating, whether low or high. The objective of this study is to identify types of politeness strategies employed by Lacie Pound and explain the way politeness strategies are realized and the factors that influence the characters to employ those strategies. I use positive politeness strategy (1987) from Brown and Levinson to support the analysis and apply non-participant observation to collect the data and identify method to analyse the data. The result of this study shows the presentation of the main character uses a positive strategy and an explanation of why she uses the strategy and the factors that influence it most frequently used type of positive politeness strategy.

**Key words:** *Black Mirror, Politeness Strategy, Positive Politeness Strategy Usage*

## **1. Introduction**

Communication is something we cannot avoid in our life. Communication plays very important role because it is the way that we can interact with other living human beings in the social life. Communication itself is a process of delivering or exchanging information between individual from the giver to receiver. In general, verbal communication is done through behaviour or a common system of symbols or signs whose purpose is to be understood by both parties.

Our social relations greatly affect and influence what we will say or communicate to others. To be able to deliver the interaction in the right way, we must look at several factors related to the social closeness and distance of our interlocutor. There are also another important factors such as the degree of imposition or friendliness or degree, which is often implied in the interaction. There are also external and internal factors that both types have an influence not only on what we say but also on how to reciprocate what we have said. Mostly, the interpretation has another purpose beyond what might we want to convey. Identify the impact and make it very clear that it is more communicable than it says. It is usually learned in the scope of politeness.

The reason why the researcher takes the topic of politeness strategies and examines Lacie Pound as an object in “*Black Mirror: Nosedive*” Serial Movie is because the researcher wants to analyse more deeply about the politeness strategy used by someone, whether the interpretation of the object affects the outcome of the

politeness strategic when she communicates from one scope of social interaction to another. The other reason is this film contains many interesting politeness strategy that can be analysed especially in the dialogue of Lacie Pound in “*Black Mirror: Nosedive*” Serial Movie.

In writing this research, there are 2 research problems. The first one is what kinds of positive politeness strategies are used by Lacie Pound in the film entitled “*Black Mirror: Nosedive*” based on Brown and Levinson’s politeness strategy. The second one is what factors influence the characters to employ those strategies.

There are the purpose of the study which can be presented by answering the research question stated before, such as identifying types of politeness strategies employed by Lacie Pound and explain the way politeness strategies are realized and the factor that influence the characters to employ those strategies in the utterances, employed by Lacie Pound in “*Black Mirror: Nosedive*” serial.

There are four politeness strategies proposed by Brown and Levinson (1978), there are bald on record, positive politeness, negative politeness, and off record. In this study, the researcher will limit the analysis so the focus only on positive strategy and factors of the strategy that used by Lacie Pound in “*Black Mirror: Nosedive*” Serial Movie.

This research paper analysis has some contributions, both theoretical and practical. The significances of this research are theoretically, the researcher hopes that this research paper can enrich and develop the knowledge of pragmatic, especially in Politeness Strategy. Practically, it is also hoped that the result of this study can be

used as a reference and useful additional information for someone who wants to relate the topic of pragmatic, especially in politeness strategy.

There are previous researches about Politeness Strategies. First is the research by Ani Septyaningsih (2007) entitled an analysis of positive politeness strategy in the film entitled “in good company” and the research studies the use of positive politeness strategy. It is conducted to find out the kinds of the positive politeness strategies employed by the characters and the factors influencing the characters to employ those strategies in relation to Brown and Levinson’s politeness strategy. Thus, all kinds of positive politeness strategies are employed by the characters.

The second one is the research by Mifta Hasmi (2013) entitled a pragmatic analysis of politeness strategies reflected in nanny McPhee movie. The objectives of this research are to identify the types of politeness strategies employed by the main characters in Nanny McPhee movie and to describe the way politeness strategies are realized in the utterances employed by the main characters in Nanny McPhee movie. This research used descriptive qualitative approach. The key instrument of the research was the researcher herself. The data were in the form of utterances which contain politeness strategies. The data source is Nanny McPhee movie script. The data were collected by note taking technique then they were classified and analysed.

Third, Harisah's thesis (2012) entitled "Politeness Strategy Identified in Characters Utterances in Black Swan's Movie Script" who uses Politeness Strategy Theory from Brown and Levinson (1987), Speech Act Theory from Austin (1969), and Function of Speech Act Theory by Yule (1996) to show kinds of Politeness Strategies used by four characters in Black Swan's movie script and what factors influencing the Politeness Strategy choices. The result shows that the context of power, social distance, and rank of imposition in certain situations influenced the speaker in choosing various Politeness Strategies.

The difference in my research with the previous study above is that my research thesis examine the formation of politeness strategy referring to the context of sentences using speech act. Then the object of my study is also highly related to the politeness because the object itself describe the importance of the politeness strategy for us to survive in society.

## **2. Theoretical Framework**

### **2.1 Politeness Strategy**

According to Yule (1996:60) Politeness is an interaction, which can then be defined as the instrument used to show awareness to prevent violations of the hearer's face. It allows people to do a lot of sensitive interpersonal acts and to show the images. There are two types of faces that can be shown, positive and negative faces.

## **2.2 Types of Face**

According to Brown and Levinson (1987:312), positive and negative face exist universally in human culture; it has been argued that the notion of face is the actual universal component to their proposed politeness theory. A face threatening act is an act that inherently damages the face of the addressee or the speaker by acting in opposition to the wants and desires of the other. Face threatening acts can be verbal (using words/language), paraverbal (conveyed in the characteristics of speech such as tone, inflection, etc.), or non-verbal (facial expression, etc.).

**Positive face** is threatened when the speaker or hearer does not care about their interlocutor's feelings, wants, or does not want what the other wants. Positive face threatening acts can also cause damage to the speaker or the hearer. When an individual is forced to be separated from others so that their well-being is treated less importantly, positive face is threatened.

**Negative face** is threatened when an individual does not avoid or intend to avoid the obstruction of their interlocutor's freedom of action. It can cause damage to either the speaker or the hearer, and makes one of the interlocutors submit their will to the other. Freedom of choice and action are impeded when negative face is threatened.

## **2.3 Positive Politeness Strategy**

According to Brown and Levinson (1987:317), Positive politeness strategies seek to minimize the threat to the hearer's positive face. These strategies are used to make the hearer feel good about themselves, their interests or possessions, and are most usually used in situations where the audience knows each other fairly well. In addition to

hedging and attempts to avoid conflict, some strategies of positive politeness include statements of friendship, solidarity, compliments.

#### **2.4 Factors Influencing the Politeness Strategy Choice**

According to Brown and Levinson (1987:318), there are factors influence the strategies;

##### **Payoffs**

Payoff is a kind of considering priority. It means that speaker ought to consider the advantages that he gets by using each strategy. For instance, if speaker uses on record, he can get honest and direct answer and also avoids any misunderstanding. In addition, if speaker uses off record, he might lessen the risk of threatening hearer's face, avoid the responsibility of giving a threat and he does not appear to force hearer. If speaker uses positive politeness, hearer might feel that speaker approves and appreciates him. Speaker could also satisfy the hearer's positive face. Moreover, if speaker uses negative politeness, hearer feels that speaker pays respect and give deference to him. He could also satisfy hearer's negative face.

##### **The Circumstances**

According to Brown and Levinson (1978:74-83), the circumstances deal with sociological variables including the social distance (D) between speaker and hearer, the relative power (P) of speaker and hearer, and the absolute ranking of imposition (Rx). These variables are used to estimate the weightiness of the FTA given by the speaker. Distance deals with the frequency of interaction between speaker and hearer. It relates to their closeness. Moreover, power deals with the domination of the

superior over subordinate. Power value does not always refer to individual, but it also refers to role-sets. E.g. Manager/employee. In addition, ranking of imposition deals with the degree of interruption given in the FTA. Furthermore, seeing from independent variable, P, D, R are not seen only by relevant factors, but it also seen from status, authority, occupation, ethnic, identity, friendship, and situational factors. Then, in this case, if the distance between speaker and hearer is great or it means that they are not close and the power of hearer over speaker is great and the ranking of imposition is also great, then, the speaker must lessen the imposition. In this case, if speaker gives great imposition over hearer, then, it might threat hearer's face a lot.

### **The Integration of Imposition of the Payoffs and Weighting the Risk in the Choice of Strategies**

This factor is actually the combination of the previous factors namely payoffs and circumstances. It means that the speaker considers the payoffs of the chosen strategy and the circumstance at the same time. For instance, if the speaker wants to do FTA to hearer, but they have great distance and hearer has more power over speaker, then, speaker should use negative politeness in order to maintain hearer negative face. In contrast, if speaker and hearer have low distance and equal power, then, speaker can use more risky strategy as positive politeness or even bald on record. In short, speaker ought to choose the appropriate strategy to use in that situation. On the other hand, he has to consider the risk for choosing that kind of strategy.

## **2.5 Type of Research**

The researcher uses a descriptive qualitative approach in making this project. According to Bodgan and Biklen (1982: 39-48), a qualitative approach is a research bringing about the descriptive data in the written and oral form data from the subjects of the research being investigated. It is concerned with providing the description of the phenomena which occur naturally without any intervention of an experimental treatment. Qualitative research is closely related to ideas, reasons or express opinions in more depth. Therefore, in writing this research, the researcher use the video and script dialogs related to the object of the research.

## **2.6 Data and Source of the Data**

The research data were taken from the Dialogue of Lacie Pound in “*Black Mirror: Nosedive*” Serial Movie. While the researcher focuses on taking data from the context of Lacie conversations that contain politeness strategy in it. The source of data were taken from the script that taken from subscene.com.

## **2.7 Population, Sample, Sampling Technique**

The research used purposive sampling technique because the researchers focused on the context of the dialogue. The population that researcher get from this research is all the utterance, uttered by Lacie Pound. Then, the sample of this research is Lacie Pound's utterances have a relationship and criteria that shown in the politeness strategy according to Brown and Levinson classification.

## 2.8 Method of Collecting Data

The researcher in this study used some steps in collecting the data as follows. The first one, the research selected the movie carefully and it choose according to the criteria of positive politeness strategy. The second one, the researcher watch and replay the film several times in order to understand the whole story. Then, the researcher finding the transcript of the film on internet. Next, synchronize transcripts dialog that has been obtained with the dialog in the movie. The final method, the data that has been collected and correct then can be analysed.

## 2.9 Method of Analysis Data

The first step for analysing this data I identifying the utterances produced by the characters. Then I trying to classifying the data which containing politeness strategy. After that analysing the factors that influencing the characters to employ the politeness strategy based on Brown and Levinson's politeness scale. Finally drawing the conclusion.

## 3. Result and Discussion

From the data, it can be seen that Lacie uses 35 times of the following kinds of Positive Politeness Strategy. Those types of positive strategy are listed below;

Type of Strategy	Percentage
1. Noticing, attending to hearer (his interest, wants, needs, and goods)	8,57%
2. Exaggerating (interest, approval, sympathy with Hearer)	14,28%
3. Using in-group identity markers	8,57%
4. Avoiding disagreement	17,14%

5. Presupposing/raising/asserting common ground	8,57%
6. Oering, promising	8,57%
7. Be optimistic	5,71%
8. Giving (or asking for) reasons	14,28%
9. Giving gifts to hearer (goods, sympathy, understanding, cooperation)	14,28%

Based on those data, the most frequently used type of positive politeness strategy by Lacie is avoiding disagreement. This strategy often appears in the story line because Lacie wants to get a high rating from her social circle. Therefore, in order to minimize FTA she rarely expresses her disapproval for her interlocutors, even though there is a different interpretation between her and the hearers related to their conversation context. I will choose one from each strategy to represent the data to be analyze.

### **Data 1**

**Context:** Lacie is leaving for work, then she meets her friend in the elevator. While Bethany is in the same elevator and also wants to work on the first day, she then makes small talk while waiting for them to get to their workplace.

Bethany: *Hi, Lacie*

Lacie : *Bets, it is great to see you!*

Bethany: *You too.*

Lacie : ***How's Pancakes? (Her cat)***

Bethany: *He is hilarious. Such a funny cat. Just the best.*

### **Data interpretation:**

The conversation above shows that Lacie employs positive politeness strategy, namely noticing to the hearer's need. The utterance is indicated Positive Politeness

and tends to threaten Bethany's negative face. Lacie notices Bethany interest by saying "How's Pancakes?" Pancakes is Bethany's favourite cat. Lacie asks about the cat so that she has a topic to discuss with Bethany and makes a small talk.

Lacie employs this strategy because she is influenced by payoff factor. Lacie wants to minimize the FTA by noticing Bethany while assuring her that she considers herself to be equal. Bethany might feel that Lacie approves and appreciates her.

## **Data 2**

**Context:** For the second time Bethany and Lacie is meet in the elevator when they want to go to work. Lacie, who previously met to "a kind of consultant" to raise her rating, is now very ambitious to get rates from people including Bethany. So she start to reach Bethany by doing conversation to fulfil her needs.

Lacie : *Would you like a croissant, they gave me an extra in a coffee place.*

Bethany: *Oh no, I already eat.*

Lacie : *Okay, sure. All good, yes. Well here is me. So.. (Rate Bethany)*

## **Data interpretation:**

In the conversation above, Lacie uses positive politeness strategy called giving gifts to the hearer (goods). The utterance is indicated Positive Politeness and tends to threaten Bethany's negative face since Lacie is wanting reciprocity toward Bethany. She does that kind of strategy because she wants Bethany to highly rate her. Then, she tries to offer some cakes to Bethany. However, what has been done by Lacie is threatening Bethany's positive face because she feels annoyed about what Lacie's doing. Instead, she gives Lacie bad rating because of that.

The factor used by Lacie is a payoff. Lacie wants to satisfy Bethany's positive face, hoping Bethany would rate her highly. But it actually raises FTA in Bethany's positive face because Lacie doesn't think of the social distance between them, or how close they are. Because of that Bethany feels annoyed about it.

### **Data 3**

**Context:** Lacie is cooking in the kitchen accompanied by her brother, and suddenly she is contacted by her old friend, named Naomi. Lacie and Naomi were best friends since childhood, but Naomi has made a fatal mistake to Lacie, causing their friendship to break up.

Lacie : *Oh my God! Ney-ney how are you? I was just fixing myself a snack*

Naomi: *Oh, Lacie, Could I just say I am very happy to see your face.*

Lacie : *Me too, it is been...*

Naomi: *Too long*

Lacie : *Way too long*

### **Data interpretation:**

The conversation above shows that Lacie employs positive politeness strategy using in-group identity marker. The utterance is indicated to threaten Naomi's negative face. Lacie's utterance shows that she really cares about Naomi. The word 'Nay-nay' which is used to address Naomi indicates that Lacie implicitly claims that she is in common ground with N. She wants to get closer by using group identity marker. She addresses Naomi with 'Nay-nay'. Thus, the hearer positive wants have been fulfilled and satisfied because she feels more intimate. It is used to claim the group solidarity. Thus, Lacie has saved Naomi's positive face to appreciate.

Lacie employs this strategy because she is influenced by a factor, named payoff. Lacie could minimize the threat by assuring Naomi that she considers herself to be 'of the same kind', that she likes her. Thus, she can avoid tension that might happen between them.

#### **Data 4**

**Context:** Lacie is talking with Naomi on the phone. The situation that happened is a little bit awkward because they both haven't met a long time. Then they make small talk and started the conversation by asking about each other's condition.

Lacie : *No, it's mine. Everything is just so*

Naomi: *Everything's just so*

Lacie : *Crazy! Oh, it's so good to see you.*

Naomi: *When you posted that Mr. Rags photo.*

#### **Data Interpretation:**

Lacie uses positive strategy as she is presupposing/raising/asserting common ground because Lacie's utterance indicates that she and hearer in cooperation by putting emphasis on the hearer. The utterance is indicated Positive Politeness and tends to threaten Naomi's negative face in the conversation. Lacie speak as if her knowledge is same as the hearer. Lacie may put other utterance meaning that that the speaker knows condition, before in order to make the hearer accept that condition. Shown from the Lacie utterance "Crazy! Oh, it's so good to see you." in which Lacie deapitated, the sentence explain the conditions that they might be feeling right now.

## Data 5

**Context:** Naomi is Lacie's oldest friends whose relationship was tenuous because Naomi always mean to Lacie but suddenly she contacted Lacie when she was cooking in the kitchen. She intended to invite Lacie into her wedding day and want Lacie to be her maid of honor because she saw when Lacie post about a small doll called Mr Rags and left her with nostalgia about their childhood.

*Naomi: I know we haven't kept in touch as much as I'd have liked and that is totally my fault, but this is a big day. A big life day and I want my oldest friend with me, my oldest friend. I want you by my side.*

*Lacie : Oh, my God. Thank you. What do I have to..*

*Naomi: Not much to it. A speech, mainly.*

*Lacie : Speech? Of course! Mm-hmm. How big's the crowd?*

*Naomi: Oh, my gosh, like [sings] hundreds! It's a crazy guest list. I'll send it now. Paul's invited so many, I don't want to call them big deals, but they're all, like, 4, 7 or above.*

*Lacie : **Uh-huh. Nay-Nay, I will not let you down.***

*Naomi: [giggles] don't sweat too much! Just talk about old memories.*

*Lacie : Sure.*

## Data Interpretation:

Lacie is indicated using a positive politeness strategy, namely being optimistic. Lacie used this strategy because Lacie conveys that both of Lacie and Naomi have cooperated in the relevant activity for their goals to reach agreement. Naomi wants Lacie to be a maid of honor and Lacie wants to get a high rating from invited guests who attended the Naomi wedding. Lacie used "be optimistic" strategy and said to

Naomi that she will not let Naomi down because she considered to appreciate Naomi and as a result Naomi's positive face has been fulfilled by Lacie.

Lacie employs this strategy because she is influenced by some factors. The first is payoff. Lacie can minimize the FTA by assuring her and Naomi's positive face is not threatened by Lacie because it can be seen for their mutual shares. Naomi wants Lacie to be a maid of honour and Lacie wants to get a high rating from invited guests who attended the Naomi wedding. Lacie also used this strategy influenced by circumstance factor because Lacie feels close to Naomi as well. They were best friend and they have similar in terms of intimacy so they get closer to each other and the distance rating will get smaller.

#### **Data 6**

**Context:** Lacie and Naomi are still talking through a video call. Naomi invited Lacie to attend her wedding and wants Lacie to be her maid of honour. She thought what size that Lacie has but without thinking she decided to choose the size for her dress just like that.

Naomi: *And what is your dress size*

Lacie : *Oh, hmm.*

Naomi: *I will tell you what, I will just send you four.*

Lacie : *Perfect*

#### **Data interpretation:**

The conversation above shows that Lacie avoiding disagreement. She says "perfect" instead of telling the truth. Lacie tends to threaten Bethany's negative face and save

Naomi positive face with white lies because Lacie doesn't want Naomi to be disappointed with her.

Lacie employs this strategy because she is influenced by Payoff factor. Lacie wants to minimize the FTA. By hedging her opinion, Naomi's positive face is saved. She could minimize the threat by assuring Naomi that she considers herself to be same kind, that she likes her wants. Thus, it can minimize the tension between them.

### **Data 7**

**Context:** Lacie and Ryan (her brother) are arguing about why Lacie has to rent an expensive apartment just for popularity and rating. Ryan also criticize the way that Lacie doing speech for Naomi's wedding and he think that it is too hypocritical and over-exaggerated.

*Lacie: I wish her well and wanna express it the best I can. And, yeah, if I nail a speech and get five-starred by hundreds of primes, so what? It's a win-win.*

*Ryan: What are you hoping for? Like, 4. 3, 4. 4? Unh-unh.*

*Lacie: You get points from your gaming buddies. It's the same thing. Don't shit on me for aiming higher.*

*Ryan: Pelican Cove higher?*

*Lacie: **What's wrong with Pelican Cove? They're great apartments!***

*Ryan: They are fake-smile jail cells.*

*Lacie: [phone beeps] Great. Car cancelled. And he marked me down so now I have to book another, and I took a ding. Great job.*

**Data Interpretation:**

Lacie tells Ryan about her decision but Ryan disagrees with her. Lacie respects Ryan as her brother and she also respects what Ryan likes to do but Ryan disagrees and instead interferes with Lacie's opinion. Her utterance shows that she employs positive politeness strategy namely asking or giving reason and she prefers asking reason to Ryan about his disagreement with Lacie's decision.

Lacie employ this strategy influenced by circumstances factor. She used social distance to determine the level of politeness because she feels that she has closer relationship with his brother and the distance rating will get smaller. As a result she is not employ polite utterance when asking the reason to her brother.

**Data 8**

**Context:** Lacie wants to go to her best friend's wedding. But suddenly the flight schedule must be cancelled. She decided to rent a car in a rental car to fulfil his best friend's wedding invitation.

Lacie : *Hi there. Chuck, great name!*

Chuck: *Thank you.*

Lacie : *Hope you're having a great night.*

Chuck: *It's pretty good.*

Lacie : *So, I need a car.*

**Data interpretation:**

Lacie used Positive strategy as she is exaggerating Chuck for seeking Chuck's sympathy because she needs something from Chuck. Lacie using that utterance because she wants to be closer with Chuck because she really hope for him could fulfill her needs. The sentence "Chuck. Great name!" indicates the exaggeration. It

shows that Lacie saves Chuck's positive face and it can minimize her threat to Chuck's positive face since Lacie would like something from Chuck and she praise him excessively.

Lacie employ this strategy influenced by payoff factor. Lacie wants to satisfy Chuck. She wants to minimize The FTA by assuring Chuck. She considers himself to be of the same kind that she likes him and Lacie need something that Chuck can fulfil.

### **Data 9**

**Context:** Lacie missed the flight to go to Naomi's wedding. Then Lacie tell Naomi that she could not come to the Gala Dinner (part of Naomi's wedding events) and now she is on her way to Naomi's wedding with a rental car.

Naomi: *Is everything okay? I can find a replacement if something's wrong.*

Lacie : *No. No. No. I'll be there. I swear on Mr. Rags. Ha ha ha!*

Naomi: *Okay, just drive safe! [Girls squealing]*

### **Data Interpretation:**

Lacie is indicated using a positive politeness strategy namely offering, promising because Lacie really wants to makes hearer satisfied. Lacie said she would come to the gala dinner. So she promise to Naomi by saying "I Swear on Mr. Rags" which she swears by things that she thinks is valuable for both of them, even though she can or does not fulfil the wishes. Promise is natural outcome of choosing this strategy.

Lacie employs this strategy because she is influenced by some factors. The first one is payoff. She used this factor to fulfil Naomi's wants by implicitly said

that she would come as soon as possible to Naomi's wedding and she wants Naomi not to be angry with her. The second one is circumstances. The power rating between participants shows that they have different status. Naomi has higher power than Lacie. Lacie employs this factors to get closer with her and she needs attention to entertain her because Lacie has disappointed her.

#### **4. Conclusion**

This chapter present the conclusion deal with the results of the discussion and analysis from the previous chapter. It contains the use of positive politeness strategy covering with 9 strategies by Lacie also the reason why Lacie chooses certain factor of the strategies of 9 data which have been analysed in the data analysis.

Lacie uses 11 of 15 strategies. It include 3 times Noticing or attending to hearers (his interest, wants, needs, and goods), 5 times Exaggerating (interest, approval, sympathy with Hearer), 3 times Using in-group identity markers ( address form, use of language or dialect group, use of jargon or slang, contraction and ellipsis), 6 times Avoiding disagreement, 3 times Presupposing or asserting common ground, 3 times Offering, promising, 2 times Being optimistic, 5 times giving (or asking for) reasons, 5 times Giving gifts to hearer (goods, sympathy, understanding, cooperation).

There are two factors that influence Lacie in the data which have been analyzed in the analysis. The first one is payoff. The reason why lacie uses this factor to fulfill the hearer wants. She wants to minimize The FTA and she considers

herself that she is the same position with the hearer and Lacie needs something from the hearer to boost her rating up. The second one is the circumstances. The reason why Lacie uses this factor because the power rating between the participants shows that between Lacie and the hearer have different status. There is a distance between the speaker and hearer. In this case, the distance between speaker. It means that they are not close and the power of hearer over speaker is great and the ranking of imposition is also great.

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